Canadian Conference of the Arts presents:

The State of the Arts in Canada

Presented to Thinking Canada Program
September 13, 2011
Who we are:

- The oldest and largest umbrella organization in the cultural sector
- A national forum connecting the arts, culture and heritage community
- A research & analysis organization
- A voice representing artists and arts professionals
- A coordinator of events
- A partner with Canada’s universities
Keep our members updated on federal policy developments in the cultural sector

What we do:

Renewal of art funding for five years and the Heritage Standing Committee Report on the TV industry

Just the facts: Federal Funding for the Arts

On Friday, June 20th, the Honourable Minister James Moore announced that the Department of Canadian Heritage would be renewing a number of programs under the culture portfolio, for the next five years. Minister Moore stated that "the cultural sector needs stability in this time of economic uncertainty. With ongoing investments by our Government, artists and arts organizations can plan their activities for the long term and continue to create, produce, and present innovative works that will make Canadians proud."

Four programs which formerly ran under the auspices of the Tomorrow Starts Today (TST) initiative, will be renewed for the next five years. Each program has been given a new title; however, each will retain its current mandate and objectives. The Canada Arts and Heritage Sustainability Program, now renamed as the Canada Cultural Space Agency, will continue at a funding level of $33.8 million. The Cultural Space Agency, now the Canada Cultural Space Agency, Fund will have $30 million; beginning in 2011-2012 fiscal year, as the 2010-2011 allotment was announced in Canada's Federal Action Plan in the 2009 federal budget, alongside a doubling of this budget for the current fiscal year. The National Arts Training Continuation Program will continue as the Canada Arts Training Fund. The Training Fund had been operating at a funding level of $17.1 million but received a $7 million increase in the January Budget. The renewal will see this increase continue for five years at $34.1 million. Finally, Arts Presentation Canada, previously titled the Canadian Arts Presentation Fund, will be funded for $33.4 million (this budget includes the $7 million increase given last year)

In addition to programs which formerly ran under the TST umbrella, the Department of Canadian Heritage is renewing $25 million in existing funding for the Canada Council for the Arts. This maintains the Council’s annual funding to $161 million for the next five years.

Tell me more
What we do:

- Provide analysis on cultural policy

Table 1: Expenditures for the Department of Canadian Heritage and Selected Agencies and Crown Corporations, 2008/09 to 2009/10 (millions of dollars)

<table>
<thead>
<tr>
<th>Organization</th>
<th>2008/09 Expenditures</th>
<th>Expenditures to date 2009/10</th>
<th>Increase (decrease)</th>
<th>Main Estimates 2009/10</th>
<th>Total Expenditures 2009/10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department of Canadian Heritage</td>
<td>1,391.3</td>
<td>1,450.0</td>
<td>1,244.4</td>
<td>1,425.0</td>
<td>33.7</td>
</tr>
<tr>
<td>Canada Council for the Arts</td>
<td>180.3</td>
<td>182.1</td>
<td>180.8</td>
<td>181.5</td>
<td>1.0</td>
</tr>
<tr>
<td>Canadian Broadcasting Corporation</td>
<td>1,115.4</td>
<td>1,157.5</td>
<td>1,052.6</td>
<td>1,052.6</td>
<td>(62.8) (5.6%)</td>
</tr>
<tr>
<td>Library and Archives of Canada</td>
<td>157.6</td>
<td>164.9</td>
<td>121.4</td>
<td>122.3</td>
<td>(35.8) (22.4%)</td>
</tr>
<tr>
<td>National Arts Centre</td>
<td>49.6</td>
<td>52.5</td>
<td>35.2</td>
<td>35.2</td>
<td>(14.4) (29.0%)</td>
</tr>
<tr>
<td>National Gallery of Canada</td>
<td>53.3</td>
<td>63.4</td>
<td>49.7</td>
<td>49.7</td>
<td>(3.6) (6.8%)</td>
</tr>
<tr>
<td>National Museum of Civilization</td>
<td>61.4</td>
<td>69.3</td>
<td>62.3</td>
<td>62.4</td>
<td>1.0</td>
</tr>
<tr>
<td>National Museum for Human Rights</td>
<td>-</td>
<td>5.0</td>
<td>1.5</td>
<td>1.5</td>
<td>N/A</td>
</tr>
<tr>
<td>National Museum of Nature</td>
<td>59.2</td>
<td>62.3</td>
<td>32.4</td>
<td>32.4</td>
<td>(26.8) (45.3%)</td>
</tr>
<tr>
<td>National Museum of Science and Technology</td>
<td>31.0</td>
<td>35.3</td>
<td>34.8</td>
<td>34.6</td>
<td>3.6</td>
</tr>
<tr>
<td>National Film Board of Canada</td>
<td>65.0</td>
<td>67.0</td>
<td>65.1</td>
<td>65.1</td>
<td>0.1 (0.2%)</td>
</tr>
<tr>
<td>Telefilm Canada</td>
<td>107.3</td>
<td>107.8</td>
<td>104.7</td>
<td>104.7</td>
<td>(2.5) (2.5%)</td>
</tr>
<tr>
<td>TOTAL</td>
<td>3,271.5</td>
<td>3,409.4</td>
<td>2,984.7</td>
<td>3,167.1</td>
<td>(104.4) (3.1%)</td>
</tr>
</tbody>
</table>

