

2016 PRE-BUDGET SUBMISSION

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Fédération culturelle canadienne-française

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FCCF 2016 Pre-budget submission
Attn: Department of Finance:
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Preamble

The Fédération culturelle canadienne-française (FCCF) is a national organization whose mission is to promote the artistic and cultural expression of Canada's francophone and Acadian communities. For nearly 39 years, the FCCF has assembled the opinions and voices of a network of organizations from St. Johns, Newfoundland to Vancouver, and from Windsor to Yellowknife. It brings together representatives of national theatre, publishing, song/music, media arts and visual arts groups, a group of performing arts presentation networks, a network of French-language community radio stations, and representatives from 11 Canadian provinces and territories focused on cultural development. It represents nearly 3,000 artists and 150 artistic and cultural development organizations working in more than 250 francophone and Acadian communities across Canada.

Numerous studies and research projects have shown that the arts and culture sector, and artists and cultural workers, are important economic engines and social assets. If the arts and culture are to continue creating jobs, improving our quality of life, strengthening our relationships with one another, and defining our pan-Canadian identity, the federal government must invest in the individuals working at the forefront of innovation and creativity in Canada: artists and arts organizations. The government must also ensure that Canadians across the country has access to a variety of artistic works, cultural products and cultural experiences that reflect, reinvent and shape Canada's current cultural identity and cultural diversity.

Given the size of our country's cultural workforce, it would be a strategic move on the part of government—which is trying to promote the creation of sustainable jobs—to continue to maintain the “front and centre” role of the arts and culture in its 2016 budget.

Focus 1 | Development pillar: sector status

R1 The FCCF recommends that the Department of Canadian Heritage recognize the arts and culture sector, on the same level as education, health and the economy, as a pillar of development for francophone and Acadian communities in Canada.

Government investments in arts and culture have positive impacts for the entire country. The arts and culture sector is a major employer that provided work for an estimated 616,000 individuals, including 140,000 artists in 2003. The sector—which includes for-profit creative and cultural industries, not-for-profit arts organizations and independent entrepreneurs—comprises 3.9% of the overall labour force. According to the Conference Board of Canada, the arts and culture sector directly contributes \$46 billion to Canada's gross domestic product (GDP) and generates approximately 25 billion in taxes for all levels of government: that is more than three times the \$7.9 billion invested.¹

¹ Conference Board of Canada, [Valuing Culture: Measuring and Understanding Canada's Creative Economy](#), 2008.

In practical terms, this means implementing measures to:

- consolidate the federal investments in terms of funding for the programming and operations of francophone artistic and cultural associations and networks in Canada by indexing funding to the cost of living;
- double the amounts available for key initiatives from the federal and provincial/territorial governments in the Roadmap for Canada's Official Languages; and
- include a financial contribution/envelope in the next collaboration agreement for the development of arts and culture in francophone and Acadian communities in Canada.

Focus 2 | Sectoral funding: artist's status and the relationship between education and art

R2 THE FCCF wants the federal government to take the necessary means to increase the human resources and professional training and development opportunities available in Canada and abroad for artists.

Government investments in the Canadian francophonie help create jobs in the arts and culture sector, thus contributing to the linguistic, economic and social vitality of more than 250 communities.

Government investments ensure that these associations—key employers in the Canadian francophonie and important service-delivery partners—are able to train and maintain a specialized workforce and to offer services to Canadians.

Demographically, one in five Canadian artists comes from a francophone community, either from Quebec or from a francophone community outside Quebec.² The demographic weight of francophones varies from 0.4% to 32.7%, depending on the province or territory. This creates several constraints in terms of training artists and the education and expansion of a francophone and francophile audience that is sensitive and critical of artistic productions.

