

Resources

Economic Impacts

- GDP in the Information and Cultural Industries sector increased from \$31.6 billion in 1999 to \$45.1 billion in 2008. The increase in GDP reported between 1999 and 2008 represented a compound annual rate of 3.6%. Between 2007 and 2008, the total value-added of the Information and Cultural Industries sector increased by 1.7%.
(Source: Statistics Canada, Gross Domestic Product by Industry, 1999 to 2008.)
- The three levels of government invested a total of \$8.2 billion on arts and culture in 2006-07 as follows:
 - \$3.7 billion by the federal government;
 - \$2.6 billion by the provincial and territorial governments; and
 - \$2.4 billion by the municipal governments.
(Source: Canada Council website, www.canadacouncil.ca/aboutus/Promotion/qn127306575550156250.htm)
- Tourism receipts from cultural tourists amounted to \$8,034 million in 2007, while tourism receipts from sport tourists totalled \$2,054 million. Combined (\$10 billion) these tourism receipts account for 19% of the total tourism receipts (\$53.5 billion) used in this study.
- The gross domestic product derived from cultural tourism in 2007 amounted to over \$5.1 billion and produced labour income of almost \$3.3 billion. The gross domestic product derived from sport tourism was over \$1.2 billion in 2007. Table 12 shows the immensity of the two types of tourism: for example, cultural tourism alone generated over 110,000 full-time jobs in 2007 and cultural and sport tourism combined generated over \$515 million in tax revenues, not including income taxes. The national economic impacts from both cultural tourism and sport tourism indicate that their contribution to the Canadian economy³ is significant. Cultural goods and services accounted for \$4.63 billion worth of exports in 2003 (2.46 in cultural goods and 2.17 billion in cultural services); a decrease of \$156 million, or 3%, from \$4.80 billion worth of cultural exports in 2002. This decrease was likely due to a weakened US dollar against Canadian currency and domestic shocks such as SARS.
- Cultural services exports decreased by 7%, or \$163 million, in 2003, marking the first reduction after 7 years of consecutive growth. Weakened demand for Canadian Film and Video Services accounted in large part for the decline in total cultural service exports, with a reduction of 11%.
- Cultural goods exports increased slightly from \$2.45 billion in 2002 to \$2.46 billion in 2003, only to fall to \$2.4 billion in 2004.
- The US continues to be Canada's largest partner in cultural goods trade, with 2004 goods exports to the US totalling \$2.2 billion.

- Canadian households spent an average of \$1,450 on culture goods and services in 2004, compared to \$1,290 in 1999. The proportion of overall expenditures this represented, however, decreased. While culture spending constituted 3.1% of average household expenditures in 1999, it represented only 2.9% in 2004 (SC). The largest expenditures were on: renting cablevision and satellite services \$462 per year; purchasing CDs, tapes, videos and video discs (\$116 per year); purchasing newspapers (\$99 per year); renting videotapes and video discs (\$165); and seeing movies in theatres (\$112). Average spending on visual arts products was \$61 per year, and average spending on attending live performing arts performances was \$89 per year. (Source: Stats Can, <http://www.statcan.gc.ca/pub/87-004-x/2003004/t/4112751-eng.htm>)

Spending on Culture

- In 2006-07, governments spent \$8.2 billion on culture, excluding transfers between different levels of government. This represents a 5% increase from 2003-04 after adjusting for inflation.
- In 2006-07, federal government spending on culture was \$3.7 billion (43% of spending by all levels of government), while the provinces and territories spent \$2.6 billion (30%) and municipalities \$2.4 billion (28%). (The federal, provincial and municipal breakdowns include transfers between governments and therefore do not equal the \$8.2 billion total, which is net of transfers.)
- The \$3.7 billion in federal government spending on culture in 2006-07 was dominated by the broadcasting sector (\$1.8 billion, or 47% of federal spending) and heritage organizations, including museums, art galleries, public archives, nature parks and historic sites (\$959 million, or 26% of federal spending). The largest portions of the \$2.6 billion in provincial spending in 2006-07 went to libraries (\$948 million) and heritage organizations (\$687 million). Seventy-two percent of total municipal support in 2006 (\$1.8 billion of the \$2.4 billion total) went to libraries.
- Government support for the arts (defined as performing arts, visual arts and crafts, and arts education) represented 8% of total government spending on culture in 2006-07 (\$684 million). Support for the arts was highest from the provincial and territorial level (\$389 million, or 15% of provincial and territorial governments' spending on culture), followed by the federal level (\$268 million, or 7% of federal government spending on culture). At the municipal level, spending on the arts is not reliably stated in the data. (While large municipal spending areas like libraries are broken out in the dataset, most other municipal funding is grouped into the "Multidisciplinary and other activities" category.)

