

Canadian Arts Presenting Association

Responses

1. Economic Recovery and Growth

Given the current climate of federal and global fiscal restraint, what specific federal measures do you feel are needed for a sustained economic recovery and enhanced economic growth in Canada?

In recent history, economic growth has been driven in great part by population growth, exploitation of natural resources and technological advances. The demographic challenges are creating long-term obstacles to economic growth, and natural resources are becoming scarcer. Future financial growth may need to rely more heavily on technology and creativity. "Technological change, globalisation and the rise of the 'knowledge economy' have all favoured highly skilled workers. When the recession hit, the sharpest rises in unemployment ... were amongst those with fewer skills," said Dr. Neil Lee, OECD. <http://oecdinsights.org/2012/05/24/getting-ahead-of-the-curve-skills-policy-in-a-changing-global-economy/> A strong creative economy may indeed be one of the best guarantees of sustained economic recovery. The cultural sector is an important part of this creative economy. Data suggests that the cultural sector was particularly successful in weathering the last economic downturn - attendance and sales kept on increasing in spite of the slowdown: • Between 2005 and 2010 the number of Canadians attending cultural or artistic festivals increased by 57%. In comparison, Canada's gross domestic product grew by 18% over the same period • Arts presentation generates economic and social outcomes, such as "economic development spin-offs; the formation of innovative partnerships; better quality of life in a revitalized, energized community." Recommendations We are unlikely to witness the level of growth we have observed in past decades. Consequently, it may be time for Canada to look at growth in a renewed way and to define new indicators for progress. INSEAD's Global Innovation Index (<http://www.globalinnovationindex.org/gii/main/fullreport/>) suggests indicators which may better reflect the strength of our knowledge economy. The OECD's Better Life Index, (http://www.oecd.org/document/0/0,3746,en_2649_201185_47837376_1_1_1_1,00.html) or the Canadian Index of Wellbeing (<http://ciw.ca/en/>), bring forth an even more holistic view of growth – one that reflects overall quality of life.

2. Job Creation

As Canadian companies face pressures resulting from such factors as uncertainty about the U.S. economic recovery, a sovereign debt crisis in Europe, and competition from a number of developed and developing countries, what specific federal actions do you believe should be taken to promote job creation in Canada, including that which occurs as a result of enhanced internal and international trade?

Important opportunities for Canada are created through the negotiation of economic treaties, or in the inclusion of Canada in existing treaties (e.g. Asian-Pacific Treaty). The increased exportation of Canadian cultural goods and services in foreign markets can result in new and long-term jobs for the sector, increased global awareness of the value and quality of Canadian cultural goods and represent an exciting brand-building opportunity to help increase tourism, foreign investment, etc. Due to budget cuts the Canadian tourism industry has suffered: "The...lack of marketing dollars...along with the high cost of aviation... makes it difficult for Canada to compete in the international tourism arena. It has slipped from seventh spot in 2002 ... to 18th place today." Additionally: • Ensure that arts and culture are protected in commercial treaties. Include provisions for the protection of cultural diversity, etc. as

per UNESCO's International Declaration on Cultural Diversity.

<http://unesdoc.unesco.org/images/0012/001271/127160m.pdf> "Domestic and international cultural trades are important source of economic activity and job creation."

<http://www.lesaffaires.com/classements/les-500/l-exportation-culturelle-nouveau-tremplin-des-gens-d-affaires/545051/4> • Recognize the key role the arts play in cultural diplomacy and global commerce, and the contribution to economic prosperity and job creation the sector can make. Promoting Canada's values and culture internationally are economical and impactful ways to expand and diversify commercial relationships within high-growth markets. • Canada Council recognizes this and is reallocating resources to touring and market access.

<http://canadacouncil.ca/news/releases/2012/jr129852102176527638.htm>. This however represents a modest investment considering the potential of the sector. The Canada Council parliamentary appropriation was maintained in the last federal budget for which CAPACOA would like to thank the federal government. • The Department of Canadian Heritage makes similarly critical investments that help to stimulate job creation. The upcoming renewal of the Canada Arts Presentation Fund (PCH) will be an opportunity to invigorate international trade while giving Canadians access to a variety of professional artistic experiences in their communities.

<http://www.pch.gc.ca/eng/1267553110077/1268163702357> Recommendations CAPACOA recommends that the government invest in touring and dissemination at home and abroad and adopts mechanisms to support co-productions to maintain and stimulate increased export of Canadian cultural goods and services. Invest in cultural diplomacy in high-growth markets around the world.

