



## CANADA'S PERFORMING ARTS SECTOR: Advancing Canada's position in a global, knowledge-based economy

Canada's Performing Arts Alliance represents over 850 of Canada's performing arts organizations and our foremost performing artists. Driven by the Canadian Dance Assembly, Opera.ca, Orchestras Canada and the Professional Association of Canadian Theatres, we are the recognized voice for the performing arts sector in Canada – its artists, producers, volunteers, supporters and board members.

We are united in the view that sustained public investment in the arts by the federal government is essential to Canada's continued economic vitality, prosperity and quality of life. We believe that all Canadians will benefit from better access to the arts, and that Canadian artists and arts organizations play a key role in enhancing Canada's reputation at home and abroad.

### Arts and culture industries:

- boost economic growth and development
- build social cohesion and intercultural understanding within an increasingly diverse population,
- respond to an enhanced demand for creativity and innovation as essential skill sets in local, national and international labour markets, and
- advance Canadian culture as a centre of excellence on the international stage.

No other industry can achieve these goals more effectively than the cultural sector.

A thriving arts and culture sector will contribute to Canada's success as a leader in a global economy. The federal government plays a key role in fostering the sector's vitality. By investing significantly in arts and culture, Canada and Canadians will benefit from the meaningful and unique ways the cultural sector contributes to the advancement of Canada's position, both domestically and on the world stage.

**At this time of economic volatility, members of Canada's Performing Arts Alliance, together with the Canadian Arts Coalition and colleagues in the cultural sector are calling on the Government of Canada to include the arts and culture sector in any proposed economic stimulus package. We recommend that the federal government take the following, immediate actions:**

1. Sustain all levels of federal cultural investments in key centres of activity, including investment in the creation, production and dissemination of works of art (through the Canada Council for the Arts), arts training, arts presentation, infrastructure development, and special initiatives that support organizational sustainability.
2. Build on its support for artists and arts organizations through the Canada Council for the Arts.
3. Introduce new, effective investment measures to support the development of foreign markets and the promotion of Canadian artists abroad.
4. In concert with recommendations of such organizations as Imagine Canada, review tax policies to further encourage charitable giving to arts organizations.
5. Create a program of investment that will provide bridge funding to arts organizations over the short term in order to ensure they remain viable in this period of economic recession.

These recommendations are consistent with the messages of the Canadian Arts Coalition. The PAA is a supporter of



## The arts and culture sector is stimulating economic growth and creating jobs...

The arts are an economic driver. The real value-added input by culture sector industries totaled \$46 billion in 2007. Together, direct, indirect and induced contributions bring the economic footprint of the cultural sector to \$84.6 billion that year, or 7.4% of Canada's real gross domestic product.

The arts and culture sector is a growth market, with substantive potential for further expansion. 616,000 Canadians are directly employed in the cultural sector, which represents 7.1 percent of Canada's total employment. Moreover, nearly 1.1 million jobs can be attributed directly and indirectly to economic activity generated by culture sector industries, a workforce that grew by 31 percent over the past decade.

The arts and culture sector generated approximately \$25 billion in taxes for all levels of government in 2007, more than 3 times higher than the \$7.9 billion that was spent on culture by all levels of government.

Consumer spending on live performing arts events increased by 56% between 1997 and 2005, after adjusting for inflation, and accounts for \$1.2 billion of overall cultural spending. Consumer spending on live performing arts is more than double the level of consumer spending on live sports.

## ...promoting Canadian values and enhancing our quality of life...

Arts and culture organizations report engaging more than 930,000 volunteers.

Canadians who attended a performance of cultural/heritage music theatre or dance in 2005 were 31% more likely to volunteer as those who did not.

Canadians who attended a theatrical performance were 16% more likely to have a very strong sense of belonging to Canada than those who did not.

## With a strengthened government partnership, there is room for growth...

With average earnings of \$23,500, artists are in the lowest quarter of average earnings of all occupation groups, earning 26% less than the average Canadian worker. A typical dancer, musician, singer, other performer earns only about \$10,000. Female, Aboriginal and visible minority artists have particularly low average earnings.

54% of non-profit arts and culture organizations report annual revenues of \$30,000 or less. Only 7% have annual revenues of \$500,000 or more.

The Federal Government invests \$3.4 billion in arts and culture (0.7% of total government spending). As a share of GDP, Government spending on culture is below 1999 levels by roughly 0.3%.

As reported in 2007 by the Conference Board of Canada, cultural exports are greatly eclipsed by imports, leaving a net trade deficit in the culture sector.

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