- Between 2003-04 and 2006-07, federal spending decreased from \$3.8 billion to \$3.7 billion after adjusting for inflation (a 1% decrease). Provincial spending on culture increased from \$2.3 billion to \$2.6 billion after adjusting for inflation (an 11% increase), while municipal spending increased from \$2.2 billion to \$2.4 billion after adjusting for inflation (a 10% increase).
- On a per-capita basis, spending on culture by all levels of government was \$266 per Canadian in 2006-07. From highest to lowest, per-capita spending by all levels of government was as follows in each province:
 - Quebec (\$335 per capita);
 - Prince Edward Island (\$272 per capita);
 - Saskatchewan (\$257 per capita);
 - Ontario (\$245 per capita);
 - Nova Scotia (\$234 per capita);
 - Manitoba (\$231 per capita);
 - Newfoundland and Labrador (\$224 per capita);
 - Alberta (\$219 per capita);
 - New Brunswick (\$210 per capita); and
 - British Columbia (\$194 per capita).
- Federal spending on culture averaged \$114 per Canadian in 2006-07. As shown below, three provinces were above this average, while the other seven are below \$114 per person in federal spending on culture:
 - Quebec (\$164 per capita);
 - Prince Edward Island (\$141 per capita);
 - Nova Scotia (\$115 per capita);
 - Ontario (\$107 per capita);
 - Newfoundland and Labrador (\$93 per capita);
 - New Brunswick (\$91 per capita);
 - Manitoba (\$73 per capita);
 - Alberta (\$57 per capita);
 - Saskatchewan (\$48 per capita); and
 - British Columbia (\$46 per capita).

Provincial spending on culture averaged \$79 per Canadian in 2006-07. Only British Columbia and Ontario were below this level. Per-capita provincial spending on culture was as follows in each province:

- Saskatchewan (\$118 per capita);
- Manitoba (\$110 per capita);
- Newfoundland and Labrador (\$106 per capita);
- Quebec (\$104 per capita);
- Prince Edward Island (\$101 per capita);
- Alberta (\$95 per capita);
- New Brunswick (\$81 per capita);
- Nova Scotia (\$80 per capita);
- British Columbia (\$58 per capita); and
- Ontario (\$55 per capita).

Municipal spending on culture varied widely between the provinces and averaged \$73 per Canadian in 2006. Per-capita municipal spending on culture was as follows in each province:

- Saskatchewan (\$91 per capita);
- British Columbia (\$90 per capita);
- Ontario (\$82 per capita);
- Alberta (\$66 per capita);
- Quebec (\$66 per capita);
- Manitoba (\$48 per capita);
- Nova Scotia (\$39 per capita);
- New Brunswick (\$37 per capita);
- Prince Edward Island (\$30 per capita); and
- Newfoundland and Labrador (\$26 per capita).

Per-capita spending levels are higher in the three territories than in any province by every measure except municipal spending. Because of their small populations, the territories were excluded from the above analysis. Key data for the territories follows:

- In the Yukon, total government spending on culture was \$1,155 per person in 2006-07, which included \$598 in federal spending, \$531 in territorial spending, and \$25 in municipal spending.
- In the Northwest Territories, total government spending on culture was \$1,004 per capita in 2006-07, which included \$725 in federal spending, \$233 in territorial spending, and \$46 in municipal spending.

- In Nunavut, total government spending on culture was \$561 per person in 2006-07, which included \$313 in federal spending, \$206 in territorial spending, and \$42 in municipal spending.
(Source: http://www.artsresearchmonitor.com/article_details.php?artUID=50570)
- Federal government expenditures per capita were lowest in Saskatchewan at \$48, while the overall average for Canadians was over twice that (\$114).
- Provincial and municipal expenditures, on the other hand, were higher in Saskatchewan than the majority of provinces/territories.

