

CPAF
Canadian
Public Arts
Funders

OPSAC
Organismes publics
de soutien aux arts
du Canada

Annual General Meeting 2014

Articulating the Impact of Public Investment in the Arts



CPAF Secretariat November 2014

The Evolution of "Value Propositions" for the Arts

Argument / Rationale



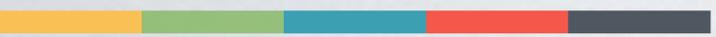
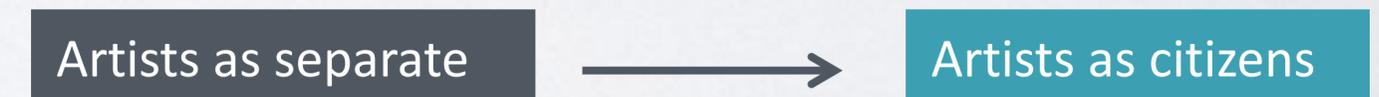
Relationship with government



Beneficiary



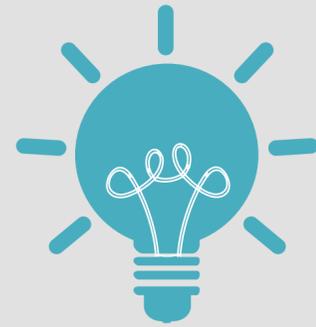
Relationship of artists and public



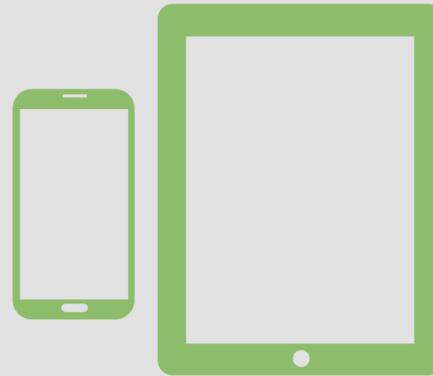
The Current Environment



From the future of the arts to the future of Canada, the provinces and territories



Complex problems require complex thinking



Change: demographics, technology, economics



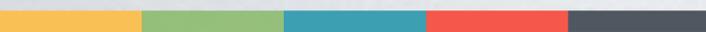
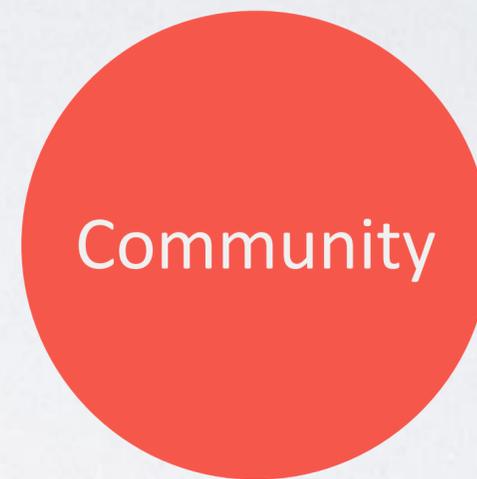
Changes in government = opportunity (e.g. 2015)



150th anniversary of Confederation in 2017



Areas of Impact

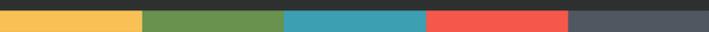


Intrinsic / Individual



WHY

- ★ Canadians enjoy the arts: they are captivated, enlightened and engaged by diverse artistic experiences.
- ★ The arts create indelible memories and are part of what makes life worth living.
- ★ Publicly-funded arts experiences give meaning to people's lives, connect them with others and improve their quality of life.



WHAT

- ⊙ 9 of 10 Canadians believe that exposure to arts and culture is important to their well-being. (AHAA, 2012)
- ⊙ Canadians who attend performing arts events are looking for a fun, entertaining experience (84%), seeking emotional, intellectual or spiritual stimulation (58%), and the opportunity to experience or learn something new (57%). (CAPACOA, 2013)
- ⊙ New neurological research is showing promising avenues to better understand the profound effects of the arts. (Hill Strategies, 2014; Arts Health Network Canada, 2013)
- ⊙ 2/3 of millennials (18-34) participate in culture as a way to escape stress. (Culture Track, 2014)
- ⊙ Fitness and social connections are the key motivators for Canadians who dance for leisure. (Canada Council, 2014)



Examples of messages

“Arts Nova Scotia encourages access to and engagement with the arts for all Nova Scotians.” (Arts Nova Scotia)

