

2018 Pre-Budget Submission

August 2018

Fédération culturelle canadienne-française

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**FCCF 2018 Pre-budget submission**

To the Standing Committee on Finance: Pre-Budget Consultations in Advance of the 2018 Budget,  
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# FCCF 2018 Pre-budget submission

## Preamble

The Fédération culturelle Canadienne française (FCCF) is a national organization whose mission is to promote the artistic and cultural expression of francophone and Acadian communities. For 40 years, the FCCF has been gathering the views and voices of provincial and territorial organizations dedicated to cultural development. It also brings together the representatives of national theatre, publishing, song and music, media arts and visual arts groups, a grouping of performing arts broadcasting networks and an alliance of community radio stations.

The recommendations that follow were identified by the 22 members of the FCCF representing almost 3,125 artists and 168 artistic and cultural development organizations active in more than 250 francophone and Acadian communities (FAC) throughout Canada.<sup>1</sup> These priorities were presented during bilateral meetings with Canadian Heritage in June.

**Mr. Martin Théberge**, President of the FCCF, would like to appear on behalf of the organization to present the recommendations and testify in the context of the pre-budget consultations that will be taking place in the fall of 2017.

## Summary of the submission

First, the FCCF would like to support the recommendations of the Canadian Arts Coalition, particularly the following: a **review of the *Copyright Modernization Act***, implementation of the **Artist's Resale Right**, and **improvements to the *Canadian Arts Presentation Fund* (CAPF)**.

The FCCF firmly believes that a review of the *Copyright Modernization Act* will respond to certain industry concerns by updating “the rights and protections of copyright owners to better address the challenges and opportunities of the Internet.”<sup>2</sup> The FCCF is particularly interested in a clarification of the resale right, notably with regard to the field of visual arts, in order to better protect works that are resold by providing adequate royalties. The FCCF supports the recommendation to increase the budget of the CAPF by \$30 million over two years given that the sector's future depends in large part on the success of this program in organizing artists' tours and presenting quality artistic experiences in our communities. The fund is overwhelmed, and numerous organizations cannot access it despite the significant needs in the sector. In strengthening broadcast networks, this measure will provide greater access to opportunities for artistic development in all regions of the Canadian francophonie, particularly in the West.

Second, the FCCF would like to present three recommendations that directly affect the arts, culture and cultural industries sector of FACs in Canada. In terms of training and professional development, the FCCF believes that **an increase in the *Canadian Arts Training Fund* of 3.5%** would create more opportunities

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<sup>1</sup> Anne Robineau, *Un regard actuel sur la situation des artistes dans la francophonie Canadienne*, April 2010.

<sup>2</sup> Justice Canada, [http://laws-lois.justice.gc.ca/eng/AnnualStatutes/2012\\_20/page-1.html](http://laws-lois.justice.gc.ca/eng/AnnualStatutes/2012_20/page-1.html).

for the professional development of cultural and artistic entrepreneurs, thereby increasing human resources in the sector and fostering a qualified labour force that supports our country's economic growth. As for official languages, an **increase in the budgets for official language programs** of 15% could directly support the recruitment, retention and stability of organizations involved in arts and culture. We have been waiting for this increase for almost ten years. Lastly, the FCCF recommends including an **“arts and culture” component in federal-provincial-territorial education agreements** to promote their integration into French-language education in in FACs.

## Training and professional development

**R1 A 3.5% increase in the *Canadian Arts Training Fund (CATF)* to create more opportunities for the training and professional development of cultural and artistic entrepreneurs and increase the human resources in the sector.**

Being in a minority situation places constraints on the training of artists, as well as on the education and expansion of francophone and francophile audiences who are sensitive to and critical of artistic productions. This creates significant challenges for cultural entrepreneurs in terms of the recruitment, retention and professional development of human capital, and for artists, for whom training has become an essential element of a professional career.

Numerous statistics clearly demonstrate that the arts, culture and cultural industries sector is an important, if not integral, element of Canada's economic development and its international standing.<sup>3</sup> Broadly speaking, the training and professional development needs of artists, creators and cultural workers are a response to the ever-changing environment that affects the infrastructure of artistic organizations and cultural industries in the Canadian francophonie. The majority find post-secondary training programs, specialized artistic training and professional development difficult to access and inconsistent or even completely non-existent.

Over the period 2007–2012, the CATF, which offers financial support to organizations that provide training and development programs to Canadian artists, provided very little funding under the endowment incentives component. With a budget of more than \$22 million supporting approximately 40 specialized institutions, the Fund only paid out \$75,000 to the Canadian francophonie, and all of it through a partnership of the associative sector. Given that one Canadian artist in five is from the francophonie, which is nearly 2.8% of the overall artistic population,<sup>4</sup> inevitably this already tiny budget will be of minimal benefit to francophone artists.

