House of Commons
Chambre des communes
Canada

House of Commons Standing Committee on Finance – Pre-budget Consultations 2013

This brief is submitted by:

(•) **an organization** **Organization name:** Canadian Arts Coalition

or

( ) **an individual** **Name:** _____

Topic: Arts and culture

*Recommendation 1: Please provide a short summary of your recommendation.

Stimulate job creation and local economic development by increasing the annual Parliamentary allocation to the Canada Council for the Arts by a minimum of 10% in 2014-15.

Rationale: The arts sector delivers in two areas that matter to Canada's economy: jobs and economic growth. The creative industries are growing quickly in Canada, making investment in this sector a key lever for economic development. As Canada's sesquicentennial approaches, it's time to support a new generation of creative development, leveraging more of what the arts can do for Canada.

Expected cost or savings: From the pull-down menus, please indicate the expected cost or savings of your recommendation to the federal government and the period of time to which the expected cost or savings is related.

$10 million-$99.9 million

1 year

Federal funding: Please provide a precise indication of how the federal government could fund your recommendation. For example, indicate what federal spending should be reallocated, what federal tax measure(s) should be introduced, eliminated or changed, etc.

Spending on Canadian arts and culture is an investment, not an expense. Investment in the arts produces returns that boost the federal government's bottom line through increased tax revenue and local economic growth, making it possible to better fund the arts and other important social programs. Across Canada, civic leaders in cities large and small agree and have been increasingly employing cultural planning and investment strategies to create jobs and boost local economies. This kind of public investment also stimulates new private sector dollars, increasing the impacts for communities.

Intended beneficiaries: Please indicate the groups of individuals, the sector(s) and/or the regions that would benefit by implementation of your recommendation.

This recommendation will benefit all Canadians by stimulating job creation and local economic development. And while the economic rationale of arts investment is sound, when Canadians can engage more in the arts at home in their communities, when they can experience expressions of their shared identity, it's not the economy that comes to mind. When the federal government invests in the arts, Canadians feel more connected to each other, enjoy beautiful public spaces, are more engaged in the civic life of their neighbourhoods and communities, and experience a stronger sense of well-being.

General impacts: Depending on the nature of your recommendation, please indicate how the standard of living of Canadians would be improved, jobs would be created, people would be trained, etc.

Increased investment through the Canada Council for the Arts will ensure that Canada's cultural milieu can continue to explore and express what defines us as Canadians. It will also help to ensure that Canadians have better access to artistic work from all regions of Canada that reflects our rich and multi-faceted cultural landscape. Canadian communities of all backgrounds will have the opportunity to participate in and benefit from the broadest possible range of artistic experiences.

Topic: Arts and culture

Recommendation 2: Please provide a short summary of your recommendation.

We recommend that the government renew investments in the Canada Funds first announced in 2009, including the Arts Training Fund, the Arts Presentation Fund, the Cultural Spaces Fund and the Cultural Investment Fund. We further recommend that the impact of these programs be sustained by indexing the investment to the annual cost of living.

Rationale: The Department of Canadian Heritage is another key source of government investment for arts sector awarding funds that sustain jobs across Canada. Moreover, many of the Department's programs strengthen national identity and access to art.

Expected cost or savings: From the pull-down menus, please indicate the expected cost or savings of your recommendation to the federal government and the period of time to which the expected cost or savings is related.

$1 million-4.9 million

5 or more years

Federal funding: Please provide a precise indication of how the federal government could fund your recommendation. For example, indicate what federal spending should be reallocated, what federal tax measure(s) should be introduced, eliminated or changed, etc.

Inflation produces increased tax revenues, allowing government investment to keep pace with annual cost of living increases.

Intended beneficiaries: Please indicate the groups of individuals, the sector(s) and/or the regions that would benefit by implementation of your recommendation.

These Programs help maintain a healthy working environment for the creative industries in Canada – a sector that represents more than 600,000 workers, or 3.9% of Canada's labour force. This suite of programs collectively serves a range of functions including disseminating Canadian content to cities and communities across the country, maintaining and developing cultural spaces, training professional artists, and developing strong business strategies for arts enterprises, among others. They ensure all Canadians can benefit from and fully engage in artistic activities in their communities.

General impacts: Depending on the nature of your recommendation, please indicate how the standard of living of Canadians would be improved, jobs would be created, people would be trained, etc.

Programs such as the Canada Arts Training Fund, the Cultural Spaces Fund, the Canadian Arts Presentation Fund, and the Canada Media Fund are essential to the vitality of Canada's arts, culture and cultural industries. These key initiatives sustain thousands of jobs across the country. The programs also help extend public access to the arts, help arts organizations leverage and grow private sector investment, as well as build and maintain physical cultural infrastructure.

