# Reimagine the Arts Survey

**Welcome!**

Thank you for taking the time to participate in our Choicebook™ survey. This survey should only take **15 to 25** minutes of your time and will provide us with valuable input to shape our future priorities, plans, and actions to support the arts in Canada.

Note that all responses are confidential and that any public reporting will be in aggregate only, with no identifying information. To review our privacy statement, please visit: https://survey.forumresearch.com/images/CCA/CCA3/privacy\_en.pdf

The Canada Council for the Arts is developing its next Strategic Plan for 2021-26. Engagement with stakeholders and the public is an important part of this process.

The Council’s new strategic plan will build on the work of its previous plan, which was launched in 2016 at the beginning of the progressive doubling of the Council’s budget and the transformation of its programs. Since 2016, the Council has increased its overall support to artists and arts organizations by 83%. It has also made important investments to facilitate the digital transition of the arts sector, to increase the international presence of art and artists from Canada, and to better support Indigenous arts.

The new plan will guide the Council through a period of uncertainty in the arts environment and in the broader context. Key contextual issues include the challenges caused by the COVID-19 pandemic and the persistence of systemic inequalities. We are determined to support the recovery and the long-term transformation and sustainability of the arts for the benefit of all Canadians.

It is an important moment for the arts sector in Canada, and we want to hear from you. Your perspective will help us gain a stronger understanding of how we can best target our resources and efforts over the coming years.

# Overview of the Canada Council for the Arts

The Canada Council for the Arts contributes to the vibrancy of a creative and diverse arts and literary scene and supports its presence across Canada and around the world. The Council is Canada’s public arts funder.

Its grants, services, initiatives, prizes, and payments support Canadian artists, authors, and arts groups and organizations. This support allows them to pursue artistic expression, create works of art, and promote and disseminate the arts.

Through its arts funding, communications, research, and promotion activities, the Council fosters ever-growing engagement of Canadians and international audiences in the arts.

The Council receives its funding from the Government of Canada and reports to Parliament through the Minister of Canadian Heritage.

# Please tell us about yourself

We want to hear from you, regardless of your role in the arts sector, and we would also like to hear from interested members of the general public.

1. Which of the following best describes your role in the arts?
* Artist (if yes, please specify your role)

* Arts organization staff member (if yes, please specify your role)

* Arts professional (e.g., agents, producers) (if yes, please specify your role)

* Non-government arts funder (e.g., foundation)
* Government arts funder
* Other government representative
* Arts enthusiast
* Individual or organization not regularly involved with the arts
* Canada Council for the Arts staff member
* Other, please specify
1. Do you currently receive funding, or have you received funding from the Council within the last three years?
* Yes
* No
* Don’t know
* Prefer not to answer

Thank you. We will ask a few more questions about you at the end of the survey.

# The changing state of the arts

Changes in society are affecting how Canadians value, make, and experience art in their communities. In addition to the COVID-19 pandemic, some major considerations include:

* climate change and environmental sustainability;
* economic uncertainty;
* reconciliation between Indigenous and non-Indigenous peoples;
* the decolonization of our institutions and practices;
* demographic changes;
* cultural exchange and diplomacy;
* the pace of technological innovation; and
* overall changes to the way we live and work.

Artists are often at the forefront of innovation and positive change. However, artists and arts organizations may find themselves negatively affected or their work hindered by unexpected changes in society. This may also compromise Canadians’ access to and enjoyment of the arts.

As a champion of the arts in Canada that works with partners and funders across the country, the Council is looking to better understand the current and evolving state of the arts and to align our activities to support what Canadians want and the needs of the arts sector.

*The following section will look at changes to the way art is valued, made and experienced.*

# The value and meaning of art

1. Please rank the below statements in order from most important to least important:

The arts are important to me because they….

* help me connect with my identity and culture
* provide personal enjoyment
* contribute to health and well-being
* make an economic contribution to society
* bring people together
* promote Canada’s diverse cultures internationally
* promote learning and discovery

Are there any other reasons the arts are important to you?

1. What role would you like to see the arts play in Canada over the next five years?
2. What role would you like to see Canadian arts play on the international stage over the next five years?

**Making art**

The current landscape for art-making is providing both significant challenges and opportunities.

