



**Fédération culturelle canadienne-française**  
**Submission to the Standing Committee on Finance**

**Pre-budget Consultations 2011**

**Resource Persons:**

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## Executive summary

The *Fédération culturelle canadienne-française* (FCCF) is a national organization whose mission is to promote artistic and cultural expression in francophone and Acadian communities. It brings together representatives of national organizations in theatre, publishing, music, media arts and visual arts and a group of broadcast networks, as well as cultural development representatives from 11 Canadian provinces and territories.

In this submission, we recommend three investment priorities for arts and culture in Canada's francophonie. We hope that these recommendations will help the government prioritize its short-term investments, and we intend to continue our dialogue with the government on the need to increase investments in due course. The government's current investments in arts and culture are already bearing fruit, and extending these investments should be an integral part of the government's economic strategy in the future.

***Recommendation 1:*** *That the Government of Canada remain committed to the long-term vitality of the arts and culture of the Canadian francophonie while promoting access to arts and culture for all Canadians through Canadian Heritage's official languages support programs.*

***Recommendation 2:*** *That an Arts and Culture component be added to the Roadmap for Canada's Linguistic Duality with the goal of strengthening concrete expressions of culture in francophone and Acadian communities and of making sectors other than Canadian Heritage's official languages sector and other cultural agencies and departments more accountable to the Canadian francophonie.*

***Recommendation 3:*** *That the Government of Canada maintain its support for the Canadian Broadcasting Corporation/Radio-Canada and that part of its funding must be invested to encourage the development of the arts and culture of the Canadian francophonie and the formation of francophone identity across Canada.*

## Introduction

On many occasions, the FCCF has pointed out to the Finance Committee areas where additional investment is needed. Many of these needs still exist, and given the general lack of funding, government departments and agencies that support arts and culture must deny support to worthy initiatives on a daily basis. Since the global economic recovery is currently fragile, we acknowledge that the government will soon need to make difficult decisions. We also realize that all sectors of society must be part of Canada's economic recovery. It is essential that the government continue to invest in arts and culture, which is the only way to preserve and develop Canada's great cultural wealth.

***Recommendation 1:*** *That the Government of Canada remain committed to the long-term vitality of the arts and culture of the Canadian francophonie while*

***promoting access to arts and culture for all Canadians through Canadian Heritage's official languages support programs.***

Linguistic duality is a cornerstone of our national identity and an invaluable source of economic and social benefits. Arts and culture have development potential across Canada and in the Canadian francophonie in particular. Many Canadians share our view. One clear sign of the importance of arts and culture for Canadians: despite increases and decreases in household income over the years, the percentage of income spent on culture has remained the same while the total annual household spending on culture has risen by 20% since 1997.<sup>1</sup>

Arts and culture have a particular significance for the Canadian francophonie, since its future is intimately linked to its culture. Artists, arts organizations and cultural and artistic activities provide opportunities to bring people together, which are essential in building and affirming identity. Arts and culture have a particularly strong impact on young people, as their sense of belonging and pride in their culture are heightened through the arts and artists.<sup>2</sup>

We know that arts and culture have a significant social impact. But we should not underestimate their economic worth. Some 640,000 Canadians are employed in the cultural sector.<sup>3</sup> The number of artists and cultural workers is slightly higher than the number of employees in the auto industry, double the number of workers in the forest industry and more than twice the number of workers in Canada's banks. Given the size of the cultural workforce in Canada, the government—which is looking to create long-term jobs—would be wise to give this sector a major role in its economic plan.

We should also remember that some of the highest returns on investment are generated in the creative economy. Arts and culture activity generates approximately \$25 million in tax revenue, more than three times the total public investment it receives from all levels of government.<sup>4</sup> The Government of Canada has already recognized the importance of arts and culture as an area of strategic investments to enhance Canada's prosperity. This is evident in the following federal investments over the last few years:

- Economic Action Plan: A \$335 million investment and support for about 140 cultural infrastructure projects;
- Canada Council for the Arts: Budget increased to the highest level in history;
- A series of strategic investments: Canada Periodical Fund, Canada Media Fund, one-time support for the Royal Conservatory of Music, ongoing support for the Canadian Broadcasting Corporation, etc.;
- Roadmap for Canada's Linguistic Duality 2008–2013: The inclusion of arts and culture as an essential service sector and the launch of the Cultural Development Fund;
- The tax credit for children's arts activities.

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<sup>1</sup> Canadian Index of Wellbeing, *Leisure and Culture*, 2010.

<sup>2</sup> New Brunswick Department of Education, *Trousse du passeur culturel*, 2009 [in French only].

<sup>3</sup> Conference Board of Canada, *Valuing Culture: Measuring and Understanding Canada's Creative Economy*, 2008.

<sup>4</sup> Conference Board of Canada, *Valuing Culture: Measuring and Understanding Canada's Creative Economy*, 2008.

A fair number of government departments and agencies support the work of artists and artistic and cultural development organizations from the Canadian francophonie. They include: Canadian Heritage, the National Arts Centre, the Canada Council for the Arts, the National Film Board, the Canadian Broadcasting Corporation and Telefilm Canada. The government must maintain its investments in these agencies. At Canadian Heritage, the Official Languages Support Programs Branch's programs are systematically designed to take into account our circumstances and our needs.