Knowing that francophone organizations are at a distinct disadvantage compared with their majority counterparts, and that investments are essential for ensuring there is a new generation of artists, increased training would enable these organizations to be more effective and efficient. Furthermore, these organizations could finally breath a sigh of relief knowing they will remain economically viable and prosperous. This prosperity would benefit the communities in which they live.

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<sup>3</sup> *Canadian Culture Satellite Account, 2014.*

<sup>4</sup> *Hill Strategies, Artists and Cultural Workers in Canada's Provinces and Territories, 2013 + État des artistes dans la francophonie, 2013.*

**Anticipated cost:** Additional \$770,000 per year for the CATF budget

**Timeline:** Beginning in 2018

## Official languages

### **R2 A 15% increase in official languages program budgets to support the recruitment, retention and stability of organizations involved in arts and culture**

The development of minority official language communities depends on several factors that foster their dynamism and the survival of their cultural identity, including arts and culture. This sector plays a key role in the vitality of these communities: it encourages intercultural dialogue and supports linguistic duality. Minority francophone artists and artistic organizations should be appreciated, valued, and considered in subsidy programs.<sup>5</sup> The reality is quite the opposite.

Given that the French-language minority declined from 4.0% in 2011 to 3.8% in 2016, and that 29.8% of Canadians stated that they could hold a conversation in French, which is a decrease from 2011 (30.1%),<sup>6</sup> the portrait that emerges is rather disturbing.

Canadian Heritage official languages programs (OLP), which are intended to promote French and English in the country and enhance the vitality of FACs, have not received an increase in nearly ten years. The study *Chiffres à l'appui*, which looks at federal funding of arts and culture in the Canadian francophonie, demonstrates that this sector does not receive its fair share of public financing. Using the example of national organizations and cultural industries, the analysis reveals that in 2011–2012, OLP financial support for these organizations represented 17.9% of the program's budget. This was a significant decrease compared with the previous year, when this support represented 23% of the envelope.<sup>7</sup> We note that since 2003, the share for the arts and culture sector has been around 2% in official language action plans established by Canadian Heritage. This situation is problematic in view of the fact that arts and culture have an impact on the transversal development of francophone communities.

Given that the arts, culture and cultural industries sector affects the economic and social development of FACs, and that their vitality is directly dependent on the presence of francophone artistic and cultural organizations, it would be reasonable to consider an increase to OLPs in the federal government's upcoming financial measures.<sup>8</sup>

**Anticipated cost:** Addition of approximately \$6,600,000 based on the proportion of arts and culture in the official languages support programs (OLSP) budget.<sup>9</sup>

**Timeline:** Beginning in 2018.

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<sup>5</sup> FCCF + Laurentian University, *Pôles culturels de la francophonie canadienne, phase I, 2016*, Rapport de recherche, p. 94.

<sup>6</sup> Statistics Canada, *English, French and Official Language Minorities, Census 2016*.

<sup>7</sup> FCCF, *Chiffres à l'appui – Portrait du financement des arts et de la culture dans la francophonie Canadienne (2007–2012)*, pp. 44–45, October 2013.

<sup>8</sup> FCCF, *Pôles culturels, phase I, 2016*.

<sup>9</sup> FCCF, **Note to reader: this amount was determined using the 2011–2012 OLSP budget (\$44M) in *Chiffres à l'appui*. This amount should be revised to reflect more recent OLSP budgets.**

**R3 Include a separate “arts and culture” component in federal-provincial-territorial education agreements to promote the integration of arts and culture into French-language education.**

Education plays an important role in developing the identity of young people in the Canadian francophonie. Discovering creators from the artistic world and their works enables young people to develop a sense of belonging and pride in their culture. Under the demographic weight, the concentration of francophones influences the number of opportunities to come into contact with cultural products, and rare are the students who have a chance to participate in artistic creation in French.<sup>10</sup>

For FACs, French-language school also differs from other schools because of its dual mission: the educational success of students and the construction of their francophone identity. To develop their cultural identity, students must have places where they can understand all the unique elements of their culture. The study *Lien langue-culture-éducation en milieu minoritaire francophone*<sup>11</sup> demonstrated that a French-language school cannot have strictly the same mandate as an English-language school serving the majority. By giving children from minority communities access to an artistic education, we are facilitating their acquisition of tools and means to express and experience francophone culture.

It is important that the government recognize the value added of arts and culture in federal-provincial-territorial education agreements. While education agreements are the prerogative of the provinces and territories, the federal government can bring attention to the issue by initiating measures along these lines.

**Anticipated cost:** The amounts should be determined based on the agreement for each province and territory.

**Timeline:** Recurring beginning in 2018.

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<sup>10</sup> FCCF, *Étude sur le lien langue-culture-éducation en milieu minoritaire francophone*, 2004, [www.fccf.ca](http://www.fccf.ca).

<sup>11</sup> FCCF, *Étude sur le lien langue-culture-éducation en milieu minoritaire francophone*, 2004, [www.fccf.ca](http://www.fccf.ca).