

Government of Canada
2020 Pre-budget consultations

Written submission from the
Canadian Arts Coalition

February 18, 2020

Recommendations

1. Sustain investments in the Canada Council for the Arts
2. Increase Department of Canadian Heritage Arts Branch program funding by \$70 million annually
3. Invest in Indigenous artistic and cultural expressions
4. Make cultural diplomacy a pillar of Canada's foreign policy toolbox
5. Modernize Canada's copyright regime to grow the middle class

Recommendation #1

Sustain investments in the Canada Council for the Arts

We encourage the Government of Canada to **follow through on the planned increment of \$35 million to the Council for the Arts' budget in 2020-21 and to maintain the Council's new base funding level of \$362 million through 2024-2025.**

The Canada Council for the Arts excels in its mission to foster and promote the study and enjoyment of, and the production of works in, the arts. Crucially, in the contemporary Canadian context, the Council is an important player in Canada's reconciliation efforts with Indigenous peoples. Looking forward, as the Canadian population continues to diversify, artists and audiences will need to respond to the changing cultural landscape, and the Canada Council has a key role to play. Sustaining the Canada Council's parliamentary appropriation will ensure it is able to follow through on these transformative changes now underway, as well as other important priorities.

The Canada Council can better represent and serve contemporary cultural realities on these lands, all while its investments in creation and production continue to underpin the creative economy.

The Canadian Arts Coalition, and the Canadian arts community more broadly, is grateful for the doubling of the Canada Council's budget. Securing this commitment to the artistic and cultural vitality of the country was the primary objective of the Canadian Arts Coalition for over 15 years. We hope all political parties will support the continuation of these necessary investments that bolster the artistic and cultural vitality of the country from coast to coast to coast.

THANK YOU for recognizing the crucial role the Government of Canada plays in supporting the arts for all Canadians through the Canada Council for the Arts!

Recommendation #2

Increase Department of Canadian Heritage Arts Branch program funding by \$70 million annually

The Arts Branch of the Department of Canadian Heritage delivers key strategic support to the sector through policy and programs that benefit Canadians in communities small and large. Many of these programs are up for renewal, or at least recalibration. Just as increases to the Canada Council for the Arts enables a greater diversity of potential recipients, so too could an expansion of Canadian Heritage Arts Branch funding, which serves sector specific needs complementary to the Council's mandate.

The Canadian Arts Coalition recommends the suite of programs delivered by the Arts Branch are provided an additional \$70 million annually to realign their impact as introduced in 2001.

Grow local arts festivals, events and series

Adding **\$11.5 million** to the base funding of the Canada Arts Presentation Fund (CAPF) and **\$10 million** to the Building Communities Through Arts and Heritage program (BCTAH) effective 2021–22 will secure the future of festivals and curated arts series in rural and urban communities, giving more Canadians access to art that reflects Canada's diverse population while creating significant economic spinoff benefits for communities large and small.

Support the road to excellence for Canadian Artists

Enhancing the base funding level of the Canada Arts Training Fund (CATF) by **\$10 million** a year, phased in over 3 years, will diversify aesthetic practices among the next generation of artists, as they prepare for careers representing Canada on the world stage.

Build capacity

Increasing the base funding level of the Canada Cultural Investment Fund (CCIF) by **\$8.5 million** a year effective 2020-21 will grow sector capacity in two ways:

- The Endowment Incentives component provide stable funding for arts organizations, and
- The Strategic Initiatives component promotes better business practices, the development and testing of new ideas, and community building events like Culture Days.

Modernize cultural infrastructure

Investing an additional **\$30 million** a year effective 2020-21 to the Canada Cultural Spaces Fund (CCSF) will improve our cultural infrastructure. This new money will help theatres retrofit front-of-house areas, stages and backstage areas to meet accessibility standards and improve workplace safety. Another dedicated stream within the fund will help Canadian content move from stage to screen to living room sofas by equipping key performance spaces with digital capture technology.

The programs delivered by the Arts Branch at the Department of Canadian Heritage provide strategic support throughout the creative value chain and complement Canada Council investments. Their recalibration is of major importance to the arts community during this 43rd Parliament.

Recommendation #3

Invest in Indigenous artistic and cultural expressions

The Government of Canada can make artistic and cultural reparations with Indigenous peoples a top priority by providing initial bridge-building investments while reviewing the cultural policies, programs, Crown corporations, and portfolio agencies attached to the Department of Canadian Heritage.

There are reparations to be made to redress and correct for the cultural genocide of Indigenous peoples, which sought to erase and delegitimize the cultural contexts of First Nations, Inuit, and Métis peoples. The opportunity for meaningful reconciliation can be studied internally with input from Indigenous communities and arts/culture stakeholders, resulting in clear guidelines and recommendations to follow in due course, all while initial investments are made to repair the damage to Indigenous cultures. It is imperative we make good on the promise of reconciliation with Indigenous peoples. Important steps with regard to language are being made. The Canada Council is making progress too. Many more important steps forward are within reach for Canadian Heritage, its agencies and Crown corporations.