“Public funding makes possible the wide range of artistic activity enjoyed by Ontarians across the province.” (OAC, 2014)

“...we neglect at our peril the core values of awe, wonder, the stimulation of curiosity and of the creative muscle, the alchemy of imagination, the stimulation of emotion in many a dulled existence, and the enlivening of the lazy synapses in our much under-used brains.” (Archer, 2014)

*“Culture enhances our quality of life and provides opportunities to explore our creative potential.”
(Government of New Brunswick, 2014)*

STAKEHOLDERS

- Artists
- Arts Organizations/Boards
- Arts Funder Boards
- Community art associations
- Community leaders who are lifelong participants (e.g. Chris Hadfield)

AUDIENCES

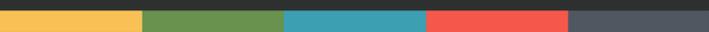
- Policy Makers
- Elected officials
- Media
- Other sectors

Economic Impact



WHY

- ★ Governments are looking for new ways to develop sustainable and competitive economies in a time of diminishing resources.
- ★ The arts have both a direct and indirect economic impact. They can help to re-imagine the current economic paradigm, from one of growth to sustainability.
- ★ The arts help create the conditions for individual and collective creativity, which feeds innovation and a creative economy in a digital age.
- ★ Small public investments in the arts can be leveraged to create the conditions for jobs and economic growth.



WHAT

- ◉ 87% of Canadians believe that government support for the arts is important. (AHAA, 2012)
- ◉ Culture contributed \$47.8B to Canada's GDP in 2010. (3.1% of total GDP). (Stats Can, 2014)
- ◉ In 2014, arts organizations generated \$1.53B in total revenues: two-thirds private/earned and over half invested in salaries and professional fees. (CADAC, 2014)
- ◉ There are more artists than autoworkers in Canada (136,600 vs. 133,000). (Hill Strategies, 2014)
- ◉ For every 100 direct cultural jobs, 64 indirect jobs are created, making culture one of the top three employment-generating sectors. (CCMM, 2009)
- ◉ Canadians spent \$27.4 billion on cultural goods and services in 2008, an average of \$841 per person. (Hill Strategies, 2010)



Examples of Messages

“Artistic creation is the best asset a country has to affirm its identity, its modernity and its sense of innovation; it is also an invaluable asset for facing the digital revolution and the globalization of the economy and the accompanying cultures.” (CALQ, 2013)

“Having a vibrant arts community is a key factor in attracting and retaining knowledge-based and skilled workers that the province requires for continued growth and prosperity.” (AFA, 2014)

*“Cultural Industries and the arts and craft sector, in particular, are vital contributors to the well-being of northern people and our territorial economies.”
(Department of Tourism and Culture, Yukon, 2013)*

*“Creativity is what we, as humans, bring to our relationship with technology. Often found at the intersection of the arts and the sciences, it inspires us to discover new ways of expressing and understanding the world around us. It leads us to innovate.”
(Canada Council, 2014)*

STAKEHOLDERS

- Arts Funder Boards
- Arts Organization Boards
- Foundations
- BFTA
- Business leaders and champions

AUDIENCES

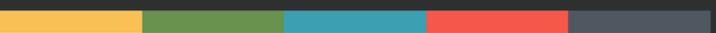
- Elected officials / Political parties
- Central agencies
- Boards of Trade
- Corporate Philanthropists

Social Impact



WHY

- ★ Governments are seeking new cross-sectoral approaches to complex social-policy issues (justice, health, environment, aging and education). The goal is to improve well-being and engage people across their differences in an increasingly diverse society.
- ★ Participation in the arts is a fundamentally social experience: people engage with art to engage with each other.
- ★ These connections diversify thinking, build social cohesion and improve well-being.
- ★ Public funding of the arts is essential to leverage and ensure equitable access to these benefits.



WHAT

- ⊙ The primary motivation to participate in the arts is a social one.
(All Party Parliamentary Committee, 2014; Guetzkow, 2002; Stern and Seifert, 2013)
- ⊙ High correlation between cultural participation and health and 8 well-being indicators (life satisfaction, etc.). (Hill Strategies, 2013)
- ⊙ The arts contribute to healthy aging and improved mental health.
(Phinney, 2012)
- ⊙ Arts education leads to better educational outcomes. (NEA, 2012)
- ⊙ 146,800 volunteers contribute 4M+ hours to supporting arts and education activities. (CADAC, 2014)
- ⊙ More than 10M participate in arts education and learning activities; almost 60% were children and youth. (CADAC, 2014)



