CANADIAN ARTS COALITION
CANADIENNE DES ARTS

THE ASK

That the Government of Canada allocate at least 1% of its overall spending towards arts, culture, and heritage, increasing its current investment of 0.94% by 0.06%.

To achieve this for the 2025-26 fiscal year, the Government should increase its allocations by **$330 million**, via:

1. An increase of **$140 million to the Canada Council for the Arts**; and
2. An increase of **$190 million to the Department of Canadian Heritage.**

This allocation would allow:

- **An on-going investment in arts, culture, and heritage** that is responsive to changes in our civic and economic contexts, bringing Canadian investment closer to global best practices of 1.1% of GDP.
- **A policy that recognizes the intrinsic civic and economic value to Canadian society of the cultural sector**, and supports the sustainability of its artists and institutions.
- **A continuous support of a sector widely backed by the public**, as 94% of Canadians believe that arts and culture make a community a better place to live.

THE IMPACT

For every $1 invested by the federal government in the arts, the sector generates:

$5.92 in earned and private revenue.
$16.32 in economic activity. The requested addition commitment of 0.06% will turn into a projected economic impact of **$4.4 billion in 2025.**

We anticipate this investment will create:

- **69,500 new artist and FTE staff jobs** spread across every riding in Canada.
- Millions of opportunities for Canadians of all ages and backgrounds to build meaningful connections with their communities.

According to a recent Culture Days 2023 survey highlighting the essential role of the arts and culture and their profound socio-economic impact and amongst 1,156 respondents:

80%
believe the arts and culture make Canada unique by enhancing our country's economy and quality of life.

84%
assert they help build strong communities and create new opportunities.

86%
acknowledge that the sector promote cultural and social inclusion.

STATUS OF THE SECTOR

850,000 jobs
in the cultural sector - more than agriculture, forestry, fishing, mining, oil and gas combined.

- 24% in public participation
since 2019, while operating expenses **increased by 18%**, and philanthropic donations **decreased by 45%.**

$4.9 billion
in economic impact for Canada from cultural grant recipients (federal and provincial).

50% of Canadian artists
have total personal income **below $40,000** and nearly **70% experience financial stress.**

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ABOUT

The Canadian Arts Coalition is a collaborative non-partisan advocacy movement of national associations, arts organizations and artists, lead by a volunteer Steering Committee comprised of representatives of national, provincial, regional, territorial arts organizations and/or associations committed to equity in the arts and inclusive of Indigenous, racialized, the deaf and disabled.

MISSION

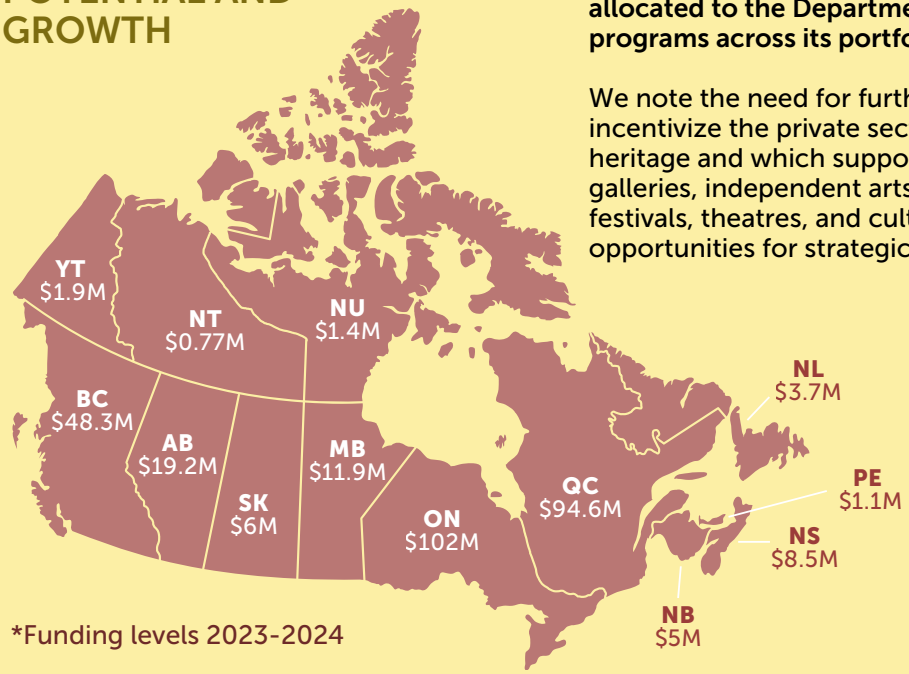
The Canadian Arts Coalition is united in the belief that the future of our citizens, their towns and cities, and the nation itself depends on a rich, vibrant and diverse arts and heritage community and in support of this belief, the Coalition works to:

Strengthen Canadian cultural policies based on the needs of the professional arts communities

Ensure investments in arts and culture at the federal level to support the vitality of the cultural sector and the many peoples of Canada

Advocate to the general public by promoting sustainability of the arts sector

ENABLING CANADIAN HERITAGE AND THE CANADA COUNCIL FOR THE ARTS TO UNLOCK OUR SECTOR'S POTENTIAL AND GROWTH



*Funding levels 2023-2024

From coast to coast to coast, the Canada Council for the Arts invests in every riding in Canada

We ask for the Government of Canada to increase its allocation by $270 million, including an increase of **$140 million to the Canada Council for the Arts.**

We believe the remaining **$130 million should be allocated to the Department of Canadian Heritage to programs across its portfolio.**

We note the need for further investment in programs that incentivize the private sector to fund arts, culture and heritage and which support music, museums and galleries, independent arts organisations, book publishers, festivals, theatres, and cultural infrastructure as opportunities for strategic cultural investment.

Did you know ?

This percentage is comparable to the Australian government's annual allocation of nearly $7 billion to the arts and culture, representing around 1% of their total combined spending.