Note: Figures may not add to totals due to rounding.
What we do:

- Conduct research on arts & cultural policy
What we do:

- Build partnerships within the arts & culture community
Host events & forums for debate, discussion, and learning
National Policy Conference:

- Cultural diplomacy
- Artists: Powering the creative Economy
Arts have a role to play in many sectors:

- Education
- Health
- Community building
- Trade
- Public safety

...and the Economy
Some Facts:

The economic footprint of Canada’s culture sector was $84.6 billion in 2007, or 7.4% of Canada’s total real GDP.

(Conference Board of Canada, Valuing Culture, 2008)
The gross domestic product derived from cultural tourism in 2007 amounted to over $5.1 billion and produced labour income of almost $3.3 billion.

Creating a new job in the cultural sector is estimated to cost $20,000-$30,000 vs. a job in light industry = $100,000 vs. a job in heavy industry = $200,000-$300,000
How Canadians view the arts:

- Spending on museum admissions exceeded $500 million for the first time in 2005. In that year, 34% of Canadian households spent at least some money on museum admissions.

- Canadians spent $1.2 billion on live performing arts in 2005, more than double the $540 million that Canadians spent on live sports in 2005.

What is an artist?

A ‘professional’ artist has:

- completed his or her basic training (or the equivalent)
- produced an independent body of work
- received the recognition of his or her peers through public presentation of work in a professional context
- maintained an independent professional practice for at least three years.

(Canada Council for the Arts [www.canadacouncil.ca](http://www.canadacouncil.ca))
Self-employed Artist:

- A self-employed professional artist is paid for the display or presentation of that independent contractor’s work before an audience, and is recognized to be an artist by other artists, or is in the process of becoming an artist according to the practice of the artistic community, or is a member of an artists’ association. To be a professional, any undertaking or activity of a taxpayer (the artist) that results in profits or has a reasonable prospect of profits would be viewed as the carrying on of a business. ([http://www.capprt-tcrpap.gc.ca/](http://www.capprt-tcrpap.gc.ca/))

42% of artists are self-employed.

This is six times the self-employment rate in the overall labour force (7%).
In May 2006...

- 140,000 artists spent more time working on their art than at any other occupation.
  
  - 135,000 Canadians were directly employed in the automotive sector.

Canadian Auto Workers union, as reported in a November 13, 2008 CBC article entitled *A timeline of auto sector layoffs*, http://www.cbc.ca/canada/story/2008/10/21/f-autolayoffs.html
77% of cultural workers work full-time.

"Focus on Culture", Statistics Canada, Vol. 15 No. 1, April 2005.
Over 40% of artists hold a university degree, yet university-educated artists earn only slightly more than overall labour force workers with a high school diploma.

Women account for almost one-half of the cultural labour force (49.8%), which is higher than the equivalent figure for the overall labour force (47%).

The percentage of artists with a bachelor’s degree or higher is nearly double the rate of the overall labour force (21%).
Average earnings for artists is a 37% gap from the overall workforce in 2005.

Avg. Artist income ($22,731)

Avg. Canadian income ($36,301)

in tens of thousands of dollars
### Artists’ average earnings in the provinces and territories, 2005