Examples of Messages

“Ontario’s quality of life is enriched by arts experiences that are widely available, diverse and of high quality.” (OAC, 2014)

“The arts play a powerful role in building strong, connected communities, and they are fundamental to community identity. (...). Diverse communities can find a voice through the arts to share their stories, leading to greater cultural understanding and inclusion.” (PEI Council for the Arts, 2007)

“The role of culture is now more widely recognized as an effective tool to address social challenges linked to poverty, literacy and isolation.” (Government of New Brunswick, 2014)



STAKEHOLDERS

Arts Funder Boards
Academics
Foundations (e.g. McConnell, Michaelle
Jean Foundation)
Culture Days/Journées de la culture
Canadian Institutes for Health Research
Arts and other Education Associations
Arts Network for Children and Youth
Arts and Health organizations

AUDIENCES

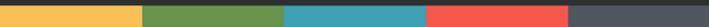
Elected officials / Political parties
School boards
Policy makers
Other sectors (e.g. health)

Community Impact



WHY

- ★ Culture is increasingly recognized as an essential element of sustainable communities, along with the economic, social and environmental dimensions.
- ★ Culture in community development (e.g. creative place-making) improves the socio-economic profiles of cities and neighbourhoods and increases participation and connections within communities.
- ★ Publicly-funded arts initiatives bring energy and vitality to communities, improve quality of life and well-being, make communities more creative, and foster a stronger sense of pride and identity.



WHAT

- ⊙ Neighbourhoods with cultural assets have higher social indicators. (Stern and Seifert, 2013)
- ⊙ Arts activities enhance community cohesion and social capital, key drivers of well-being. (Gueztkow, 2002)
- ⊙ 500,000 Canadians participate in 4,000 community activities of arts organizations. (CADAC, 2014)
- ⊙ 79% of Canadians would miss it if there were no live, professional performing arts available in their community. (CAPACOA, 2013)



Examples of Messages

“Thriving arts and cultural communities foster opportunities and raise aspirations.” (BCAC, 2014)

“Our artists and arts organizations have held our communities together when the boom and bust economies have come and gone because artists have the ability to adapt, change, innovate and lead on a continual basis.” (NWTAC, 2013)

“Community leaders recognize that participation in the arts within their own communities fosters community pride, identity, engagement and an enriched quality of life.” (NLAC, 2005)



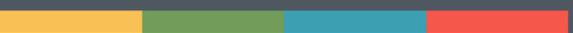
STAKEHOLDERS

- Arts Funder Boards
- Community Foundations
- Culture Days/Journées de la culture

AUDIENCES

- Policy makers
- Municipal governments
- Chambers of Commerce
- Business Improvement Associations

Democratic Impact



WHY

- ★ A democratic society includes the free exchange of ideas, citizenship, social inclusion and civic involvement.
- ★ Culture provides Canadians a strong connection to their communities and country.
- ★ The arts engage people in a shared and diverse Canadian identity, in exploring complex and challenging ideas and in fostering citizenship.
- ★ Publicly funded arts support dialogue, promote equity, and ensure a diversity of voices.



WHAT

- ⦿ Arts enthusiasts vote and volunteer more. (NEA, 2007)
- ⦿ Cultural participation has a positive impact on an individual's sense of belonging and other social indicators (such as health, mental health, volunteering and overall satisfaction with life).
(Hill Strategies, 2013)
- ⦿ Arts experiences bring people from different languages and cultural traditions together. (AHAA, 2012)
- ⦿ Nearly all arts presenters partner with other organizations— in areas such as education (78%), social services (37%), cultural diversity/immigration (33%) and health (29%) – to enrich community life (84%). (CAPACOA, 2013)



Examples of messages

“Art: It’s what’s inside connected and compassionate citizens”
(MAC, 2010)

“Communities with vibrant arts sectors are more likely to have a connected, engaged population. Diverse groups share common experiences, hear new perspectives, and may understand each other better.” (AFA, 2014)

“Through the arts we explore issues of heritage and cultural identity, issues that play a central role in B.C.’s cultural diversity.” (BCAC, 2014)

“Readily available to everyone, the arts play a crucial role in encouraging us to value our own cultural identities and communities with understanding and confidence.” (SAB, 2011)



STAKEHOLDERS

- Arts Funder Boards
- Coalition for Cultural Diversity
- Canadian Commission for UNESCO
- Canadian Universities and research institutions
- Other civil society groups

AUDIENCES

- Policy Makers
- Elected officials
- Foreign Affairs
- UNESCO
- Embassies
- Aboriginal Leaders



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