Topic: Arts and culture

Recommendation 3: Please provide a short summary of your recommendation.

Align Canada's cultural diplomacy strategy with Canada's Global Commerce Strategy, and capitalize on opportunities to promote Canadian values as well as business and cultural interests in key markets by investing $5 million per year over 5 years in support of artistic and cultural market development initiatives in Canada and abroad.

Rationale: Artists and arts organizations are effective cultural ambassadors for Canada on the world stage. Markets developed abroad have diversified revenue streams, created jobs here at home and contributed to economic growth and stability.

Expected cost or savings: From the pull-down menus, please indicate the expected cost or savings of your recommendation to the federal government and the period of time to which the expected cost or savings is related.

$10 million-$99.9 million

5 or more years

Federal funding: Please provide a precise indication of how the federal government could fund your recommendation. For example, indicate what federal spending should be reallocated, what federal tax measure(s) should be introduced, eliminated or changed, etc.

Spending on Canadian arts and culture is an investment, not an expense. Investment in the arts produces returns that boost the federal government's bottom line through increased tax revenue and local economic growth, making it possible to better fund the arts and other important social programs. Across Canada, civic leaders in cities large and small agree and have been increasingly employing cultural planning and investment strategies to create jobs and boost local economies. This kind of public investment also stimulates new private sector dollars, increasing the impacts for communities.

Intended beneficiaries: Please indicate the groups of individuals, the sector(s) and/or the regions that would benefit by implementation of your recommendation.

Canadian artists, arts organizations and cultural products are important elements of Canada's brand. Canadian artists, arts organizations, and cultural producers must be equipped to serve as cultural ambassadors if the Government of Canada is to leverage the brand and build trade opportunities internationally. The Government of Canada must ensure that Canadian Trade Commissioners, diplomats and other key officials are trained and resourced to position Canadian arts and culture as a key asset in today's integrated global economy.

General impacts: Depending on the nature of your recommendation, please indicate how the standard of living of Canadians would be improved, jobs would be created, people would be trained, etc.

In 2006, exports of culture goods to the United States totalled $1.9 billion in 2006. China ranks second in terms of culture goods imports. Canada imported $295 million worth of culture goods from China, while exports from Canada to China totalled $13.8 million in 2006. France is Canada's third largest trading partner at $30.5 million in exports in 2006. If Canada is to leverage the export and trade opportunities that arts and culture can stimulate, culture must be re-integrated into Canada's Foreign Policy and Global Commerce Strategy.

Please use this page if you wish to provide more explanation about your recommendation(s).

When the Government of Canada makes decisions regarding arts and cultural agencies, programs, policies and initiatives, its decisions directly affect the jobs of hundreds of thousands of Canadians and touch the lives of families in communities throughout the country. Increased federal funding ensures continuity at a time when the arts community, like other drivers of Canada's economy, continues to face challenges rooted in global economic uncertainty. The Government of Canada's sustained commitment to increased market development and international trade, coupled with ongoing efforts to increase access to arts and culture for all Canadians, will ensure continued and increased employment and greater productivity within the arts sector for years to come.

Internationally, other economically comparable countries also agree and are boosting arts support as an economic recovery strategy. For example, the Australia government recently announced an increase to their national arts funding body, The Australia Council for the Arts, from $192M annually to $220M, now outpacing Canada in per capita arts investment.

As Canada’s identity changes, as our cultural demographics evolve, and as new generations redefine the way we experience the arts, our government must give voice to Canada’s changing cultural expression through new investment. Canada is approaching its 150th anniversary and Canadians expect the federal government to invest in a celebration of our national identity through arts and culture. To acknowledge 150 years, it is not enough to simply commemorate our history. We must celebrate today’s diverse and dynamic Canadian identity.

As Canada’s Indigenous population grows rapidly, and an increase in immigration is leading to significant demographic changes, the capacity of the arts to encourage social cohesion and integration is more and more important, the capacity of the arts to encourage social cohesion and integration is more and more important. Festivals and artistic programming that welcomes participation from distinct cultural groups builds bridges between communities and facilitates access to arts and culture for all citizens.

The Canadian Arts Coalition is a collaborative non-partisan movement. We are united in the belief that a strong arts and culture sector contributes to economically vibrant, liveable, and innovative communities, and that strong federal cultural policy and investment frameworks leverage arts and culture’s contribution to the Canadian economy, Canadian communities, and Canada’s standing internationally.

The government’s record of investment in arts and culture has been successful to date, and such investments continue to be a strategic means of supporting fiscal sustainability and economic growth, research and innovation, ensuring prosperous communities, improving government efficiency and maximizing employment opportunities for Canadians.

*Please note that at least one recommendation must be provided