Federal government expenditures on culture, by type & category, 2007-08

| Type | millions of dollars | percent |
|-------------------------------------|---------------------|--------------|
| Operating expenditures | 2,721.6 | 72.8 |
| Capital expenditures | 295.9 | 7.9 |
| Grants, contributions and transfers | 719.2 | 19.2 |
| Total | 3,736.7 | 100.0 |
| Category | | |
| Culture Industries | | |
| Broadcasting | 1,727.7 | 46.2 |
| Film and video | 330.5 | 8.8 |
| Sound recording | 27.1 | 0.7 |
| Total culture industries | 2,218.8 | 59.4 |
| Heritage | 1,017.2 | 27.2 |
| Arts | | |
| Performing arts | 240.7 | 6.4 |
| Other arts and arts education | 46.5 | 1.2 |
| Total arts | 287.2 | 7.7 |
| Other | 213.4 | 5.7 |
| Total | 3,736.7 | 100.0 |

Note: Figures may not add to totals due to random rounding.

(Source: Statscan website, <http://www.statcan.gc.ca/cgi-bin/af-fdr.cgi?teng=87f0001x2010001-eng.pdf&tfra=87f0001x2010001-fra.pdf&l=eng&loc=87f0001x2010001-eng.pdf>)

- As mentioned in the Canada Performance Report 2006-07, in 2006-07, a total of 21 federal departments, agencies, and Crown corporations spent a total of \$3.0 billion in the outcome area A *vibrant Canadian culture and heritage*. Canadian Heritage and the Canadian Broadcasting Corporation continue to be the Government of Canada's lead cultural organizations, contributing over \$1.9 billion and representing nearly 63% of all expenditures in this outcome area.

(Source: Treasury Board of Canada Secretariat, <http://www.tbs-sct.gc.ca/rpp/2008-2009/inst/pch/pch03-eng.asp>)

Government expenditures on culture, by function and level of government, 2007/2008

| Level of government | Federal | Provincial/ Territorial | Municipal | Total gross expenditures thousands of dollars) |
|---|------------------|----------------------------|------------------|---|
| Libraries | 41,336 | 972,043 | 1,782,454 | 2,795,833 |
| Heritage resources | 1,017,230 | 848,307 | 119,242 | 1,984,779 |
| Arts education | 21,939 | 124,828 | 0 | 146,767 |
| Literary arts | 133,579 | 24,409 | 0 | 157,988 |
| Performing arts | 240,698 | 221,485 | 47,354 | 509,537 |
| Visual arts and crafts | 24,606 | 74,083 | 0 | 98,689 |
| Film and video | 330,457 | 116,327 | 0 | 446,784 |
| Broadcasting | 1,727,738 | 201,427 | 0 | 1,929,165 |
| Sound recording | 27,060 | 5,328 | 0 | 32,388 |
| Multiculturalism | 19,440 | 22,858 | 0 | 42,298 |
| Multidisciplinary and other activities | 152,609 | 219,705 | 662,219 | 1,034,533 |
| Total expenditures | 3,736,693 | 2,830,800 | 2,611,269 | 9,178,762 |

Municipal government total expenditures on culture, by function, 2003 to 2007 (\$000s)

| | 2003 | 2004 | 2005 | 2006 | 2007 |
|---------------------------|-----------|-----------|-----------|-----------|-----------|
| Libraries | 1,474,418 | 1,565,360 | 1,606,530 | 1,696,521 | 1,782,454 |
| Museums | 97,497 | 120,545 | 142,431 | 92,907 | 104,774 |
| Public archives | 492 | 309 | 2,160 | 1,910 | 3 |
| Historic parks and sites | 9,310 | 10,679 | 41,989 | 10,874 | 14,465 |
| Performing arts | 15,111 | 39,710 | 39,034 | 40,332 | 47,354 |
| Culture centres and other | 405,125 | 423,909 | 474,161 | 532,873 | 662,219 |
| Total expenditures | 2,001,953 | 2,160,512 | 2,306,305 | 2,375,417 | 2,611,269 |

(Source: StatsCan, <http://www.statcan.gc.ca/stcsr/query.html?qt=municipal+government+expenditures+on+culture&charset=iso-8859-1&qm=1&col=alle&oq=municipal+government+expenditures&rq=1&style=emp>)

Employment in the Arts/Culture Sector

- In its report, entitled *Valuing Culture: Measuring and Understanding Canada's Creative Economy*, the Conference Board of Canada estimates the economic output of the cultural sector was \$46 billion in 2007, which was 3.8 per cent of Canada's real GDP, with the value-added climbing to \$84.6 billion including the indirect and induced impact. For comparison, the value-added of Canada's entire retail industry was just under 6 per cent in 2007, as noted by Hill Strategies.
- It is estimated that 1 million jobs are created by the cultural sector, representing 7.1 per cent of Canada's total employment in 2007. That workforce grew by 31 per cent over the past decade, according to Statistics Canada, compared to a 20 per cent growth in the total number of employed workers.
(Source: Canadian Arts Coalition website: <http://www.canadianartscoalition.ca/en/news/mediadetail.cfm?id=127>)
- In 2002, one in four workers were self-employed in the culture sector, notably higher than the 15% self-employed in the entire workforce. Even more astonishing, over half (58%) of all those employed in 'culture occupations' in the culture sector in 2002 were self-employed.
- Earnings, however, are generally lower for cultural workers than the rest of the labour force. In 2000, actors earned \$21,597, painters and sculptors earned \$18,666 and musicians and singers earned \$16,090; average employment in Canada overall was \$31,757, while senior government managers were earning \$65,020.

