



Canadian  
Heritage

Patrimoine  
canadien

Canada



# Shifting Environments

## Internal Factors at Canadian Heritage

Presentation to the Canadian Public Arts Funders  
November 17, 2011 - Whitehorse

Cynthia White Thornley  
Director General, Arts Policy



# Overview

- The External Environment
  - Four Big Drivers

## 1. The Internal Environment

- Inside the Government of Canada

## 2. Arts Policy

- Scope and Results of Investments
- Future Directions

# The External Environment

- The Four Big Drivers
  - Global economic **downturn**
  - The **digital** revolution
  - Profound **demographic** shifts
  - Movement to '**democratize**' culture

# The Internal Environment

- Key milestones for Canadian Heritage and Arts Policy
  - **2008**
    - Towards a new vision for culture
    - The Economic Action Plan
  - **2009-2011**
    - Internal Services Review
    - Resource Allocation Strategy
    - Grants & Contribution Modernization
  - **2011**
    - Majority government
    - Deficit Reduction Action Plan
    - Four New Departmental Priorities
  - **2012 to 2015**
    - Program evaluations and renewals

# The Internal Environment - 2011 onwards

## Deficit Reduction Action Plan

- Return to balanced budget by 2015-16
- \$4 billion in annual savings
- 70 Departments and agencies
- Scenarios for 5% and 10% reductions in overall spend
- Decisions announced in Budget 2012

# The Internal Environment - 2011 onwards

## Four New Priorities at Canadian Heritage

- Celebrating our heritage and our history
- Adapting to a digital world
- Investing in our communities
- Toward a renewed and transformed Department

# Arts Policy – Scope of Current Investments

**Supporting professional training, cultural infrastructure, arts presentation and sustainability:**

• Canada Arts Training Fund	\$24.1 M
• Canada Cultural Spaces Fund	\$30.0 M
• Canada Arts Presentation Fund	\$34.0 M
• Canada Cultural Investment Fund	\$33.8 M
• Fathers of Confederations Building Trust	\$ 2.7 M
• Arts, Culture and Diversity Program	\$ .4 M
• Total budgets in 2011-2012	\$125.0 M

# Arts Policy - Impacts of our Investments

## Training:

- 40 organizations supported
- Approximately 1,300 graduates per year
- Over 80% working professionally at a national level, 20% of whom work internationally

## Infrastructure:

- 925 projects in more than 295 communities in the last decade
- 85% of funding for renovation and construction projects and 15% for the purchase of specialized equipment and feasibility studies

## Arts Presentation:

- In 2010-2011, 595 projects in 247 communities, 157 of which were rural or remote



# Arts Policy - Impacts of our Investments

## Sustainability:

- **Endowments:**
  - Since the launch of the program a federal investment of \$122.4 M has leveraged \$176 M in donations from the private sector
- **Strategic Initiatives:**
  - In 2010-2011, close to \$3 M contributed to 15 initiatives across Canada, including Culture Days and ArtsVest
  - For every dollar invested, close to \$4 was leveraged from private and other public sector partners
- **Cultural Capitals:**
  - To date, 42 Cultural Capital designations for small, mid-sized and large municipalities
  - \$29.5 M in contributions to help communities sustain cultural activities at the local level

# Future Directions for Arts Policy

