CANADIAN ARTS COALITION
CANADIENNE DES ARTS

ARTS DAY ON THE HILL
October 6, 2026

BUILDING A STRONGER, MORE UNITED CANADA THROUGH ARTS AND CULTURE

"To create a national idiom, a national mythology to interpret Canada to Canadians… **We have to sing our own songs and we have to create our own heroes, dream our own dreams.**" Pierre Berton, 1970

THE ASK

A **permanent increase of $140 Million** to the Canada Council for the Arts' annual budget, to support the creation and dissemination of Canada's stories to Canadians and the world and to **build a stronger and more united Canada through Arts and Culture.**

THE IMPACT

Arts and Culture Contribute to a Thriving Canada

- Three-quarters of culture-goers (75%) say that attending arts and cultural events gave them a **stronger sense of belonging in Canada.**
- 80% believe that **arts and culture make Canada unique** by enhancing our country's economy and quality of life.
- Arts and culture participation **boosts civic engagement, democracy, and social cohesion**.
- Over **50,000 letters** were sent by Canadians in support of *this ask* in 2025.

THE OPPORTUNITY

- **20 million more arts experience attendees** across the country, creating shared identity and meaning.
- **5,000 NEW jobs**, strengthening the economic impact of the arts sector in every part of Canada.
- **More accessible and affordable arts experiences for Canadians** in well over 300 communities throughout Canada; urban, suburban, rural, & remote.

Investing in the arts is investing in Canada.

(Estimate is based on the locations of arts organizations currently funded by the Canada Council. The reach of their activities is expected to extend beyond these communities.)

THE ARTS MAKE A VITAL CONTRIBUTION TO THE ECONOMY

- Contributed **$131 billion** to Canada's GDP in 2024
- Supported **1.1 million jobs** across Canada in 2024.
- Canadian exports of cultural goods and services reached an all-time high in 2023 with **$27.1 billion.** Cultural exports have doubled since 2011.
- Arts and culture tourism has **triple the economic impact** of other types of tourism.
- Arts and culture generated an estimated **$17 billion** in federal and provincial tax revenue in 2024.

THE ARTS IMPROVE HEALTH AND QUALITY OF LIFE

- The overall health of Canadians is **strongly linked** to their participation in arts, culture, and heritage activities.
- The World Health Organization found the arts play a major role in **preventing, managing, and treating illnesses**, as well as promoting health and wellbeing.
- Research shows that arts and culture engagement generates **billions of dollars in health and wellbeing benefits** annually.

Canada Council for the Arts | Conseil des arts du Canada

The Canada Council for the Arts funds research, creation, and dissemination of arts and culture in over **300 Canadian ridings**, from the most remote to the most populated.

The Council is committed to disseminating the new funds to core institutions in every region of Canada, and supporting projects that allow Canadian culture to take its place on the world stage.

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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, and territorial arts organizations and/or associations committed to equity in the arts and inclusive of Indigenous, racialized, the deaf, and the disabled.

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.

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; and advocate to the general public by promoting sustainability of the arts sector.

CAC PRE-BUDGET RECOMMENDATIONS 2026:

1 A permanent increase of $140 Million to the Canada Council for the Arts' annual budget, to support the creation and dissemination of Canada's stories to Canadians and the world and to build a stronger and more united Canada through Arts and Culture.

2 Infrastructure: Cultural infrastructure projects under $25M not be subject to matching fund requirements; Implement a minimum allocation of BCS funds for cultural infrastructure.

3 EI Reform: Accelerate the reform of an Employment Income Modernization framework.

4 Artificial Intelligence: Ensure the principles of authorization, remuneration, and transparency (ART) are in place for artists for the use of their work.

SOURCES: Front: *National Culture Days Survey, 2023.* ***Back****: Artworks: The Economic and Social Dividends from Canada's Arts and Culture Sector, Canadian Chamber of Commerce, commissioned by Business / Arts and Canada Council for the Arts, and 2025, https://canadacouncil.ca/research/arts-impact#_ftn10*