Libraries & Literary Arts

- Approximately 60 per cent of Canadians read books each year, while 25 per cent borrow books from libraries. Book publishers operating in Canada reported \$2.13 billion in operating revenues in 2007. (Source: www.omdc.on.ca/AssetFactory.aspx?did=6562, Ontario Media Development Corporation)
- The writing and publishing sector now has 17,913 writers (an increase of over 100 per cent since 1991), 10,531 journalists and 6,341 editors.
- To help celebrate and familiarize Canadians with indigenous writing and the importance of reading books, the government has declared April 23rd as “Canada Book Day.”
- There were 8,635 full-time and 1,638 part-time employees employed by publishers and agents in 2000-01. Their salaries, wages and fees totalled \$423 million. Canadian-controlled publishers received \$48 million in government grants in 2000-01 – representing about 56 per cent of their pre-tax profits.
- Canadian authors are recognized internationally for their exceptional works. Michael Ondaatje won the Man Booker Prize in 1992 for *The English Patient* and the Kiriya Pacific Rim Book Prize in 2000 for *Anil's Ghost*, Carol Shields won the Pulitzer Prize in 1995 for *The Stone Diaries* (and was nominated in 2002 for *Unless*), and Anne Michaels' first novel *Fugitive Pieces* won Britain's Orange Prize for Fiction and America's Lannan Literary Award for Fiction in 1997. Yann Martel won the Man Booker Prize in 2002 and the German Book Prize in 2004 for *Life of Pi*. Alice Munro was the winner of the third Man Booker International Prize in 2009, awarded once every two years to a living author for a body of work that has contributed to an achievement in fiction on the world stage. Margaret Atwood was a co-winner of the \$1 million Dan David prize for literature in 2010, won the Man Booker Prize in 2000 for *The Blind Assassin* and was nominated in 2003 for *Oryx and Crake*.
- Operating revenues for the book publishing industry in Canada edged down 1.2% to \$2.1 billion in 2006 after increasing 3.2% in 2005, according to data from the Survey of Book Publishers.
- Ontario and Quebec were also home to all of Canada's foreign-controlled book publishers. Although small in number, their share of industry operating revenues rose to 41.7% in 2006 from 40.4% in 2004.
- These foreign-controlled firms were also more profitable, despite being ineligible for the subsidies and tax credits available to Canadian-owned firms. In 2006, the operating profit margin for foreign-controlled firms was 13.3% compared with 8.1% among Canadian-owned firms. In all regions outside Ontario and Quebec, industry operating profits were less than the dollar value of grants, subsidies and tax credits.
- The 10 largest book publishers earned 62% of industry operating revenues in 2006, up marginally from 61% in 2005.

- Exports of books and other foreign book sales contributed an additional 12% in 2006. Other sources of revenue for book publishers include grants, sales of rights, book wholesaling, and marketing and fulfillment services.
- Sales of publishers' own titles in Canada generated \$943 million in 2006, with textbooks accounting for 48% of the total, up from 46% in 2004. Trade books (adult fiction and non-fiction) made up 44% of domestic own title sales with children's books accounting for the remaining 8%. (Source: Statscan)

Sound Recording

Revenues by Musical Category (\$thousands)

| | 2000 | 2003 |
|-----------------------|----------------|----------------|
| Popular music/rock | 622,893 | 472,661 |
| Classical and related | 52,528 | 55,551 |
| Jazz and blues | 54,993 | 48,888 |
| Country and folk | 43,912 | 47,892 |
| Children's | 13,040 | 13,944 |
| Other | 74.0 | 69,787 |
| TOTAL | 861,402 | 708,723 |

- Sales of digital music in Canada increased in 2008, but were not enough to make up for the loss of physical album sales, according to Nielsen SoundScan Canada.
- Overall album sales declined 8.5 percent compared to 2007, which shows that the digital growth did not offset the decline in physical sales during the year.
- More than 40 million digital tracks were purchased in 2008 representing an increase of nearly 60 percent over 2007 compared to a 73 percent increase in 2007 over 2006.
- Despite a decline in revenues, profitability for the record production and integrated record production and distribution industry grew for the second consecutive year. Operating revenue fell from \$673.7 million in 2007 to \$619.4 million in 2008. However, businesses managed to reduce their operating expenses by 9.7% to \$538.2 million. This helped push the operating profit margin to 13.1% in 2008, up from 11.4% the previous year.