The federal government must introduce measures to support artists by:

- consolidating sector funding and offering compensatory measures for artists (e.g., tax exemption for artists in the form of arts grants (at present, government grants are taxable; this needlessly reduces their value and impact) or access to Employment Insurance for artists;
- setting aside 3.5% of the current Canada Arts Training Fund budget to support projects originating in French-speaking communities in Canada; and
- taking into account the specific characteristics of Canadian French-speaking artists when overhauling the PromArt and Trade Routes programs by introducing policies that include a quota to support the francophone minority in Canada.

² Statistics Canada, 2006

- R3** The FCCF wants the federal government to acknowledge the value-added of federal-provincial/territorial education agreements and to consider further means to support the arts and culture sector and cultural industries in Canada's French-speaking communities.

French schools in language minority communities differ from other schools in that their mission is two-fold: they must ensure students' educational achievement and the development of their francophone identity. Contact with artists from Canada's French-speaking community plays an important role helping young people develop their identity within that community. By learning about local artists and their work, young people develop a sense of belonging and pride in their culture. An arts education can help them acquire tools and means to express this culture. To develop their cultural identity, young people must be given opportunities to discover and understand all aspects of their unique culture. At a time when schools are showing increased willingness to allocate arts funding to the practice of arts by students, it is essential for professionals in the arts to stress how important it is for young people to be able to see professional works of art, especially from an educational point of view.

In practical terms, measures will have to take the realities of these communities into account by:

- allocating funds to the provincial governments to promote greater integration of the arts and culture in French-language education; and
- creating an incentive fund to encourage greater participation by youth and families in French-language arts and culture activities offered outside the school setting.

Focus 3 | Support for cultural infrastructures: stability and renewal

- R4** The FCCF wants the federal government to commit to the arts community and the people of Canada so that the increase to the budgets of the CBC/Radio-Canada and the Canada Council for the Arts is equitable and rebalanced to take into account francophone and Acadian communities.

Recently issued statements have contained assurances that investments in cultural infrastructure would be made; namely, an annual investment of \$150 million in the CBC/Radio-Canada, that annual funding for the Canada Council for the Arts would increase from \$180 million to \$360 million, and that an annual budget of \$25 million would be earmarked for Telefilm Canada and the National Film Board.

Since 1990, the number of arts organizations that have received grants from the Canada Council for the Arts has increased by 65%, a reflection of the growing and increasingly diversified participation of Canadians in creative and cultural activities across the country. However, the parliamentary appropriation for the Canada Council for the Arts has remained practically unchanged since 2007. In

fact, the per capita appropriation is slightly less than the 1990 amount: \$5.34 per capita in 2010 compared with \$5.57 in 1990.³

Between 1990 and 2014, parliamentary appropriations for CBC/Radio-Canada increased by slightly less than 0.5% in current dollars. In 2009–2010, every Canadian taxpayer contributed approximately \$34 annually to help fund the broadcaster. By 2014, this contribution had dropped to \$29; yet at the international level, annual contributions to public broadcasters averaged \$82 per capita in 2011.⁴

The FCCF proposes the following measures to support our recommendation:

- re-establish the budgets of federal cultural organizations to 2007–2008 levels;⁵ and
- review the annual appropriation of \$40/per capita for the CBC/Radio-Canada.

Conclusion

The very future of Canada's francophonie is closely linked to the future of our culture. Notwithstanding the many economic benefits that come from supporting the arts and culture, we must remember that artists, arts organization and arts activities provide vital gathering opportunities for building and affirming a sense of identity. The beneficial impact of the arts and culture sector and the cultural industries is especially evident among young people, for whom discovering the arts and artists fosters a sense of belonging and cultural pride.

The benefits of government investment in the francophone culture and arts are numerous and unequivocal.

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³ Canada Council for the Arts, [Resserrer les liens : Plan stratégique 2011-2016](#), October 2010

⁴ Michel Houle, [Le financement de Radio-Canada : état de situation et pistes de solution](#), prepared with financial assistance from the governments of Quebec and Ontario, April 2015

⁵ FCCF, [portrait du financement du secteur des arts et de la culture en francophonie canadienne \(2007-2012\)](#), October 2012