<table>
<thead>
<tr>
<th>Province</th>
<th>Artists</th>
<th>Overall labour force</th>
<th>Earnings gap</th>
</tr>
</thead>
<tbody>
<tr>
<td>British Columbia</td>
<td>$21,069</td>
<td>$34,978</td>
<td>40%</td>
</tr>
<tr>
<td>Alberta</td>
<td>$20,222</td>
<td>$42,439</td>
<td>52%</td>
</tr>
<tr>
<td>Saskatchewan</td>
<td>$15,388</td>
<td>$30,773</td>
<td>50%</td>
</tr>
<tr>
<td>Manitoba</td>
<td>$18,334</td>
<td>$31,318</td>
<td>41%</td>
</tr>
<tr>
<td>Ontario</td>
<td>$24,521</td>
<td>$39,386</td>
<td>38%</td>
</tr>
<tr>
<td>Quebec</td>
<td>$24,580</td>
<td>$32,639</td>
<td>25%</td>
</tr>
<tr>
<td>New Brunswick</td>
<td>$15,642</td>
<td>$28,353</td>
<td>45%</td>
</tr>
<tr>
<td>Nova Scotia</td>
<td>$17,742</td>
<td>$29,958</td>
<td>41%</td>
</tr>
<tr>
<td>Prince Edward Island</td>
<td>$15,914</td>
<td>$25,574</td>
<td>38%</td>
</tr>
<tr>
<td>Nfld and Labrador</td>
<td>$15,165</td>
<td>$28,002</td>
<td>46%</td>
</tr>
<tr>
<td>Yukon Territory</td>
<td>$17,225</td>
<td>$37,908</td>
<td>55%</td>
</tr>
<tr>
<td>Northwest Territories</td>
<td>$35,587</td>
<td>$46,750</td>
<td>24%</td>
</tr>
<tr>
<td>Nunavut</td>
<td>$20,279</td>
<td>$37,997</td>
<td>47%</td>
</tr>
<tr>
<td><strong>Canada</strong></td>
<td><strong>$22,731</strong></td>
<td><strong>$36,301</strong></td>
<td><strong>37%</strong></td>
</tr>
</tbody>
</table>

Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

All earnings figures captured in the 2006 census relate to the 2005 calendar.
A sketch of Canadian arts organizations:

- **Non-profit organizations:**
  - 13,770 arts & culture incorporated non-profit organizations, 2003

- **Compared with other non-profits, arts and culture organizations:**
  - Received *less* funding from government
    - 28% for arts & culture vs. 49% for all non-profits
  - Earned *higher* revenues from earned sources
    - 50% for arts & culture vs. 35% for all non-profits

- **Volunteering:**
  - 933,000 volunteers in arts & culture organizations, with 200 million hours volunteered.
Policy issues we care about:

- Developing markets and audiences
- Investing in creation and exploration
- Copyright
- Broadcasting
- Foreign Ownership
- Digital strategy
- Cultural infrastructure
- Cultural statistics
- International trade negotiations
Arts and culture exports:

$2.4$ billion in 2002 $1.7$ billion in 2008

Imports $=$ $4.1$ billion
Canadian cultural goods exports were valued at $1.7 billion in 2008, down 29% from 2002 with this breakdown:

- Written and published works: $862m
- Film and video: $589m
- Advertising: $168m
- Photography: $112m
- Sound recording & music publishing: $24m
- Visual Art: $76m
Investing in creation and exploration:

- Increase the budget Canada Council for the Arts to $300M a year
- Give tax exemption on subsistence grants and on revenue from copyright and residual payments
- Provide the CBC with increased and stable funding
- Encourage cultural industries in general through investment programs and tax incentives
Copyright:

- Ratify the WIPO Internet Treaties
- Update the private copying regime
- Designate writers and directors as joint authors of AV works
- Facilitate consumer access to content while ensuring creators are fairly compensated
- No expansion of fair dealing
- Institute strong penalties against content piracy
Broadcasting:

- Imports of broadcasting materials to Canada grew from:
  - $227 M in 1997
  - $846 M in 2009

- In comparison:
  - $75 M was spent on Canadian productions!
Foreign Ownership:

• Canadian owners more likely to tell Canadian stories
• Canadian companies publish Canadian books, and release Canadian records
• Necessary to regulate production and distribution of Canadian works
  • Impossible to regulate foreign controlled companies!
• NAFTA restricts implementation of cultural policies
Looking towards a National Digital Strategy:

- Developing a strategy for Canada’s digital sphere.

- As compared to:

  Published jointly by the Dept. for Culture, Media and Sport and the Dept. for Business, Innovation and Skills, the Bill aims to support growth in the creative and digital sectors and includes measures aimed at tackling widespread online infringement of creative copyright, such as peer-to-peer file-sharing.
Under the Canadian constitution, culture is an area of shared jurisdiction between the federal and provincial governments.

Exception is broadcasting and copyright – exclusive areas of federal jurisdiction.