- Foreign controlled firms continued to generate the bulk of industry operating revenues (71%) and expenditures (68%) in 2008. Operating revenues for foreign controlled firms fell by roughly 11% from 2007 to \$427.3 million. Canadian controlled firms generated \$177 million in operating revenues, which was relatively unchanged from the previous year.
- Sound recording studios generated \$118.3 million in operating revenues, a 12.8% increase from the previous year. However, industry operating expenditures rose even further (up 15%) to \$102.3 million in 2008, resulting in a slight decrease in the profit margin, at 13.6% in 2008, down from 15.2% in 2007.
- Despite the ongoing sales slump, sales of recordings by Canadian artists amounted to \$123 million in 2005, up 3.3% from 2003. These sales accounted for about one-fifth (21%) of total sales. Roughly 57% of all Canadian recordings came from Ontario, and 32% from Quebec.
- Canadian artists also released more music in 2005 compared with the previous survey year. New releases of musical recordings by Canadian artists rose 8.8% to 521 releases. On the other hand, the overall number of new releases (including those by non-Canadian artists) fell 5.6% to just over 3,900 releases.
- Sales of sound recordings declined 3.0% to \$575 million between 2003 and 2005. Even so, these sales accounted for more than three-quarters (77%) of the record production industry's \$749 million in total revenues. The majority of revenues came from the sale of albums in CD format (90%).
- Sales of musical recordings in cassette and vinyl album format were nominal in 2005. They represented less than \$7 million of total sales, a mere 1.1% of all musical recordings. This coincides with the growing shift in music format and consumer behaviour to electronic media.
- According to the International Federation of the Phonographic Industry, Canada ranked as one of the top 10 digital markets in 2005. An estimated 3% of Canada's global sales came from digital formats.
- Survey data show that electronic music sales accounted for 3.9% of all national sales in 2005.
(Source: <http://www.statcan.gc.ca/pub/87f0008x/2010001/part-partie1-eng.htm>)

Performing Arts

- Finances of Performing Arts Organizations in Canada in 2006-07, the 24th report in the Statistical Insights on the Arts series from Hill Strategies Research, finds that performing arts organizations generate \$2.70 in revenues for every dollar received from governments. This figure includes \$1.84 in earned revenues (largely from box office) and \$0.86 in private sector revenues (fundraising from individuals, businesses and foundations).
(Source: http://www.hillstrategies.com/resources_details.php?resUID=1000286)
- Total operating revenues for the 216 performing arts organizations were \$557 million in 2006-07. Total expenses (\$550 million) were slightly less than total revenues, leaving a season surplus of \$7 million, or 1% of total revenues. This surplus resulted in an increase in the overall accumulated surplus of the 216 performing arts organizations, which amounted to \$15 million (3% of total revenues) at the end of 2006-07.
- Earned revenues represented one-half of the \$557 million in total revenues (\$276 million). Revenues from government sources accounted for 27% of total revenues (\$151 million), while private revenues amounted to 23% of total revenues (\$130 million). The largest single share of total revenues came from box office revenues (\$210 million, or 38% of total revenues). In fact, this amount is larger than total government or total private funding for the 216 organizations.
- Total attendance: The 216 organizations presented 38,000 performances to a total audience of 10 million.
- While the number of performances increased by 29% between 1996-97 and 2006-07, attendance at the 105 performing arts organizations increased by only 3%, from 7.5 million in 1996-97 to 7.8 million in 2006-07.

Breakdown of revenues by size of organization, 2006-07:

Earned revenues comprise a larger portion of the total revenues of larger organizations than smaller organizations (52% for the largest organizations compared with 32% for the smallest organizations). Government revenues are a smaller portion of the total revenues of larger organizations than smaller organizations (25% of revenues for the largest organizations compared with 43% for the smallest organizations). Private sector revenues comprise about one quarter of the total revenues of organizations in all four size groups.

Attendance

The 216 organizations presented 38,000 performances to a total audience of 10.0 million individuals (8.4 million at home and 1.6 million on tour).