There are currently over 158,000 professional artists and 725,000 culture workers in Canada—making up 1% and 4% respectively of Canada’s (reference: https://hillstrategies.com/resource/statistical-profile-of-artists-in-canada-in-2016/). These figures represent a small portion of all Canadians making art and engaging in creative activities.

Definitions of art and of artists continue to evolve as do the lines between professional and amateur practitioners. People are making art and being creative across many mediums and platforms.

Everyone can lead a creative life, and diversity in the arts is reflected in our changing communities. The Council aims to better understand the conditions for making art to foster creativity and art‑making across the country.

1. What is currently working well in terms of making art in Canada?
2. Within the next five years, what will be the most significant barriers to making art in Canada? (select the top three)
* Generating sufficient revenue from artistic activities
* Access to studio, rehearsal or other workspaces
* Access to tools and materials, including the internet or other technologies
* Decline in audiences (due to COVID-19 or other factors)
* Access to sufficient public funding
* Access to sufficient private sector funding
* Time and effort required for funding applications
* Systemic discrimination, including accessibility barriers
* Cost of arts education
* Other [specify]

# Experiencing art

Arts participation is strong in Canada, with nearly 9 out of 10 people (reference: https://hillstrategies.com/wp-content/uploads/2018/11/cultural\_participation2016\_canada.pdf) reporting active attendance and participation in arts events and activities.

Increasingly, participation in the arts is happening in a less formal way than before, whether online or in the physical world.

The digital world will not replace live events. However, it is providing needed opportunities for artists and audiences.

The current context, including the COVID-19 pandemic, has shifted how the public consumes and accesses art, at times to the disadvantage of artists.

The Council aims to better understand Canadians’ access to and engagement with the arts while also helping to ensure appropriate compensation for artists.

1. What is currently working well in terms of how people access and experience the arts in Canada?
2. Within the next five years, what will be the most significant barriers to access and engagement with the arts in Canada? (select the top three)
* Cost of attending or participating in events and activities
* Health and safety concerns
* Closures of venues (e.g., theatres)
* Insufficient accessibility of venues or events (e.g., lack of wheelchair access)
* Insufficient representation of diversity in the arts
* Lack of arts and culture offers in my city or community
* Competition for leisure time from other activities or responsibilities
* Gaps in arts education for young people
* Other [specify]

The next section will look at the impact of the Council’s current strategic plan for 2016–21 and at the development of a new Strategic Plan for 2021–26.

# A period of growth and transformation

In 2016, the Government of Canada committed to doubling the Council’s budget over the next five years. The funding is delivered through a set of funding programs which were launched in 2017.

In 2016, the Council also unveiled a new strategic plan – a five-year vision for the future of Canada’s arts sector. Spending was aligned with the strategic plan to maximize impact on the arts and their presence in the lives of Canadians.

In 2016, that strategic plan focused on four main areas:

* **Arts support:** Increase support to artists, collectives and organizations striving for artistic merit and greater engagement in the arts by an increasingly diverse public.
* **Digital:** Amplify the quality, scale and sharing of Canadian arts through digital technology.
* **Indigenous:** Renew the relationship between Indigenous artists, and Indigenous and non-Indigenous audiences, for a shared future.
* **International:** Raise the international profile of Canadian art and artists.

# Strategic investments

2020 marks the end of the fourth year of the Council’s period of transformation and growth. Since 2016, the Council has:

* increased its funding to artists and arts organization by 83%;
* awarded 29% of the new funding to new recipients;
* delivered $50.3M in funding through its Digital Strategy Fund;
* more than tripled its funding to Indigenous arts;
* more than tripled its funding to international activities; and
* increased support to artists and arts organizations from culturally diverse, official language minority and Deaf and disability communities [227%, 133% and 538% respectively].

The Council tracks and measures the impact of its funding on the arts sector and reports on it in its Annual Report and on its website.

# Current Strategic Plan, 2016-21

We would like to hear your impressions and experiences of what the Council has achieved with its current strategic plan.

1. Over the last four years, how would you rate the progress of the Council in effecting positive change in the following areas?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Very good | Good | Acceptable | Poor | Very poor |
| Arts support, including to new recipients |  |  |  |  |  |
| Digital |  |  |  |  |  |
| Indigenous |  |  |  |  |  |
| International |  |  |  |  |  |
| Equity |  |  |  |  |  |

1. Over the past four years, how much of an impact has the Council had in advancing the Canadian arts sector?
* No impact
* Some impact
* Significant impact

Please explain why.