3. Demographic Change

What specific federal measures do you think should be implemented to help the country address the consequences of, and challenges associated with, the aging of the Canadian population and of skills shortages?

The government should focus on employment policies, education, sustainable development and the labour market to address demographic challenges: We agree with the International Labour Organization and the Organization for Economic Cooperation and Development who respond here regarding job creation:

http://www.oecd.org/document/37/0,3746,en_21571361_44315115_50348709_1_1_1_1,00.html, specifically the following points: • "In addition to employment oriented policies, measures to better prepare young men and women through broad access to basic education and vocational training can facilitate the transition to the labour market. Particular emphasis should be placed on dual studying and working arrangements, such as apprenticeships and internships, which work very well in some countries in securing successful transitions from school to work." • "Policies to promote energy efficiency, clean energy and sustainable development open major opportunities for the generation of employment and decent work. The transition may inevitably also reduce jobs in carbon intensive sectors so adjustment measures should be in place." • "We encourage the G20 to consider, in particular, the promotion of investment in infrastructure, ensuring continued access of SMEs to bank credit, freeing up product markets in ways that promote job creation, expanding the coverage of basic social protection, and ensuring all youth achieve a smooth transition from school to work." • "We are convinced that employment, labour market, social protection and environment policies are critical components of an overall policy package to ensure a rapid recovery in economic growth and more equitable outcomes for people." Supporting training supports creativity. Recommendation Training, mentorship and cross-generational learning will strengthen the Canadian cultural workforce, develop leadership and support innovation.

4. Productivity

With labour market challenges arising in part as a result of the aging of Canada's population and an ongoing focus on the actions needed for competitiveness, what specific federal initiatives are needed in order to increase productivity in Canada?

The arts sector is comparatively ill-served by the notion of "productivity". The nature of many arts activities have prevented them from benefiting fully from productivity increases related to technological advances. In theatre, as an example, a play that required five actors fifty years ago still requires five actors today. • Royalties and license fees payments increase the real output of creators and require little time to manage. As such their impact on productivity is direct. However, the new copyright bill does not provide content creators with more income from copyrights. Finding ways to offset this loss would positively impact the productivity of the sector. Providing fair compensation to content creators would have been an effective way to increase productivity. In 2012, before the new Copyright bill was even adopted, Canada ranked only 20th in the Global Innovation Index for royalty and license fees receipts • Collaboration as an alternative to competition: through collaboration it is possible to create value-added with the same human resources. The not-for-profit sector thrives on collaboration and partnerships. Performing arts presenters, notably, declared in a recent survey <http://www.diffusionartspresenting.ca/?p=585> that one of the most important roles they play is in building partnerships with other organizations in the community. • To track productivity, develop and evaluate policies, "we need information to monitor the tremendous changes happening and the impact those changes have on each and every one of us. Reliable statistics help us tackle the many challenges our world is facing. Our governments, businesses and communities depend on statistical information to help with decision-making." Statistics Canada http://www.statcan.gc.ca/edu/edu06/edu06f/edu06f_0003-eng.htm Recommendation CAPACOA agrees that the government should immediately reinvest in rigorous data collection and analysis of cultural statistics to ensure effectual and efficient cultural, social and financial policy can be written on behalf of all Canadians.

5. Other Challenges

With some Canadian individuals, businesses and communities facing particular challenges at this time, in your view, who is facing the most challenges, what are the challenges that are being faced and what specific federal actions are needed to address these challenges?

• Some of important challenges often raised by Canadians fall under jurisdiction other than federal: education, health. However, the federal government can intervene in the area of health promotion. In recent years, the health sector has been collaborating with the arts sector to foster health promotion and to improve health care. Such collaboration should be nurtured and encouraged. • Canadians need research and data to properly identify these challenges. Canadians deserve proper analytical frameworks to assess challenges from the perspective of the wellbeing of their fellow citizens. As stated above, it may be time for Canada and its leadership to look at growth in a renewed way and to define new indicators for progress. Recommendations Encourage private donations through fiscal measures: CAPACOA supports a Stretch Tax Credit for Charitable Giving recommendation that would increase the federal charitable tax credit for individuals by 10% (from 29% to 39%) on all new giving that exceeds previous donations. Reinvest in rigorous data collection and analysis of cultural statistics to ensure effectual and efficient cultural, social and financial policy can be written on behalf of all Canadians.