- The majority of Canada's performing arts organizations are in Quebec (36 per cent), Ontario (33 per cent), British Columbia (11 per cent) and Alberta (7 per cent).
- According to the 583 organizations surveyed by Statistics Canada, large music, dance and opera groups, as well as small theatre groups, recorded deficits in 2001.
- Home ticket sales of \$169 million accounted for 64 per cent of earned revenues in 2001. Other earned revenues included touring income (\$33 million), workshops (\$14 million) and schools/festivals (\$6 million).

Film & Television

- Film and Television Production in Canada, 2007-8 figures: \$5.2 billion in production volume; 4% increase in volume; \$2 billion in export value; 131,600 jobs created
(Source: Profile 2009-10, <http://www.gdsourcing.com/works/CFTPA.htm>)

Canadian-produced film and TV:

- \$2.3 billion in production volume
- 7% decrease in volume
- \$2 billion in television production
- \$273 million in theatrical film production
- 599 television series
- 243 television movies (including movies-of-the-week [MOWs] and feature-length television programs)
- 34 mini-series
- 75 theatrical feature films produced
- 58,000 jobs created

Per-capita spending on film and television production in Canada (2007/08): \$157

- Number of movie-theatre screens in Canada (2006): 2,831
- Number of paid theatre admissions in Canada (2006): 102.9 million

Film and television production in Canada reached an all-time high of \$5.2 billion in 2007/08, as foreign location and service (FLS) production staged a dramatic recovery, despite the higher Canadian dollar. However, the increase in Canada's FLS production volume was largely due to one province, British Columbia, and one type of production, feature film. British Columbia saw its total volume of FLS production jump by \$313 million in 2007/08, with feature film production accounting for \$291 million of this increase.

Heritage & Multi-culturalism

- There are some 2,500 museums and related institutions in Canada. These institutions preserve our collective memory, shape our identity, and promote tolerance and understanding. Millions of artworks, objects, specimens, and documents are held in trust by Canada's museums. Each year, more than 59 million visitors attend Canadian museums and a further 60 million visit our historic and natural parks. These institutions employ over 24,000 staff, and are supported by more than 55,000 volunteers, and 300,000 friends. They receive 7.5 million visits from school children annually.
- Museums contribute over \$650 million in salaries and wages to Canada's economy, and contribute \$17 billion annually to Canada's GDP.
- A record 118 million people visited Canada's museums, historic sites, nature parks, zoos, botanical gardens and planetariums in 1999 – an increase of 4 per cent from 1997. Operating revenues totalled \$1.5 billion in 1997, a 25 per cent increase since 1993.
(Source: http://www.museums.ca/en/info_resources/canadas_museums/)
- For every \$100 in revenue in 1999, heritage institutions received approximately \$59 from governments and \$33 from the public through memberships, admission fees and over-the-counter sales. In comparison, \$71 came from governments and \$23 came from the visiting public in 1993. Throughout the 1990s, admission fees increased by 37 per cent.
- Earned revenues totaled \$482 million in 1999, which was an increase of 22 per cent from 1997. Over-the-counter sales in gift shops, cafeterias and other outlets saw the most significant increase in revenue – accounting for roughly 64 per cent of earned revenues, reaching \$309 million in 1999, and representing a 30 per cent increase over 1997. Admission fees accounted for 33 per cent of earned revenues, while members were about 3 per cent.
- In 1999, the number of volunteers was 49,000, a decrease from 59,320 in 1993. Museums experienced the most evident decline, where the number of volunteers decreased from 38,400 in 1993 to 28,000 in 1999.
- The Government of Canada has established a Task Force on Aboriginal Languages and Cultures to advise the government on creating an Aboriginal Languages and Cultures Centre. This initiative stems from a commitment in 2002 of \$172.5 million in funding over eleven years to develop a sustainable national strategy for the preservation, revitalization and promotion of Aboriginal languages and culture, as recommended by the 1995 Royal Commission on Aboriginal Peoples. According to 1996 research, close to half of the 50 to 70 Aboriginal languages in Canada are near extinction or endangered, and currently, only three are considered viable – Cree, Ojibway and Inuktitut.