While the additional investments outlined in the first two recommendations can go a long way towards improving representation in the Canadian arts milieu, much more needs to be done to move forward on reconciliation with Indigenous Peoples. **An initial investment of \$25 million per year for the next four years could be stewarded through the Department of Canadian Heritage (DCH) to adapt programs within the department, and through portfolio agencies, to ensure Indigenous peoples are better served, and to share Indigenous cultures with settler and immigrant populations.** The knowledge transfer and exchange between cultures can promote understanding and begin to heal deep wounds among our peoples, across generations, and for generations to come. This four-year \$100-million investment could be seen as a down payment, pending the results of findings around how to redress cultural genocide. It could be used to fund activities on- and off-reserve, to create specific and dedicated program components for Indigenous cultures (ex. within the Canada Arts Training Fund, Canada Cultural Spaces Fund, and Canada Arts Presentation Fund), or to bump up appropriations for Crown corporations with new dedicated program streams, such as the National Arts Centre's Indigenous Theatre initiative. There is much we can do.

In the long term, this is about more than a seat at the table. Indigenous cultures need to be at the forefront. Turtle Island¹ has been home to human activity for some 15,000 years. Just as "western" technological capabilities and social complexities led to an industrial revolution, Indigenous ways of life and philosophies can lead us to an ecological revolution.

By making just amends, Canada will grow into an even better and more unified country.

¹ "For some Indigenous peoples, Turtle Island refers to the continent of North America. The name comes from various Indigenous oral histories. The story of Turtle Island consequently speaks to various spiritual and cultural beliefs." The Canadian Encyclopedia, <https://www.thecanadianencyclopedia.ca/en/article/turtle-island>

Recommendation #4

Make cultural diplomacy a pillar of Canada's foreign policy toolbox

The Canadian Arts Coalition has long argued that arts and culture are foreign policy assets and has encouraged successive governments to develop and fund a comprehensive strategy to enable artists and cultural organizations to better represent Canada on the world stage. At this time, when Canada seeks to play an even larger role in international diplomacy and to extend the number and diversity of its trading partners, cultural diplomacy should be positioned to play a key role in Canada's approach to foreign affairs. Accordingly, **the Coalition supports the recommendations of the Senate Standing Committee on Foreign Affairs and International Trade's report, *Cultural Diplomacy at the Front Stage of Canada's Foreign Policy***. We hope to see these recommendations implemented in 2020.

In particular, the Coalition would like to see Global Affairs Canada undertake the report's recommendation requiring the Department "to define the resources and objectives needed to develop a strategic policy framework that promotes Canada's profile on the international scene." It is imperative that Canada's investments in trade and diplomacy be matched by a regulatory framework that fully facilitates cultural exchanges and fair compensation of artists between Canada and key trading partners.

A comprehensive strategy with appropriate resources will ensure artists and cultural organizations are well positioned to represent Canada on the world stage.

Recommendation #5

Modernize Canada’s copyright regime to grow the middle class

The Government of Canada continues to demonstrate a clear commitment to strengthening and growing the “middle class”. Canada’s creators and creative industries rely on income derived from the monetization of their work just as their counterparts throughout the world do; all depend upon the modernization of nation state copyright laws in the public interest for the protection and enhancement of their livelihoods, and of their nation’s culture. Musicians, filmmakers, literary and visual artists, actors, designers, and multimedia artists (from virtual reality to gaming to art-making) are looking to this Parliament to update Canada’s copyright regime.

Canada’s creative sector is worth more than \$53 billion annually². With the protection of copyright, there is room for growth. The Canadian Arts Coalition appreciates the Government of Canada’s acknowledgement of the enormous economic and cultural benefits that flow from conforming its terms of copyright protection to the highest levels of Berne Convention and CUSMA/NAFTA standards. **We urge the government to ensure modernization of the *Copyright Act* by enacting legislation at the earliest possible opportunity.**

Canada’s artists and creatives deserve to be recognized for their contributions to Canadian culture, and equally deserve to be fairly compensated for their work.

The issues have been studied at length; substantial progress was made on copyright reform during the 42nd Parliament by the Standing Committee on Industry, Science and Technology as well as the Standing Committee on Canadian Heritage. Following through on their recommendations during the 43rd Parliament will achieve two key priorities: supporting a decent livelihood for a greater number of Canadian artists and creators; and strengthening ties with our international trading partners.

Modernizing the *Copyright Act* will provide clarity for creators and consumers alike, while improving a decent livelihood for a greater number of hard working Canadians.

Thank you for your consideration!

² [Provincial and Territorial Cultural Totals for 2017](#), Cultural Satellite Account (Statistics Canada, Canadian Heritage)