



ABOUT US

The Canadian Arts Coalition is the largest consortium of arts, culture and heritage supporters in Canada. We are a collaborative, non-partisan group representing artists, arts organizations, volunteers, business supporters and audience members from across Canada. We believe that a strong and vibrant arts sector is crucial to our country and that investments made by the government in the arts, which are in line with current economic realities, help strengthen our communities and enhance Canada's reputation on the world stage.

WHY THE ARTS?

Canada and Canadians have made many seminal and highly-creative contributions to cultural development and policy throughout the world...and it is time these contributions were recognized, broadened, deepened, and intensified. The world desperately needs the thoughts, ideas, and insights of Canadians on these matters.

- D. Paul Schafer, Author, *Age of Culture*

The arts are an essential part of Canada's internationally competitive economy that positively impacts jobs, businesses, international profile and quality of life. Employing 700,000 people and contributing \$53.2 billion to Canada's GDP, the sector has shown itself to be an engine for this country's economy.¹

In addition to these important economic contributions, the arts also build a strong sense of pride among Canadians in communities across the country. In fact, 92 per cent of Canadians believe that arts and culture make a community a better place to live² and they have spent their hard-earned money to demonstrate their support. In 2007, participation in cultural activities generated \$25 billion in taxes for all levels of government³.

As Canada prepares to celebrate its 150th birthday in 2017, it is important that we acknowledge the role that arts and culture has played in making this country what it is today, as well as celebrate the future creative potential of our nation. There are few better demonstrations of

¹ Statistics Canada, [Culture Satellite Account](#), 2014

² Phoenix Strategic Perspectives, [The Arts and Heritage in Canada – Access and Availability 2012](#).

³ Conference Board of Canada, [Valuing Culture: Measuring and Understanding Canada's Creative Economy](#), 2008.

what it means to be Canadian than the songs, movies, books, TV shows, and more, which combine to create a vital piece of our cultural fabric. Investments in the arts will ensure that these voices are heard at home and abroad for many more years to come.

WORKING TOGETHER

The Canadian Arts Coalition has put forward a pre-budget submission to the House of Commons Finance Committee requesting that the government continue its important investments in the arts.

We have asked for your support in three ways:

Increase the Canada Council for the Arts' Parliamentary appropriation by \$35 million in 2015 with a long-term goal of reaching \$300 million.

Since 1990, the number of arts organizations supported by the Canada Council has increased by 65% - a response to the growing and diversifying engagement in creative and cultural experiences by Canadians across the country. That being said, over the last seven years the Canada Council's Parliamentary appropriation has essentially flat-lined. In fact, per capita spending is slightly below 1990 levels at \$5.34 per capita in 2010, down from \$5.57 per capita in 1990.

The federal government has recognized the essential role of the Canada Council for the Arts on several occasions. It is known as a well-respected, efficiently run, federal agency that contributes to sustaining the work of artists, arts organizations and cultural infrastructure across Canada. The Canada Council's programs support a tremendous range of jobs within the cultural sector: artists, book publishers, general managers, stage managers, set and lighting designers, sound engineers, filmmakers, bookkeepers, and numerous other creative and administrative workers benefit from the trickle down effects of the Government's investments through the Canada Council.

This type of investment will help boost local economies through job creation. Given that many Canadian artists and cultural workers are self-employed small-business owners, it is clear that these jobs are essential to the prosperity of thousands of families across the country



Increase Canada’s presence on the world stage for 2017 by establishing a \$25 million pilot program over three years at the Department of Foreign Affairs, Trade and Development (DFATD) for Canada’s 150th birthday.

Artists and arts organizations are effective cultural ambassadors for Canada on the world stage, embodying Canada’s diversity, innovation, and accomplishment. Targeted investment that supports arts organizations’ efforts to establish and build international markets will result in diversified revenue streams, jobs here at home, economic growth and stability

That is why we are recommending the establishment of a time-limited, pilot program of \$25 million dollars over three years at DFATD in honour of Canada’s 150th birthday. Funding for this pilot program would be directed to three areas:

- a. Cultural promotion in the embassies
- b. Trade and business development
- c. International circulation of Canadian artists and their works

This temporary funding could come from the 150th Anniversary Commission. If Canada is to leverage the export and trade opportunities that arts and culture can stimulate, the cultural sector must be integrated into Canada’s Global Market Action Plan.

Investigate new revenue models to support a comprehensive Canadian Cultural Digital Strategy that would enable the creation, dissemination and engagement of Canadian cultural content online.

Canada continues to bear witness to a widening cultural trade gap that sees far more foreign cultural content flowing in, than coming out. Foreign content can now be accessed online through internet providers (ISPs), in movie theatres, as well as through new unregulated and ubiquitous “over the top” (OTT) service providers (like Netflix, Hulu, etc.) who are exempt from Canadian content regulations and contributions.

At the same time, the trend towards “cord-cutting” is shrinking revenues from cable and satellite providers, who are required to contribute a percentage of revenue to Canadian content through their traditional channels.

The Digital Canada 150 program states that, “Canadians will have easy online access to Canadian content that will allow us to celebrate our history, arts and culture.” Yet, Digital Canada 150 includes no new economic opportunities for supporting the creation, engagement or dissemination of Canadian cultural content online.



For this reason, the Canadian Arts Coalition recommends a review by a House of Commons committee of the revenue models to support a comprehensive Canadian Cultural Digital Strategy that enables the creation, dissemination and engagement of Canadian cultural content online.

This recommendation would require no investment by the government; however it would benefit all Canadians by looking at ways to create easy online access to Canadian culture, greater opportunities for Canadian artists, encouraging healthy competition for Canadian arts organizations and content developers, and building local economic development and jobs.

CONCLUSION

Canada has a clear opportunity to leverage the arts and culture sector for the economic and social benefit of Canadians. Support for these measures means that together we can help grow Canada's social and economic capital, maintaining a competitive edge in the global economy.

There is an important place for the arts in this country's economic strategy. We want to work with you to ensure that Canada continues to be a strong force today and into the future.



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