Visual Arts & Crafts

- According to the study, there are between 22,500 and 27,800 visual artists in Canada. The average artist is 43 years of age, with 80% practicing professionally before they were 35. Compared to the national total labour force, artists are more likely to be female, anglophone, in a relationship, and born Canadian, and less likely to be members of a visible minority. They are overwhelmingly more likely to be highly educated, with an average of more than six years post-secondary education.
(Source: Waging Culture: the socio-economic status of Canadian visual artists a survey by The Art Gallery of York University)
- This sector is now a billion dollar business in Canada, employing roughly 15,000 artists and 40,000 other people in related jobs (e.g., art galleries and retail stores). Roughly 25 per cent of Canadians visit an art gallery each year.
- The typical artist made, from all income sources, \$20,000 in 2007, significantly less than the typical Canadian income of \$26,850. Of more significance, however, is that only 43.6% of visual artists made any money at all from their studio practice. In fact, the typical artist lost \$556 from their studio practice in 2007. The vast majority of an artist's studio revenue is from sales (54%), with grants (34%) and artist fees (12%) making up the rest. Expenses that exceed an artist's revenue are covered by other employment income.
- More than 30% of artists have no supplementary health benefits, and an additional 22% have only self-financed benefits. Over one-third of artists have no retirement funds whatsoever, and another third only have self-financed retirement funds.
- The 2001 census reported that about 3,100 Aboriginal people were artists in 2001, accounting for 2.4% of Canada's 130,700 artists. However, evidence suggests the number is much larger as there are artists in art forms outside of those recognized in the standard census definitions of occupations. Further to this, many Aboriginal artists do not identify with the Western definition of art and artists.
(Source: Trépanier, France, "Aboriginal Arts Research Initiative – Report on Consultations," Canada Council for the Arts, January 2008. http://www.canadacouncil.ca/publications_e/research/art_abo/uy128716664297918944.htm)
- In 2007, Daphne Odjig, one of Canada's most celebrated Aboriginal painters and printmakers, was awarded the Governor General's Award in Visual and Media Arts. Her work has addressed issues of colonization, the displacement of Aboriginal peoples, and the status of Aboriginal women and children, bringing Aboriginal political issues to the forefront of contemporary art practices and theory. Further to this, Kenojuak Ashevak and Alex Janvier won the Governor General's Award in Visual and Media Arts in 2008.
- On the global market, works of art have sold for as much as \$85 million (US). Individual Canadian works have sold for over \$1 million each. Collections of works of art can be worth hundreds of

millions of dollars. Two recent donations of collections to Canadian art galleries, have been valued at well over \$100 million each.

- Exports of original Canadian art increased significantly from \$45 million in 1996 - totaling \$145 million in 2000. Imports of art from abroad are estimated at \$100 million each year.
- One in ten Canadian households purchase original works of art with average annual expenditures of \$400, spending half a billion dollars in total. Auction sales are over \$25 million annually with an average selling price of \$5,000.
- Almost one-fifth (17%) of Canadians does visual arts in their leisure time and spends \$250 million on supplies. Over 50,000 Canadians volunteer in the visual arts, 155,000 are members of art galleries and over 170,000 take courses in the visual arts.
- Canada boasts an impressive array of indigenous art collections. The National Archives of Canada, holds over 300,000 paintings, watercolours and drawings of historic interest. The Canada Council Art Bank contains over 18,000 works by over 2,500 Canadian artists. Additionally, public art galleries possess over 100,000 works of art, and those that receive funding from the Canada Council typically purchase 500 more works each year.
- According to the study "Waging Culture: A Report on the Socio-Economic Status of Canadian Visual Artists" (published by the Art Gallery of York University, 2009) more than half of all visual artists (56%) lose money on their artistic practice. The study indicates that "artists pay a significant economic penalty to pursue their practice". The report therefore argues that visual artists themselves are the primary funders of artistic practices.
- The study estimates that there are somewhere between 22,500 and 27,800 visual artists in Canada. These figures are about 30% and 60% larger than census counts. The 2006 census captured 17,100 "painters, sculptors and other visual artists" with employment income who worked more hours on their art than on any other activity in May of 2006.

Provincial Government Expenditures on Arts Education 2001-02 (\$000)

| | | |
|-----------------------|---------------|---------------|
| Newfoundland | 93 | 0.1% |
| Prince Edward Island | 360 | 0.5% |
| Nova Scotia | 4,789 | 6.1% |
| New Brunswick | 40 | 0.1% |
| Quebec | 24,219 | 30.7% |
| Ontario | 10,730 | 13.6% |
| Manitoba | 1,383 | 1.8% |
| Saskatchewan | 343 | 0.4% |
| Alberta | 21,680 | 27.4% |
| British Columbia | 15,329 | 19.4% |
| Yukon | 25 | 0.03% |
| Northwest Territories | 0 | 0% |
| Nunavut | 0 | 0% |
| TOTAL | 78,992 | 100.0% |

- While the wage gap between male and female visual artists is relatively low (10%), the difference in sales is nearly 50%.
- The study finds that over 30% of visual artists do not have supplementary health benefits. Similarly, more than one-third have no retirement funds. Another third have only self-financed funds. Just over one-half of all visual artists own their own homes, much lower than the average of 69% in the overall labour force.

