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 Crafts Federation (CCF)

or

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

Topic: Arts and culture

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

The CCF supports the Canadian Arts Coalition's (CAC) request to increase the annual Parliamentary allocation to the Canada Council for the Arts (CCA) by 10% in 2014-15, allowing the Council to continue their excellent work in the cultural sector, including craft. A funding increase to the CCA would ensure sustainability and growth in the cultural economy, resulting in job creation, increased arts production for the public and private market, increased cultural celebration and exchange, and an improvement in the quality of life for Canadians across the country.

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

Immediately

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.

The federal government provides a number of programs to support Canadian artists and institutions, but the funds allocated to such programs have not generally kept pace with inflation, nor does it reflect the return on investment that arts funding provides to the overall economy. Canada's culture sector contributes $46 billion to the GDP, and for every $1.00 directly or indirectly invested in cultural activities, $3.20 is generated in economic activity to the benefit of all Canadians. The taxes collected on this activity should, at least in part, pay for the increased costs of funding.

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

In 2011-12, the Council funded 2,000 artists and 2,200 arts organizations, benefiting 1,900 Canadian communities. More specifically, there are nearly 35,000 visual, media, and craft artists who benefit directly from the employment and business revenues that public funding provides, thus improving the entrepreneurial skills of professional artists. According to the Conference Board of Canada, we employed 616,000 people in the arts in 2003, representing 3.9% of national employment. At least 45% of all Canadians visit exhibitions of contemporary and historical Canadian art across Canada.

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 funding to the Canada Council is vital in maintaining employment in the cultural sector. The visual and media arts contribute to the public understanding of our national culture and heritage, as well as a job market and local economy that promotes creative activity. Federal funding programs are crucial in allowing self-employed artists and museums to expand their business prospects, both in Canada and abroad. The Canada Council has proven to be an efficient and effective resource to invest funding. They are best positioned to further support and improve our industry's employability.

Topic: Arts and culture

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

We support the CAC's recommendation to renew investment in the arts and cultural industries programs at the Department of Canadian Heritage (DCH), and to increase investment according to the cost of living. The DCH's mandate includes assisting arts and heritage organizations and institutions in the encouragement of creation, production, distribution, consumption, and preservation of cultural and heritage products and services. Programs of primary interest to the CCF include the Strategic Initiatives Program (SIP), Official Languages Support (OLS), and the Young Canada Works (YCW) programs.

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

Immediately

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.

The CCF requests that all existing programs at the DCH be maintained, and supported by a financial increase related to the cost of living, at a rate of 1.6%. This increased cost adds up to $1.92 million. The increased cost of living reflected in other areas such as income tax collection, GST, etc. are likely to cover this increase. Without a cost of living increase, each of these programs would experience a cut, by default, restricting DCH's ability to support lesser-funded industries such as craft, which are not represented by a visual art specific program (unlike music, film, etc.)

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

DCH's programs increase public access to and understanding of Canadian arts and heritage. Translation funds through OLS allow arts organizations to make public events and conferences more accessible to diverse cultures, allowing presenters to translate print and online communications materials for public use. Internship programs such as YCW allow emerging arts professionals to gain valuable experience through paid positions, which prepares them for more sustainable careers in cultural organizations. YCW supports training in a unique field, one largely unsupported by educational institutions.

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 funding for DCH will lead to greater public access and appreciation for Canadian culture, for Canadians and tourists alike. The SIP assists organizations to improve their activities, outlets and partnerships, improving access to existing programming. SIP and OLS also enable job creation outside of the cultural industries, as translators, marketing companies and more are hired to work in our industry. Through YCW, internships provide not only critical introductory work experience for emerging professionals, but also on-the-job training and mentorship in paid positions.

