

# ARTS DAY ON THE HILL

## JOURNÉE DES ARTS SUR LA COLLINE



f   #artsday #journéedesarts

# ARTS DAY ON THE HILL

## JOURNÉE DES ARTS SUR LA COLLINE



GLOBAL PUBLIC AFFAIRS  
FROM INSIGHT TO IMPACT



The 20<sup>th</sup> Annual  
Canadian Arts Summit



CANADIAN ARTS PRESENTING ASSOCIATION  
ASSOCIATION CANADIENNE DES ORGANISMES ARTISTIQUES



Professional  
Association of  
Canadian Theatres



Canadian Dance Assembly  
L'Assemblée canadienne de la danse



CARFAC

CANADIAN ARTISTS REPRESENTATION  
LE FRONT DES ARTISTES CANADIENS

# Background

## Investments since 2016

- Doubling of Canada Council funding
- \$468 million for cultural spaces
- A \$25 million Export Strategy

## In need of attention

- Arts programs at Canadian Heritage were created 15 years ago.
- In constant \$, funding levels are at or below inception level.
- Program evaluation is about to begin.

# Political Setting

The Coalition's asks were adapted to fit within the current political agenda:

- Focus on trade and innovation
- Creative Canada policy framework
  - Creative Hubs
  - Export Strategy
  - ... but a training gap

# OUR ASK

The Canadian Arts Coalition is asking for increased investment in the arts programs currently under review at the Department of Canadian Heritage in conjunction with the Creative Canada policy framework.

# Canada Arts Presentation Fund

- Increase the **CAPF** for performing arts presenters and festivals by \$30 million per year.
- Current funding: \$32 million



## Rationale:

This will provide Canadian communities with more access to rich and diverse cultural experiences. It will create more domestic touring opportunities for our creators. In turn, this strong domestic market will serve as a launchpad for international trade, in conjunction with the **Creative Export Strategy**.

# Canada Arts Training Fund

- Invest \$10 million per year in **training and development** through the **Canada Arts Training Fund**
- Current funding: \$22.8 million

Rationale:

Leverage arts institutions' potential as creative hubs and incubators for Canadian talent.

# Endowment Incentives

- Raise the annual cap on the **Canada Cultural Investment Fund – Endowment Incentives** to \$3 million

Rationale:

Make Canadian arts organizations more competitive and encourage new revenue streams from private donors.



**Questions so far?**

**BE PREPARED**

# Arts Day Resources

- Resources web page will include:
  - A leave-behind document
  - A meeting script with answers to potential questions and alternative scenarios
  - Arts Facts

# Meetings & Teams

- You will be advised of your teams and your meetings before end of day October 26
- We encourage you to connect with your team members to plan how the meeting will work
- Review your MPs background here:  
<https://www.ourcommons.ca/Parliamentarians/en/members>

# Be Prepared

- **Print your own** meeting kits
- Include lists of Canada Council and Canadian Heritage grants recipients
- Review your material and ask us questions if needed

# On Arts Day

- A resource desk will be available at the National Arts Centre in the Shenkman Atelier (8:30am-4:30pm)
- **Check your emails** for meeting changes and cancellations
- Reception is at 5:00 p.m. in the Commonwealth Room (238-S Centre Block)
  - Julie Dabrusin is the host
  - Melanie Joly has been invited to speak at 5:45

# Social Media Savvy

- Take lots of photos
- Use the **#ArtsDay** hashtag when posting to social media and mention **@ArtsCoalitionCa**





CANADIAN ARTS  
**COALITION**  
CANADIENNE DES ARTS

**If you want an Arts Day 2018, please renew your  
Canadian Arts Coalition membership today.**

**Si vous voulez une Journée des Arts en 2018,  
renouvelez votre adhésion à la Coalition canadienne des  
arts dès aujourd'hui.**



**Questions?**

**Thank you!**

**Merci beaucoup!**