

ADVOCACY RESOURCES
August 2008

WHO TO CONTACT?

By phone or email:

We suggest that you contact your own MP. The Parliamentary website offers a feature that identifies MPs by your postal code, which you can link to here:

<http://www2.parl.gc.ca/Parlinfo/Compilations/HouseOfCommons/MemberByPostalCode.aspx?Menu=HOC>

By email or by letter:

Re: cuts to the Department of Foreign Affairs and International Trade's PromArt program

The Honourable David Emerson
Minister of Foreign Affairs and International Trade
House of Commons
Ottawa, Ontario
K1A 0A6
email: Emerson.D@parl.gc.ca

Re : Cuts to the Department of Canadian Heritage's Trade Routes program and cuts to 3 components of CAHSP

The Honourable Josée Verner
Minister of Canadian Heritage
House of Commons
Ottawa, Ontario
K1A 0A6
email: Verner.J@parl.gc.ca

Re: Cuts to government of Canada programs serving the arts and culture sector

The Right Honourable Stephen Harper
Prime Minister of Canada
House of Commons
Ottawa, Ontario
K1A 0A6
email: Harper.S@parl.gc.ca

Other contacts:

Denis Coderre, Liberal Heritage Critic
Hedy Fry, Chair of the Liberal sub-committee on arts and culture
Maria Mourani, Bloc Quebecois Heritage Critic
Bill Siksay, NDP Heritage Critic

You can find contact details for all government employees through the Government Employee Directory System (GEDS) here: <http://direct.srv.gc.ca/cgi-bin/direct500/BE>

Letters to federal elected officials do not require a postage stamp.

WHAT TO SAY?

Know your FACTS

The following is a list of arts and culture programs that have been cut :
(please note that only programs affecting the performing arts sector have been listed here)

Trade Routes Program / Routes Commerciales (Department of Canadian Heritage)

- **Budget:** \$ 9 million
- **Notice on the Website:** This is to inform you that the Government of Canada will stop financing contributions under the Trade Routes program at the end of this fiscal year, March 31, 2009. Trade Routes will continue to offer market entry support, in-market assistance and market research services to its clients until the end of the 2009-10 fiscal year – that is, until March 31, 2010. The Government of Canada, through regular reviews of all program spending in federal departments and agencies, is committed to a more disciplined approach to managing spending in order to deliver programs that are efficient and effective and that meet the priorities of Canadians. The portfolio organizations and delivery partners of the Department of Canadian Heritage, including Canada Council for the Arts, Telefilm Canada and the Association for the Export of Canadian Books will continue to offer programs that have an international component. As well, the Department of Foreign Affairs and International Trade will continue to offer support for Canadian artists and cultural entrepreneurs through its Trade Commissioner Service across Canada and abroad, through its network of diplomatic missions, cultural attachés and trade commissioners.
- http://www.pch.gc.ca/progs/ac-ca/progs/rc-tr/progs/pcrc-trcp/index_e.cfm

PromArt (Department of Foreign Affairs and International Trade)

- **Budget:** \$ 4.7 million
- **Notice on the Website:** Please note that the Cultural Sector Grant program mentioned below will be concluded as of March 31, 2009. Please refer to the webpage of your specific discipline for further details.
- <http://www.international.gc.ca/culture/arts/menu-en.asp>

Canadian Arts and Heritage Sustainability Program (Stabilization Project)

- **Budget:** \$ 627,000
- **Notice on the Website:** Please note that the Stabilization Component will not be extended beyond fiscal year 2008-2009. This program has achieved its original objective to strengthen the organizational, administrative and financial health of arts and heritage organizations benefiting from the program, through support provided through third parties. Since stabilization projects are established as an agent of long-term change, usually seven to ten years, applications to this component will no longer be accepted.
- http://www.pch.gc.ca/progs/pcapc-cahsp/01_e.cfm

Canadian Arts and Heritage Sustainability Program (Capacity Building)

- **Budget:** was \$ 6.1 million reduced to \$ 4.3million – reduction of \$ 1.8 million
- **Notice on the Website:** The current funding cycle of the Canadian Arts and Heritage Sustainability Program will expire on March 31, 2010. The last deadline to apply to the Capacity Building Component for the current funding cycle is October 15, 2008 for projects starting in the spring of 2009. Projects submitted to the Department must be entirely completed by March 31, 2010.
- http://www.pch.gc.ca/progs/pcapc-cahsp/02_e.cfm

Canadian Arts and Heritage Sustainability Program (Endangered arts organizations)

- **Budget:** \$ 500,000
- This programs was not posted on Department of Canadian Heritage's Website even though it was listed on the Plans and Priorities of the Department

The \$9 million Trade Routes program contributed to initiatives by Canadian arts and cultural entrepreneurs such as Eponymous, Atlantic Presenters Association and Fondation de danse Margie Gillis to develop and pursue long-term export strategies.

