

Canadian Conference of the Arts presents:



**CANADIAN CONFERENCE
OF THE ARTS**

**CONFÉRENCE CANADIENNE
DES ARTS**

**Arts and culture in Canada
The Need for Political Vision**

Presented to the Liberal Party of Canada
Caucus on January 19, 2009

Who we are:

- The oldest and largest umbrella organization in the cultural sector
 - Unique mandate covering the whole sector
 - Unique breadth of membership
- A national forum connecting the arts, culture and heritage community
- What we do:
 - Monitor, report, research & analysis
 - Partner with universities
 - Participate in and organize public debates
 - Voice representing artists and arts professionals
- Funding: 2/3 from a contribution agreement with Heritage, 1/3 membership

Some Facts about the sector:

- Economic footprint of Canada's culture sector: \$84.6 billion in 2007, or 7.4% of Canada's total real GDP
- Between 600 and 700 + K cultural workers (+ another related 400 K jobs = 8% of total workforce) – Gender Split 50/50
- Characteristic of the new economy: educated entrepreneurs
 - 42% of artists are self-employed (6 X more than total workforce)
 - 40% have a university degree
- Average revenue of artists: \$23 K, i.e. 2/3 of national average
- In 2005, earning gap = 37%, largest gap in Alberta and Yukon (+ 50%) and smallest in Québec and NWT (25%)
- Creating a new job in the cultural sector is estimated to cost \$20-30K vs. a job in light industry = \$100K vs. a job in heavy industry = \$200-300K

Cultural workforce's contributions to Canadian Society

Go well beyond the economy!
Demonstrated contribution to

- Community and citizenship building
- Education and personal development
- Health
- Social integration
- Combating delinquency
- Rehabilitation
- Foreign policy and trade objectives

A sector that involves Canadians:

Based on latest statistics available:

- 14 K incorporated non-profit organizations
- Close to one million volunteers, 200 million hours
- Compared with other incorporated nonprofit organizations, arts and culture organizations:
 - Received much lower funding from government (28% for arts and culture vs. 49% for all nonprofits), and
 - Earned revenue much higher (50% for arts and culture vs. 35% for all nonprofits)

The Need for an Overarching Cultural Strategy

A sector in transition in a society in transition

- Impact of new technologies on production, dissemination and « consumption » of culture
- A generational transition
- Fundamental changes in Canadian demographics (cultural diversity should be a priority in policy making)
- Need to factor technology/human resources changes in an overall cultural strategy covering both infrastructure and human resources development

The Need for a National Vision

- No public debate over culture since 1980s
- Current political situation detrimental to serious consideration of issues
- Need for a comprehensive approach to arts, culture and heritage involving all levels of government, stakeholders and Canadian citizens
- A window of opportunity for serious political leadership in this field

Policy issues we care about:

- Develop a National Digital Strategy which includes culture
- Update our Copyright laws
- Review Telecommunications and Broadcasting Acts – Broadcasting an issue of particular concern
- Develop markets at home and abroad and reinsert culture in foreign policy
- Adapt social safety net policies to a growing contingent of self employed Canadians

Policy issues we care about:

- Update our cultural infrastructure
- Implement the new museum policy
- Support training and mentorship
- Provide comprehensive and timely cultural statistics