Municipalities considered “creatures of the provinces” but most large urban centres also have cultural policies and programs.
Overview of regional / provincial cultural policies

- All ten provinces and three territories have departments responsible for cultural policy and programs
- All provinces (except Nova Scotia) and one territory (NWT) have arts councils
- All provinces and territories have provincial libraries and archives
- Several provinces have provincial museums and art galleries
Overview of regional/provincial cultural policies

- Five provinces have public broadcasters - British Columbia, Alberta (radio only), Saskatchewan, Ontario and Quebec
- All provinces provide support for film/video
- Several provinces provide support for publishing and sound recording
Provincial cultural policies – in transition

- 1950-1970 - Democratization of culture based on educational principle of extending the benefits of culture to the greatest number of citizens

- 1970 onwards – Increasing emphasis on cultural democracy - based on equity principle of ensuring that all citizens are able to express themselves and to share these forms of expression with others
Provincial cultural policies – in transition

- 1980-1990 – Increasing emphasis on cultural industries and new information and communications technologies

- Since the 1990s - Growing role and influence of the private sector and local governments in the design and delivery of cultural policy
Overview of municipal cultural policies and programs

- 33 cities in Canada with populations over 100,000

- Three largest cities are Toronto (5.5 million), Montreal (3.75 million) and Vancouver (2.3 million)

- About 80% of municipal cultural expenditures are allocated to heritage and libraries

- About 20% of total municipal cultural expenditures are allocated to the arts, multidisciplinary activities and cultural centres
Localism - Evolving municipal role in cultural development

- Municipal action in culture – unlegislated and propelled by a combination of:
  - Public demand
  - Political will
  - Demonstrated impact

- Primary influences are “creative city” theory and the four-pillar model of sustainability which includes:
  - Cultural vitality
  - Environmental responsibility
  - Economic health
  - Social equity
<table>
<thead>
<tr>
<th>Year</th>
<th>Federal govt.</th>
<th>Prov/terr. govts.</th>
<th>Municipal govts.</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006-07</td>
<td>3.71</td>
<td>2.56</td>
<td>2.39</td>
<td>8.66</td>
</tr>
<tr>
<td>2007-08</td>
<td>3.74</td>
<td>2.83</td>
<td>2.61</td>
<td>9.18</td>
</tr>
<tr>
<td>2008-09</td>
<td>4.01</td>
<td>3.04</td>
<td>2.70</td>
<td>9.75</td>
</tr>
</tbody>
</table>
# Government expenditures on culture by discipline – 2005-06 (000s of $)

<table>
<thead>
<tr>
<th>Discipline</th>
<th>Federal</th>
<th>Prov/terr.</th>
<th>Municipal</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Libraries</td>
<td>51,479</td>
<td>893,916</td>
<td>1,608,896</td>
<td>2,554,291</td>
</tr>
<tr>
<td>Heritage</td>
<td>910,305</td>
<td>689,943</td>
<td>186,580</td>
<td>1,786,828</td>
</tr>
<tr>
<td>Arts education</td>
<td>18,631</td>
<td>85,135</td>
<td>0</td>
<td>103,766</td>
</tr>
<tr>
<td>Literary arts</td>
<td>133,561</td>
<td>20,577</td>
<td>0</td>
<td>154,138</td>
</tr>
<tr>
<td>Performing arts</td>
<td>188,226</td>
<td>191,053</td>
<td>39,034</td>
<td>418,313</td>
</tr>
<tr>
<td>Visual arts/crafts</td>
<td>19,942</td>
<td>49,919</td>
<td>0</td>
<td>69,861</td>
</tr>
<tr>
<td>Film and video</td>
<td>344,521</td>
<td>97,279</td>
<td>0</td>
<td>441,800</td>
</tr>
<tr>
<td>Broadcasting</td>
<td>1,677,351</td>
<td>175,659</td>
<td>0</td>
<td>1,853,010</td>
</tr>
<tr>
<td>Sound recording</td>
<td>23,244</td>
<td>5,265</td>
<td>0</td>
<td>28,509</td>
</tr>
<tr>
<td>Multiculturalism</td>
<td>20,766</td>
<td>16,846</td>
<td>0</td>
<td>37,612</td>
</tr>
<tr>
<td>Multidisciplinary</td>
<td>159,036</td>
<td>206,673</td>
<td>474,161</td>
<td>839,870</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>3,547,062</td>
<td>2,432,265</td>
<td>2,308,671</td>
<td>8,287,998</td>
</tr>
</tbody>
</table>
Cultural Statistics:

...these statistics have been brought to you by:
International trade negotiations:

- Canada/EU Comprehensive Economic and Trade Agreement (CETA)

Our concerns:
- the Cultural exemption – scope
- Foreign ownership in telecommunications
- Restrictions to cultural sovereignty through the inclusion of NAFTA Chapter 11
- Copyright
- Cultural Cooperation Protocol
To find more information on Canada’s arts, culture, and heritage sector go to www.ccarts.ca