The \$4.7 million PromArt program helped bring international buyers to Canada and helped offset touring costs for Canadian dance companies like Compagnie Marie Chouinard, Alberta Ballet, Royal Winnipeg Ballet, Corpus,

Coleman Lemieux & Company, Company Erasga Dance Society and les Grands Ballets Canadiens to perform for audiences in countries as varied as the Netherlands, France, Spain, Columbia, Mexico, South Korea, Taiwan, Serbia, Italy, Australia, Ireland, Bosnia, Turkey, Croatia, Japan, Germany and the United States.

The Capacity Building component of the Canadian Arts and Heritage Sustainability Program helps individual arts and heritage organizations that do not have access to assistance from a Stabilization Project to improve their administrative, organizational and financial structures. Within this component, over 500 arts and heritage organizations have accessed this program since 2001.

Full list of program recipients:

The list of past recipients of PromArts is here:

<http://www.international.gc.ca/arts/resources-en.asp> (click on the annual reports)

The past recipients of Trade Routes funding are listed under "Successes":

http://www.pch.gc.ca/progs/ac-ca/progs/rc-tr/recipients/recipients_e.cfm

The past recipients of the Capacity Building component of the Canadian Arts and Heritage Sustainability Program :

http://www.pch.gc.ca/progs/pcapc-cahsp/237art_new_e.cfm#06-07

Deliver the MESSAGE

Some talking points to help you.

- The decision to end to key cultural programs undermines the promotion of Canadian art and culture to the world, and directly contradicts the government's avowed commitment to support the competitive export of Canadian products. (this commitment was articulated in the Speech from the Throne)
- It goes without question that the Trade Routes and PromArt programs have helped sell Canadian artistic and cultural products to buyers and markets worldwide and helped cement Canada's reputation abroad as a country that places a high value on achievement and innovation. The cancellation of these programs threatens the ability of Canadian artists to represent Canada on the world stage and seriously undermines the ability of the Canadian arts sector to compete fairly in the global marketplace and to continue to grow earned revenues.
- The cuts to PromArt (\$4.7 million/year) and Trade Routes (\$9 million/year) are not simply an arts funding issue. The cuts are about Canada's image abroad and the message conveyed about the importance our government places on Canadian creation, Canadian innovation, Canadian cultural institutions and cultural industries.
- Canada is now the only country in the G-8 that does not see that promoting our own arts and our own culture is important to our trade and our position in the world.
- Government investment in the performing arts earns a positive return of over 200% based on direct and indirect benefits. Cuts to the arts are direct cuts to economic activity.
- For our finest artists and arts organizations to achieve their full potential, they need to find audiences and revenue sources from beyond our borders. The cancelled government programs have Canadian artists do this, by helping to cover up to 30% of the costs of international tours and market development. Without this investment, these activities are jeopardized.

- The Conference Board of Canada has recently estimated that the real output by culture sector industries totaled \$46 billion in 2007, and the “economic footprint” of the sector (including direct, indirect, and induced contributions) totaled \$84.6 billion, or 7.4% of Canada’s GDP. This is a significant sector, and a cut of almost \$14 million/year will have economic repercussions.
- The tone of the leaked announcement demonstrated a lack of respect for Canadian artists and Canadian cultural industries. We want a business partnership with the Government of Canada, not a war of words. Would the government take the same approach for the forestry industry, the oil industry, the aerospace industry?
- When you consider the larger context of public spending, these cuts have a virtually undetectable effect for the average tax paying Canadian. However, for the arts community, the magnitude of the impact is devastating.

Make it PERSONAL

Expressing how these cuts have affected you or your organization helps to illustrate the tangible impact of these spending cuts. You or your organization may be a recipient of one or more of these programs, in which case, you can speak directly to the impact. If not, you can express your personal views on government investment in arts and culture and why a strong partnership between the government and the cultural sector is important to you.

More Advocacy TOOLS

Advocacy Primer

Canadian Conference of the Arts

http://ccarts.ca/en/advocacy/publications/toolkits/documents/cca_advocacy_primer_en.pdf