Ain’t No Mountain High Enough – Reaching out to Diverse Communities

Presentation by M. Sharon Jeannotte, Strategic Research and Analysis

P3 Forum – April 17, 2002
Structure of presentation

- Overview of diversity in Canadian society
- Diversity and Canadian Heritage
- Messages from under-served groups
- Human resource issues in Canadian Heritage
Dimensions of diversity

Diversity in Canadian society can be defined through several dimensions:

- Age
- Gender
- Language
- Ethnocultural affiliation
- Family structure
- Socio-economic status
- Region
Youth Participation

Children least likely to participate in sports, arts or music are:

- From lower income families
- Have very young parents
- Come from single-parent households
- Primary caregiver has less than a high-school education

## Barriers to use of the Internet

15 Years of Age and Over - %
(Source: Statistics Canada, GSS 2000)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Cost</td>
<td>27.5</td>
</tr>
<tr>
<td>Access to computer</td>
<td>27.1</td>
</tr>
<tr>
<td>Time</td>
<td>18.0</td>
</tr>
<tr>
<td>Lack of skills or training</td>
<td>13.6</td>
</tr>
</tbody>
</table>
Canada Council Funding in Rural and Remote Areas – 1998-2000

<table>
<thead>
<tr>
<th>Community Size</th>
<th># Of Communities Funded (%)</th>
<th>Funding Level(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;5,000</td>
<td>351 (43%)</td>
<td>$10.5 M (3%)</td>
</tr>
<tr>
<td>5,000-10,000</td>
<td>101 (12%)</td>
<td>$4.5 M (1%)</td>
</tr>
<tr>
<td>10,000-25,000</td>
<td>180 (22%)</td>
<td>$10.1 M (3%)</td>
</tr>
<tr>
<td>&gt;25,000</td>
<td>193 (23%)</td>
<td>$282.1 M (92%)</td>
</tr>
<tr>
<td>TOTAL</td>
<td>825 (100%)</td>
<td>$307.2 M (100%)</td>
</tr>
</tbody>
</table>
Ethno-cultural Minorities Participation in the Artistic Labourforce

Of 114,000 artists in Canada:

- About 13% have a non-official language as mother tongue
- About 7% are members of a visible minority
- Chinese and Black artists are the two largest minority groups
- Over one-half of visible minority artists are musicians/singers or artisans/craftspersons

Source: Canada Council, Artists in the Labourforce, 1999
Ethno-cultural Minorities
Cultural Participation

Arts attendance

- Born in Canada - higher participation rates than those born outside of Canada
- Most active – African/West Indian origins
- Least active – Italian or South-Asian origins
- Most interested in connecting with their culture – South Asian and Chinese origins

Source: Environics, Arts and Heritage Participation Among Canadians of Ethnic Minority Backgrounds, 2001
Ethno-cultural Minorities
Attitudes – Arts and Cultural Activities

Most positive attitudes:
- Better educated, more affluent Canadians from minority groups
- Canadians with African/West Indian origins

Least positive attitudes:
- Canadians with Chinese or other Asian ethnic origins

Source: Environics, Arts and Heritage Participation Among Canadians of Ethnic Minority Backgrounds, 2001
Council of Europe Site Visits on Cultural Diversity – Canadian Messages

Montreal Workshop

- Space for minorities needed both within existing cultural organizations as well as alternative organizations
- Two-tier funding structure exists between « mainstream » events and ethnocultural events
- Local governments need greater role in cultural policy
Council of Europe Site Visits on Cultural Diversity – Canadian Messages

Toronto Workshop

- Pessimism expressed about capacity of existing cultural infrastructure to change
- Need to re-legitimize « community » or « amateur » arts
- Need to focus on process rather than product – engagement of artists with community and citizens
Council of Europe Site Visits on Cultural Diversity – Canadian Messages

Edmonton Workshop

- Focus on Aboriginal artists
- Tendency of mainstream culture to « freeze-dry » Aboriginal cultural expression
- Systemic barriers:
  - Requirement for matching funding
  - Requirement for traditional not-for-profit structures
### Employment Equity at Canadian Heritage – December 2001

<table>
<thead>
<tr>
<th>Group</th>
<th>Representation %</th>
<th>Workforce Availability - %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women</td>
<td>68.5</td>
<td>49.2</td>
</tr>
<tr>
<td>Aboriginal Peoples</td>
<td>3.2</td>
<td>1.5</td>
</tr>
<tr>
<td>Persons with Disabilities</td>
<td>4.7</td>
<td>3.7</td>
</tr>
<tr>
<td>Visible Minorities</td>
<td>7.1</td>
<td>6.8</td>
</tr>
</tbody>
</table>
Employment Equity at Canadian Heritage – Issues

- Good to excellent recruitment, promotions and actings in most cases
- Departures are higher than expected in all groups (sometimes significantly higher)
- EX category – few promotions from internal feeder groups
- Lack of targeted career development and learning plans