



**Submission to the Standing Committee on Finance  
Pre-budget consultation  
4 August 2017**

**Executive Summary**

The Professional Association of Canadian Theatres (PACT) is pleased to have the opportunity to contribute to the Standing Committee on Finance's pre-budget consultations, noting its focus on productivity. We offer the following recommendations:

**Recommendation 1: Investing in the cultural workforce**

- PACT recommends that an additional \$1 million be invested in the Young Canada Works Building Careers internship program, particularly as administered by the Cultural Human Resources Council. The program is currently largely focused on heritage, and so PACT recommends that it be expanded to more fully respond to the needs of the professional theatre sector.
- PACT further recommends that funding to the Canada Arts Training Fund, which supports artist training in nationally-significant and unique programs to develop our next generation of artists, also be enhanced by an amount of \$10 million.

**Recommendation 2: Expanding the reach of Canadian theatre productions**

- PACT recommends that funding to the Canada Arts Presentation Fund be enhanced by \$30 million to allow more presenters to more appropriately compensate artists and increase opportunities for their audiences to engage with Canadian theatre and performing arts.
- PACT also recommends that support to the creative export strategy be extended beyond 2017-18.

**Recommendation 3: Diversifying revenue through enhanced endowments**

- PACT recommends that the annual cap in funding through the Canada Cultural Investment Fund be raised to \$3 million from \$2 million.
- Further, PACT recommends that funding be enhanced to allow for more entrants to the program.

The Professional Association of Canadian Theatres (PACT) is the collective voice of professional Canadian theatres, a leader in the performing arts community and a devoted advocate of the value of live performance. We represent 145 diverse professional theatre companies operating in communities across the country, from Victoria to Cow Head and Iqaluit to Port Dover. In 2015-16, more than 6.7 million audience members attended professional theatre performances.

## **Introduction**

The Professional Association of Canadian Theatres (PACT) is pleased to have the opportunity to contribute to the Standing Committee on Finance’s pre-budget consultations. As it considers Budget 2018, and fiscal measures that could be undertaken by the Government of Canada, the Committee is seeking ideas and recommendations that would allow Canadians and Canadian businesses to be more productive.

- Canadian theatres are vital businesses operating across Canada, and most are registered charities, recognizing their special place in our communities.

Theatre, as part of Canada’s \$54-billion cultural sector, contributes to jobs and the prosperity of our economy. PACT’s recommendations focus on measures that would strengthen our ability to have a more productive workforce and extend the reach of our work, nationally and internationally, thus improving its return-on-investment.

- **The Professional Association of Canadian Theatres, and its members, thank the Government of Canada and all parliamentarians for the investment in the Canada Council for the Arts and cultural infrastructure.**
- **We also welcome the commitment to heightening our country’s cultural presence abroad.**

Our recommendations also build upon the Government of Canada’s 2016 and 2017 budget initiatives that recognize the importance of the arts in driving our country’s economy. In particular, the unprecedented actions to significantly increase investment in the Canada Council for the Arts and invest in cultural infrastructure will have a far-reaching and profound positive impact not only on Canadian artists and arts organizations, but on the growth of our cultural and national economy.

As part of one of Canada’s strategically important economic sectors, we are poised to make an even greater contribution to our country, for Canadians.

With measures and investments to improve the productivity of the theatre workforce and expand the reach of our work, Canada’s diverse professional theatre sector will continue to make an important contribution to quality jobs and prosperity in our communities and our country.

## **Recommendation 1: Investing in the cultural workforce**

PACT recommends that the Government of Canada expand its investment in cultural workforce training.

Artists and creative workers are among the most educated Canadians; however, opportunities to train and mentor the workers and managers that make professional theatre in Canada possible are few and far between. Emerging professionals need opportunities in the field to secure practical experience as they advance in their careers. Tight budgets mean that theatres, whether large or small - but particularly small - do not have the resources to create mentoring and shadowing opportunities, or even assistant positions, at a living wage. As a result, there are limitations for emerging cultural workers to work their way up the career ladder, so to speak.

- PACT recommends that an additional \$1 million be invested in the Young Canada Works Building Careers internship program, particularly as administered by the Cultural Human Resources Council. The program is currently largely focused on heritage, and so PACT

recommends that it be expanded to more fully respond to the needs of the professional theatre sector.