The OLSPB's investments directly contribute to the vitality of francophone and Acadian communities' language, identity and economy. These investments translate into jobs that benefit thousands of families, employees working for the ongoing and sustainable development of our communities and increased access to arts and culture for thousands of Canadians.

***Success story**—The Global Strategy for the Integration of Arts and Culture into Acadian Society in New Brunswick was a result of the États généraux on Arts and Culture initiative. This project is based on a multiyear, citizen-oriented process undertaken by the Association acadienne des artistes professionnels du Nouveau-Brunswick. The strategy, supported by Canadian Heritage's Development of Official-Language Communities Program, sets out concrete and inspiring measures for social development through arts and culture.*

**Recommendation 2: That an Arts and Culture component be added to the Roadmap for Canada's Linguistic Duality with the goal of strengthening concrete expressions of culture in francophone and Acadian communities and of making sectors other than Canadian Heritage's official languages sector and other cultural agencies and departments more accountable to the Canadian francophonie.**

The Roadmap for Linguistic Duality is certainly among the most important signs of the Government of Canada's commitment to francophone and Acadian communities. It represents a watershed moment for the recognition of how arts and culture contribute to sustainable development in Canada. It identifies certain service sectors—including arts and culture—as essential to the development of our communities. This recognition, and the investment that goes with it (\$23.5 million for arts and culture), are evidence of a real commitment from the government.

One of the success stories of the current Roadmap has been the leverage effect of certain initiatives, such as the Cultural Development Fund. Intergovernmental accords signed by the federal government and the provinces of Ontario, New Brunswick, Manitoba and Saskatchewan in connection with the Cultural Development Fund have already increased its funding by more than 10%. While the government is looking to maximize the impact of its investments, it would be wise to take further advantage of this leverage effect. That is why we are encouraging the government to include in the next roadmap mechanisms that will encourage other entities to invest in arts and culture. These incentives could be aimed at the private sector, other levels of government or

even federal agencies that, despite their mandates, are falling behind in prioritizing or increasing their investments in the Canadian francophonie.

The current Roadmap clearly represents a strategic grouping of federal government agencies, departments and initiatives that support official-language communities. The new Agreement for the Development of French Canadian Arts and Culture has been another important way of promoting concerted action.

Given that the government will soon begin evaluating and, hopefully, renewing the Roadmap, we encourage it to include a fully fledged Arts and Culture component. Among other things, this component could: formally establish incentives for artistic and cultural initiatives in the Roadmap, support certain projects begun under the Agreement for the Development of French Canadian Arts and Culture, fund organizations and measures that do not easily fit into existing programs and consolidate the organizational capacity of organizations on the ground through stable and ongoing funding for operations.

**Success story**—*The government's investment in the Canada Media Fund enables the production of Canadian content in conventional or multimedia formats. These investments also allow for producing rich cultural content from minority-language francophone communities.*

**Recommendation 3: That the Government of Canada maintain its support for the Canadian Broadcasting Corporation/Radio-Canada and that part of its funding must be invested to encourage the development of the arts and culture of the Canadian francophonie and the formation of francophone identity across Canada.**

The Canadian Broadcasting Corporation/Radio-Canada is one of the Canadian francophonie's most important allies. For 75 years now, the public broadcaster has promoted cultural development in francophone and Acadian communities. The CBC's mandate and its status as a Crown corporation subject to the *Official Languages Act* compel it to contribute to the vitality of the Canadian francophonie.

The CBC is much more than a partner in our eyes. As a key production and broadcasting platform, the CBC increases access to French-language arts and culture for francophone communities across the country. This role makes the CBC one of the most important forces in building identity in the country. Every day, francophones in Canada can tune in to the CBC and find a high-quality cultural product offered in French. It thus contributes directly to improving quality of life in the Canadian francophonie. In this way, the CBC provides a vital public service. Moreover, its investments in Canadian content make it an essential player in developing francophone artistic talent. Over the years, the CBC has produced and broadcast innumerable Canadian francophone artists, groups and productions.

The CBC's contribution to the Canadian francophonie goes beyond its role as a vehicle of the French fact or incubator for arts and culture. The CBC is a major economic engine. A recent study reported that the gross value added by the CBC was about \$3.7

billion in 2010.<sup>5</sup> The CBC contributes directly to independent francophone Canadian productions. Each year, the CBC places a range of orders with independent producers. These orders contribute directly to the viability of francophone Canadian producers and are an important source of wages and fees francophone Canadian workers.

We believe, as does the Commissioner of Official Languages, that the CBC could do better in serving the Canadian francophonie. However, we also believe that it is imperative for the CBC to have stable and predictable funding to better meet its responsibilities. Consequently, we urge the government to maintain its investment in the CBC, and we ask the government to require that part of its funding for the CBC be allocated to initiatives serving the Canadian francophonie and fostering its arts and culture.

**Success story**—*The Prix des lecteurs promotes francophone Canadian authors across the country. A product of cooperation between the CBC and the Regroupement des éditeurs canadiens-français, this contest provides a unique showcase for the authors, since the CBC uses the occasion to promote Canadian francophone literature on all of its platforms.*

### **Conclusion**

The FCCF hopes that the federal government's current strategic investments will remain in place in Budget 2012. These investments will enable artists and cultural workers to carry on contributing fully to Canada's economic recovery, long-term prosperity and improved quality of life for all Canadians.

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<sup>5</sup> Deloitte & Touche, *The economic impact of CBC/Radio-Canada*, 2011