(Source: Arts Research Monitor, http://www.artsresearchmonitor.com/article_details.php?artUID=50556)

Arts Education

Government Expenditures on Arts Education (\$000)

| | 1997-98 | 1998-99 | 1999-00 | 2000-01 | 2001-02 |
|------------|---------|---------|---------|---------|---------|
| Provincial | 65,285 | 65,367 | 90,792 | 86,179 | 78,992 |
| Federal | 0 | 0 | 828 | 383 | 8,523 |

Between 1997-98 and 2001-02, provincial and territorial government support of arts education increased by nearly 21 per cent. In total, provincial/territorial governments allocate 3.7 per cent of their arts and cultural budgets to arts education.

Cultural Exports & Imports

In 2008, total exports of culture goods amounted to \$1.7 billion, a deficit of \$2.4 billion when compared with the \$4.1 billion in imports in that year. While there has been a large trade deficit in culture goods since 2000, this is the largest deficit during the period. In fact, the culture goods deficit is 45% higher than in 2000.

- Most of the increase in the culture goods deficit has come since 2005, when it stood at \$1.7 billion. Most of this increase was due to lower exports: exports decreased by \$664 million (or 28%) between 2005 and 2008. During the same period, culture goods imports increased by 1%. (These figures have not been adjusted for inflation.)
(Source: <http://www.statcan.gc.ca/pub/87-007-x/87-007-x2009001-eng.htm>)
- Among culture goods sectors, the largest exports in 2008 were in publishing (\$628 million, including books, newspapers and periodicals, and other printed materials). Despite the relatively high level of exports, imports of published goods (\$2.9 billion in 2008) were much higher than exports. The second-largest export area was film and video (\$506 million). Film and video imports (\$327 million) were lower than the level of exports. (Film production and distribution services are excluded from this data but are captured in separate culture services data.) Exports of original Canadian works of visual art totalled \$74 million, while imports of original foreign works equalled \$177 million in 2008.
- Culture goods trade with the United States represents 80% of total culture goods trade, including 89% of exports and 75% of imports. In 2008, Canada had a culture goods trade deficit with the United States of \$1.5 billion.
- Although far behind the U.S., China is Canada's second-largest culture goods trading partner. China represents 6% of total culture goods trade. Trade with China accounts for 8% of imports but only 1%

of exports, resulting in a large culture goods trade deficit with China (\$330 million). France and the United Kingdom each account for 3% of total culture goods trade, while Germany represents 1% culture goods trade. Canada has a culture goods trade deficit with all of these countries.

(Source: Culture Services Trade (2006), Statistics Canada, May 7, 2009, <http://www.statcan.gc.ca/pub/87-213-x/87-213-x2009000-eng.htm>)

- In 2006, total exports of culture services amounted to \$3.0 billion, slightly higher than the \$2.8 billion in imports in that year. This was the second year in a row where Canada had a trade surplus in culture services.
- Culture services with a substantial trade surplus include film and video services (\$756 million surplus) and advertising services (\$235 million). Two other sectors had very small surpluses: design (\$42 million) and architecture services (\$29 million). There are substantial trade deficits in broadcasting (\$460 million) and sound recording and music publishing services (\$136 million).
- Between 1997 and 2006, culture services exports doubled, with film and video services accounting for a large portion of the growth. During the same timeframe, culture services imports increased by 76%. (These figures have not been adjusted for inflation.)
- Trade with the United States represents three-quarters of total culture services trade, including 67% of exports and 88% of imports. In 2006, Canada had a culture services trade deficit with the United States of \$429 million. Trade with the European Union represents 10% of total culture services trade. In 2006, Canada had a culture services trade surplus of \$133 million with the European Union. Trade with the rest of the world represents 13% of total culture services trade. In 2006, Canada had a culture services trade surplus of \$536 million with the rest of the world.
- In 2006, the most recent year for which data is available for both goods and services, total trade in culture goods and services was \$11.8 billion. This includes \$5.1 billion in exports and \$6.7 billion in imports. The trade deficit was \$1.6 billion in 2006. Canada exported more culture services than goods in 2006 but imported more culture goods than services.