House of Commons
Chambre des communes
Canada

House of Commons Standing Committee on Finance – Pre-budget Consultations 2013

This brief is submitted by:

(•) **an organization** **Organization name:** Canadian Arts Presenting Association / Association canadienne des organismes artistiques (CAPACOA)

or

( ) **an individual** **Name:** _____

Topic: Arts and culture

*Recommendation 1: Please provide a short summary of your recommendation.

Renew investment in the complete suite of arts programs (which are expiring on March 31, 2015) and cultural industries programs (which are expiring on March 31, 2014) at the Department of Canadian Heritage, and ensure that the impact of these programs is sustained by indexing the investment to the annual cost of living.

Expected cost or savings: From the pull-down menus, please indicate the expected cost or savings of your recommendation to the federal government and the period of time to which the expected cost or savings is related.

$500 million-$999.9 million

5 or more years

Federal funding: Please provide a precise indication of how the federal government could fund your recommendation. For example, indicate what federal spending should be reallocated, what federal tax measure(s) should be introduced, eliminated or changed, etc.

The renewal of these programs, currently funded at 124 million dollars per year, will not represent any actual increase in spending for the federal government. The indexing can be funded through the growth of the Canadian economy, to which these programs directly contribute. Moreover, further to the Blue Ribbon Panel on Grants and Contributions and to summative evaluations, many changes have been implemented to improve the efficiency in the delivery of these programs over the last five years. They now provide greater than ever returns to Canadians.

Intended beneficiaries: Please indicate the groups of individuals, the sector(s) and/or the regions that would benefit by implementation of your recommendation.

The Canada Arts Presentation Fund (CAPF), with which our association is most familiar, has an annual budget of 34 million dollars and it supports 600 professional arts festivals and performing arts series in 224 cities or communities across Canada. These CAPF-funded activities benefit to a total audience of more than 20 million Canadians and cultural tourists per year. [Thanks to these activities, two in three Canadians who earn less than $40,000 per year or who do not have university education reported having attended a performance by professional artists in 2011.]

General impacts: Depending on the nature of your recommendation, please indicate how the standard of living of Canadians would be improved, jobs would be created, people would be trained, etc.

Investing in arts and culture industries is investing in growth industries. According to a Centre for Studies of Living Standards report , between 2000 and 2010, the cultural industries and the arts, entertainment and recreation industries both experienced higher nominal GDP growth than the average for the Canadian business sector (respectively 5.18% and 4.53%, vs. 4.10% for the Canadian average). This GDP growth contributes directly to the living standards of Canadians and to the employment of more than 600,000 cultural workers.

Topic: Please select from the pull-down menu

Recommendation 2: Please provide a short summary of your recommendation.

Expected cost or savings: From the pull-down menus, please indicate the expected cost or savings of your recommendation to the federal government and the period of time to which the expected cost or savings is related.

Please select from the drop down menu

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Federal funding: Please provide a precise indication of how the federal government could fund your recommendation. For example, indicate what federal spending should be reallocated, what federal tax measure(s) should be introduced, eliminated or changed, etc.

Intended beneficiaries: Please indicate the groups of individuals, the sector(s) and/or the regions that would benefit by implementation of your recommendation.

General impacts: Depending on the nature of your recommendation, please indicate how the standard of living of Canadians would be improved, jobs would be created, people would be trained, etc.

Topic: Please select from the pull-down menu

Recommendation 3: Please provide a short summary of your recommendation.

Expected cost or savings: From the pull-down menus, please indicate the expected cost or savings of your recommendation to the federal government and the period of time to which the expected cost or savings is related.

Please select from the drop down menu

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Federal funding: Please provide a precise indication of how the federal government could fund your recommendation. For example, indicate what federal spending should be reallocated, what federal tax measure(s) should be introduced, eliminated or changed, etc.

Intended beneficiaries: Please indicate the groups of individuals, the sector(s) and/or the regions that would benefit by implementation of your recommendation.

General impacts: Depending on the nature of your recommendation, please indicate how the standard of living of Canadians would be improved, jobs would be created, people would be trained, etc.

Please use this page if you wish to provide more explanation about your recommendation(s).

The Canadian Arts Presenting Association/l'Association canadienne des organismes artistiques (CAPACOA) serves the performing arts touring and presenting community through its commitment to integrate the performing arts into the lives of all Canadians. By enacting on this mission we endeavour to strengthen the performing arts industry and to enhance the well-being of all Canadians.

Accordingly, we would like to suggest that standard of living, often measured as real GDP per capita, is not a strong indicator of well-being, and ought not to be considered as the sole criteria upon which to make budget recommendations. Standard of living is only one of sixty-two indicators in HRSDC's "Indicators of Well-being in Canada". Moreover, studies conducted by the Centre for Studies of Living Standards demonstrate that economic well-being is a poor indicator of high satisfaction with life and that higher real GDP per capita does not necessarily correlate with higher satisfaction with life .

Many individual and societal benefits of arts participation are deserving of attention for their impact on well-being and for their important derivative effects on the economy.

• Arts participation is strongly associated with civic engagement: festival attendees are twice as likely to volunteer as non-attendees; for each paid staff member working in the performing arts sector, there are seventeen volunteers giving their time. High levels of volunteerism contribute directly to our productivity.
• Arts participation fosters social bonding, social bridging and, ultimately, social cohesion: 92% of Canadians believe that arts experiences are a valuable way of bringing together people from different languages and cultural traditions. Social cohesion makes communities safer and is an important social determinant of overall health. As such it has the potential to reduce security and healthcare spending.
• Research has identified strong evidence of links between arts attendance and several health indicators: Canadians who attend theatre are 32% more likely to report very good or excellent health, even accounting for other factors. This may represent significant savings for the healthcare system.
• Arts attendance is associated with higher vitality: Canadians believe that the presentation of performing arts brings energy and vitality to communities; concerts and theatre attendance increases perceived vitality among employees. Vitality and health are significant factors in labour productivity, which itself is strongly correlated to standard of living.
http://www.capacoa.ca/en/services/arts-promotion/field-information

We invite the Committee to consider our recommendation – and any other recommendations that the Canadian Arts Coalition may bring forward, including those regarding the annual budget of the Canada Council for the Arts – from the perspective of these direct and indirect effects of the arts on the well-being of Canadians and on their economy.

*Please note that at least one recommendation must be provided