

Federal Election Toolkit Quick Arts Facts – Alliance for Arts + Culture

19 August, 2015

The Economy

- Arts and culture **GDP is \$53.4 billion**, or 3.4% of the total Canadian GDP in 2010.ⁱ This is more than
 - Utilities;
 - Accommodation and food services;
 - And agriculture, forestry, fishing and hunting.ⁱⁱ
- Arts and culture accounted for **707,012 jobs** in 2010, or 4.1% of all Canadian jobs.ⁱⁱⁱ
 - This is *double* the forestry sector, and *more than double* the level of employment in Canadian banks.^{iv}
- Arts and culture generated **\$25 billion in tax revenue** for all levels of government in 2007. This is three times more than government spending on culture,^v emphasizing the arts and culture sector's large return-on-investment potential.^{vi}
- Culture industries has a productive output of **\$99.3 billion** in 2010, or 3.2% of the total Canadian output.^{vii}
- Canadians spend **97 million hours volunteering** in the arts and culture, equivalent to **51,000 full time jobs**.^{viii}
- Performing arts industries alone attracted **13 million spectators** in 2012.^{ix}
- Arts and culture have massive induced and ancillary **economic impacts**, spurring urban and rural regeneration, fuelling small businesses, attracting tourism, and growing the local and national economies.^x

Social Benefits

- **87% of Canadians agree** that arts and culture “define what it means to be Canadian.”^{xi} The prevalence of culture brings the nation together by fostering a sense of pride, belonging, and identity.^{xii}
- The Truth and Reconciliation Commission reported that culture is a spark for **reconciliation between Aboriginal and non-Aboriginal communities**. As a powerful avenue for sharing the truth of our history, it creates a process for fostering understanding, respect, and meaningful relationships moving forward.^{xiii}
- **Environmental conservation** and concerns surrounding climate can be addressed through cultural activities, which are often environmentally friendly.^{xiv} Creative innovation through culture can provide solutions and options in this field.^{xv}
- Cultural activity **discourages crime** and increases community security.^{xvi}
- Culture reinforces Canadian **multiculturalism** by preserving, celebrating, and sharing heritage, language, and identity.^{xvii}

The Individual

- Arts and culture **improve the health of individuals**,^{xviii} lower anxiety, and alleviate depression.^{xix}

- Stress and depression cost the government between \$14 and \$50 million a year,^{xx} spending increased by \$28.8 billion per year in disability income support.^{xxi} Investment in the arts and culture would reduce these costs.
- **Health, wellness, and educational benefits** to individuals who are involved in the culture sector include enhanced interpersonal relationships, and physical fitness.^{xxii}
- Arts and culture **empower youth** in our society, increasing academic achievement, reducing crime, and solving issues faced by at-risk youth in Canada.^{xxiii}
- Arts and culture education is imperative to the emotional, intellectual, and social **development of our children**.^{xxiv}

ⁱ Statistics Canada. 2011. "Provincial and Territorial Culture Satellite Account, 2010."

ⁱⁱ Statistics Canada. "Culture Satellite Account, 2010."

ⁱⁱⁱ Statistics Canada. "Culture Satellite Account, 2010."

^{iv} Hill Strategies Research Ltd. 2012. "British Columbia's Cultural Climate: Understanding the Arts in BC's Economy and Society."

^v The Conference Board of Canada. 2008. "Valuing Culture: Measuring and Understanding Canada's Creative Economy."

^{vi} Business for the Arts. 2009. "A strategic and economic business case for private and public sector investment in the arts in Canada."

^{vii} Statistics Canada. "Culture Satellite Account, 2010."

^{viii} Hill Strategies Research Ltd. 2013. "Volunteers and Donors in Arts and Culture Organizations in Canada in 2010."

^{ix} Statistics Canada. 2012. "Performing Arts Service Bulletin."

^x Business for the Arts. 2009. "A strategic and economic business case for private and public sector investment in the arts in Canada."

^{xi} Phoenix Strategic Perspectives Inc. 2012. "Arts and Heritage in Canada: Access and Availability Survey 2012." Prepared for the Department of Canadian Heritage.

^{xii} Hill Strategies Research Ltd. "British Columbia's Cultural Climate."

^{xiii} Truth and Reconciliation Commission of Canada. 2015. "Honouring the Truth, Reconciling for the Future: Summary of the Final Report of the Truth and Reconciliation Commission of Canada."

^{xiv} Lorimer, Rowland. 2013. "Dreamcatcher: Towards a Creativity/Innovation Strategic Plan for British Columbia."

^{xv} Creative City Network of Canada. 2005. "Making the Case for Culture: Urban Renewal and Revitalization."; Jeannotte, M. Sharon. 2003. "Singing Alone? The Contribution of Cultural Capital to Social Cohesion and Sustainable Communities."; Lorimer, Rowland. "Dreamcatcher."

^{xvi} Public Safety Canada. Nation Centre for Crime Prevention. 2007. "National Art and Youth Demonstration Project (Evaluation Summary)."

^{xvii} Jeannotte, M. Sharon. 2006. "Millennium dreams: arts, culture, and heritage in the life of communities."

^{xviii} Hill Strategies Research Ltd. 2013. "The Arts and Individual Well-Being in Canada."

^{xix} Cuypers, Koenraad et al. 2011. "Patterns of receptive and creative cultural activities and their association with perceived health, anxiety, depression and satisfaction with life among adults: the HUNT study, Norway."

^{xx} Dewa, Carolyn S., Nancy Chau & Stanley Dermer. 2010. "Examining the Comparative Incidence and Cost of Physical and Mental Health-Related Disabilities in an Employed Population."

^{xxi} Mental Health Commission of Canada. 2013. "The Aspiring Workforce: Employment and Income for People with Serious Mental Illness."

^{xxii} Catterall, James S., Susan A. Dumais, and Gillian Hampden-Thompson. National Endowment for the Arts. 2012. "The Arts and Achievement in At-Risk Youth: Findings from Four Longitudinal Studies."; Creative City Network of Canada. 2005. "Making the Case for Culture: Building Community Identity and Pride."; Hill Strategies Research Ltd. "British Columbia's Cultural Climate."; Jeannotte, M. Sharon. "Singing Alone?"

^{xxiii} National Endowment for the Arts. 2012. "New NEA Research Report Show Potential Benefits of Arts Education for At-Risk Youth."

^{xxiv} Business for the Arts. 2015. "Building the Case for Business Support of the Arts."