- This program funds arts workers and administrative internships to provide practical experience in early career positions and enhance employability of emerging professionals.
- PACT also recommends that funding to the Canada Arts Training Fund, which supports artist training in nationally-significant and unique programs to develop our next generation of artists, also be enhanced by an amount of \$10 million.

### **Recommendation 2: Expanding the reach of Canadian theatre productions**

When theatre companies have the ability to bring plays and works to other communities and other parts of the world, they improve the productivity of the workforce invested in a play and contribute to economic growth in businesses throughout the community. More specifically, when more audience members purchase theatre tickets and attend plays, and engage in the ancillary activities that come with that like meals and hotels, the impact of investment in a theatre production extends to the broader community and becomes greater, meaning higher productivity.

Programs, like the Canada Arts Presentation Fund (CAPF), and measures through Canada's cultural export strategy, allow the initial investment in plays and theatre production to be leveraged, providing more market and sales opportunities for Canadians and Canadian theatres.

To illustrate, Canadian festivals provide key opportunities for advancing the domestic and international market potential of Canadian theatre. International presenters travel to Canada to see the work and consider it for their markets. In 2016, these opportunities resulted in Canadian theatre touring to the United States, Australia, Ireland, South Africa, and China, to name only a few.

- PACT recommends that funding to the Canada Arts Presentation Fund be enhanced by \$30 million to allow more presenters to more appropriately compensate artists and increase opportunities for their audiences to engage with Canadian theatre and performing arts.
  - Demand on the CAPF program has steadily increased. Recognizing that it has been flat-lined since its inception, this means that the value of CAPF grants has declined and the number of rejected applications has increased. It follows that in our growing country, there is commensurately less opportunity to present artistic work, including theatre, to audiences and Canadians.
  - CAPF investments are often made to support venues and presenters in smaller communities and centres.
- PACT also recommends that support to the creative export strategy be extended beyond 2017-18.
  - The 2016 federal budget provided \$35 million, over two years, for the creative export strategy (Showcasing Canada's Cultural Industries to the World). While details of this strategy are still unfolding, PACT believes strongly in the importance of sustained investment in providing support to the arts sector and others for cultural market development and cultural diplomacy.

### **Recommendation 3: Diversifying revenue through enhanced endowments**

The matching endowment program of the Canada Cultural Investment Fund offered through the Department of Canadian Heritage is an important one that amplifies the impact of donations of individual Canadians. It provides a substantial incentive for Canadians to give, thereby making it highly-effective for eligible Canadian arts organizations.

Recognizing that this effective program has been in place since 2001, to sustain its value to the sector it is timely to consider an increase in resource allocation.

- PACT recommends that the annual cap in funding through the Canada Cultural Investment Fund be raised to \$3 million from \$2 million;
- Further, PACT recommends that funding be enhanced to allow for more entrants to the program.

### **Working in collaboration with others**

The Professional Association of Canadian Theatres is an active member of the Canadian Arts Coalition (CAC). Our recommendations are aligned with those of the CAC.

Further, we support the work of the Cultural Human Resources Council, and believe that training and investment in Canada’s cultural workforce is critically important.

- **Eight in ten Canadians say that theatre is important to making communities vibrant places to live and more attractive to visitors.**
- **Two thirds of Canadians agree that theatre helps attract business to communities.<sup>1</sup>**

### **About PACT**

PACT, the Professional Association of Canadian Theatres, is the collective voice of professional Canadian theatres, a leader in the performing arts community and a devoted advocate of the value of live performance.

We represent 145 English-language professional theatre companies operating in communities across the country. Our members are diverse, ranging from the largest performing arts organization in Canada to smaller theatre companies that serve their audiences in a wide variety of communities from coast to coast.

### **Submitted by:**

The Advocacy Committee of the Professional Association of Canadian Theatres:

- Bonnie Green, Chair, Stratford Festival, Stratford ON
- Anthony Black, 2b theatre, Halifax NS
- Jay Dodge, Boca del Lupo, Vancouver BC
- Michael Erwin, Neptune Theatre, Halifax NS
- Camilla Holland, Royal Manitoba Theatre Centre, Winnipeg MB
- Brad Lepp, Soulpepper Theatre, Toronto ON
- Lori Marchand, Western Canada Theatre, Kamloops BC
- David Nairn, Theatre Orangeville, Orangeville ON
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- Jovanni Sy, Gateway Theatre, Richmond BC
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<sup>1</sup> Canadian Theatre, Creating vibrant Communities, Nanos Research, 2014.

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