# Next Strategic Plan, 2021-2026

The Council’s next strategic plan will be launched in a very different environment than the last. We now recognize that, despite much progress, many aspects of the arts ecosystem are unsustainable and have not always evolved with the values and needs of Canadians.

Our new strategic plan will need to chart a course through years of ongoing change and recovery. It will need to set visionary but achievable goals, compatible with the Council’s mandate, to bring about a sustainable future for the arts in Canada. We will rely on the input from and collaboration with the arts sector, beginning with the feedback received through this survey.

1. For the Council’s next strategic plan, what do you think the top three priorities should be for the next five years?
2. What do you feel is needed to support and develop strong arts leadership in Canada?
3. What are your expectations of the Canada Council for the Arts as Canada’s national arts funder for the next five years?

We’re almost done! The **last** thing we would like to do is learn a bit more about you**.** Thisinformation will help us better understand the input we’ve collected in this Choicebook™. Responses in this section are optional. You can choose which questions to answer as there is a “prefer not to answer” option for each. All information will be combined, and individuals will not be identified.

**Key demographics**

1. In which province or territory do you live?
* Alberta
* British Columbia
* Manitoba
* New Brunswick
* Newfoundland and Labrador
* Northwest Territories
* Nova Scotia
* Nunavut
* Ontario
* Prince Edward Island
* Quebec
* Saskatchewan
* Yukon
* I do not live in Canada
* Prefer not to answer
1. In what kind of region do you live?
* Urban - In a city
* Suburban – In a community within commuting distance to the city
* Rural - In a small community
* Remote - In a community (with limited or no road access)
* Prefer not to answer
1. Do you identify as a member of an Official Language Minority Community?

Official Language Minority Communities are groups of Canadians whose maternal or chosen Official Language (i.e. English or French) is the minority language in their province or territory. *Choose one*

* No
* Yes, Anglophone official-language minority (i.e. English speaker in Quebec)
* Yes, Francophone official-language minority (i.e. French speaker outside Quebec)
* Prefer not to answer
1. Which of the following group(s) best describes your racial/ethnic identity? *Please select all that apply.*

The list below is based on Statistics Canada census questions.

* White
* Indigenous (First Nations, Inuit, Métis)
* South Asian (e.g. East Indian, Pakistani, Sri Lankan)
* Chinese
* Black (e.g., Caribbean, African descent)
* Filipino
* Latin American
* Arab
* Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai)
* West Asian (e.g., Iranian, Afghan)
* Korean
* Japanese
* A racial/ethnic identity not listed here (please specify)
* Prefer not to answer
1. **[If you identify as Indigenous (First Nations, Inuit, Métis)]** Please select the option(s) that best describe(s) you.
* First Nations
* Inuit
* Métis
* A group not listed here (please specify)
* Prefer not to answer
1. Do you identify as a person who is Deaf, partially deaf or hard of hearing?
* Yes
* No
* Prefer not to answer
1. Do you identify as a person with a disability?

For the purposes of this survey, disability includes persons who have a long-term or recurring physical, mental, sensory, psychiatric, or learning impairment or chronic illness.

* Yes
* No
* Prefer not to answer
1. What is your gender identity? *Select all that apply.*
* Woman
* Man
* Transgender
* Non-binary
* Two-spirited
* A gender identity not listed (please specify)
* Prefer not to answer
1. Which of the following best describes your sexual orientation or identity? *Select all that apply.*
* Heterosexual/straight
* Two-spirited
* Lesbian
* Gay
* Bisexual
* Queer
* Asexual
* A sexual orientation not listed (please specify)
* Prefer not to answer
1. How old are you?
* under 18
* 18-34
* 35-44
* 45-54
* 55-64
* 65-74
* 75+
* Prefer not to answer

# Closing

Thank you for your valuable input. It will be considered and summarized in our "What Was Said Report," set to be complete in early 2021.

To stay informed and engage further in this process, please sign up for updates at [www.ReimaginetheArts.ca](http://www.ReimaginetheArts.ca)