



## **Roadmap for Policy Development**

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# Developing a Policy Framework

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- The conference is part of a continuous process
- Objective: to develop CCA policies on artists and the creative economy for the next two years
- Steps:
  - National Policy Conference
  - National Advisory Committee on Priorities
  - Board of Directors
  - Electronic process
- Participate in the development of a National Digital Strategy and other policy developments



# Artists:

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Some of what we said about artists:

- “artists inspire society”
- “artists should be everywhere”
- “artists see things that other people don’t”
- “artists should create things that matter”
- “artists create jobs (innovation)”
- “artists are agents of change, transformation, revival”
- “artists are now responsible for their own destiny”
- “artists have to learn to say no”



# Artists:

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Some of what we discussed about artists:

- Relationship of artists to the economy
- Responsibility of artists to our communities
- Should artists care about their audience?
- Changing relationship with audiences – instant access, global markets, interactivity
- Continuum of artists: “it is who I am”  
love → career      amateur → professional



# Creative Economy

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What we discussed about the creative economy:

- Economy based on ideas
- Creative workers are people paid to think
- Artists do not enjoy a monopoly on the creative economy, but their role is special



# Artists: Powering the Creative Economy?

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- Professional artists are paid to create and are central to this economy – and paradoxically, innovation comes from the edges
- Disintermediation – artists can have a direct relationship with their audiences
- Artists create works that have ongoing value
- Art is far more than its economic value – contributes to well being, social cohesion, community dialogue



# Artists: Powering the Creative Economy?

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- The creative economy can/should learn from artists
  - Flexibility/adaptability/self-employed
  - Entrepreneurial spirit
  - Creativity
- “artists are at the heart of whatever happens”
- “artists can take information and transform it into knowledge”
- “artists have always led us into each new medium”
- Sharing information is the new power base



# (Em)powering Artists

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- Policies and programs that ensure artists can play their leading role in the creative economy
- New business models
- Sustainability/sustainable creative ecosystem
- Training/information
- Barriers to artists? Low and fluctuating income, lack of respect + understanding, no social benefits





# (Em)powering Artists

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- Resources – grants, public investment
- New sources of funding/royalties – levy on Internet Service Providers – levy on all digital copying media, iPods, computers
- Copyright – share in ongoing (increasing) economic value of their art – Bill C-32 erodes existing royalties and provides no new streams
- Advocate for provision that first \$10,000 of artistic income is tax free