Topic: Arts and culture

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

We further echo the CAC's request that new funding be allocated in 2014-15 towards a cultural diplomacy strategy in line with Canada's Global Commerce Strategy. This would be the first step in expanding access to global markets for Canadian arts and culture. We recommend an initial, immediate investment of $5 million for 2014-15, and an additional $5 million be added each year over a period of 5 years, for an accumulated total of $25 million by 2019. This is an area of opportunity currently neglected, with potential to increase access to new markets and improve cultural relations abroad.

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.

As indicated in Recommendation 1, investments in the arts provide a net benefit to Canadians, and increased funding does not just help the arts and cultural industries. While $7.9 billion is invested annually on cultural programs, approximately $25 billion is collected in taxes at all levels of government from those same activities. In line with the Canadian Arts Coalition and the Visual Arts Alliance, the CCF requests that a higher proportion of proceeds that come directly from cultural programs and services be redirected back into their further development.

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

This new investment helps to replace some of the significant programs at DFAIT and DCH that previously served this function, but were cut in recent years. It is fundamentally important that Canadian art is fostered. Canadian participation in international biennales, festivals, and art fairs situates Canadian artists and galleries on a world stage as leaders and innovators in the field of visual and media art, and fine craft. International recognition inspires audiences to visit Canada, and solidifies our reputation abroad as a country supportive of diverse, unique and meaningful culture.

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.

Craft and other art forms are presented in galleries, fairs, biennales, festivals, boutiques, embassies, and many other cultural centres. Canadian craft is highlighted abroad at venues such as the Cheongju International Craft Biennale in South Korea and the Venice Biennale, which featured ceramic artist Shary Boyle earlier this year. Commercial galleries open the Canadian art market to a wider audience through foreign sales and exhibitions, and it is estimated that in 2006, exports of Canadian visual art amounted to $73 million. Many more opportunities are often missed due to limited funding.

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

The Canadian Crafts Federation is the only national arts service organization dedicated to the promotion of Canadian Craft at home and abroad. We work with the Provincial and Territorial Craft Councils across the country to support collaborative projects that benefit the sector, increasing opportunities for craft artists to produce both sculptural and functional objects of art. This industry is unique in its ability to overlap with many other industries, including the broader cultural sector, manufacturing, design, education, tourism, health, and much more. A majority of the professional Craft workers in Canada are self-employed small business owners who create jobs in and outside of the cultural sector. Like any business, they require accountants, sales associates, marketing professionals, shipping assistance, etc.

The Craft sector is alive and well in Canada, with over 6000 practising artists listed as members of our organization and many more working independently across the country. The programs listed in our three recommendations above impact their ability to succeed in a valuable sector, by supporting artists directly during key moments in their careers or by supporting the systems which allow artists to succeed and the audience to engage with the sector. These programs are essential to the development and health of the cultural economy, and are deserving of increased federal support as Canada works to increase home-grown, sustainable jobs for Canadians.

The impact of the cultural sector is felt elsewhere as well, particularly in tourism. Craft artists and cultural workers are a major part of this industry, as a thriving culture attracts visitors not only from abroad, but also within our own country. Inter-provincial/territorial tourism should be encouraged to ensure Canadians explore all that Canada has to offer, including the visual arts and craft. (Craft plays a significant role in tourism, as visitors often purchase craft as a reminder of their travel experience.) Promoting craft and culture is by no means a new idea in tourism, but it is important to draw the correlation between between supporting the Canada Council for the Arts, Canadian Heritage and a cultural diplomacy strategy (see all three recommendations) and increases in tourism. Supporting cultural development through these programs allows the sector to thrive, which in turn leads to better and increased programming and production, driving increased attendance, participation and spending in the cultural sector by the Canadian and international public.

Thank you to the Federal government for conducting the pre-budget consultations, and allowing for our voice to be heard. We welcome and questions you may have during the course of this review. Please do not hesitate to consult us at any time.

Sincerely,
Maegen Black, Administrative Director of the Canadian Crafts Federation.

*Please note that at least one recommendation must be provided