



2015 Federal Election Toolkit

An Advocacy Guide to Engaging Your Candidates and Getting the Vote Out

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Toolkit available for download online at <http://www.allianceforarts.com/election-toolkit-home/>

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Staying Informed: Election 2015

Introduction

Welcome to the Alliance for Arts + Culture's toolkit for the 2015 federal election. This is your one-stop shop for engaging your candidates, influencing your riding, and informing yourself and your community before heading to the ballot box on October 19.

During this election, the Alliance is putting a focus on **getting the vote out**. Increasing voter participation and representation, especially from the arts and culture sector, is the best way to achieve an outcome that will help our sector moving forward. We encourage you to get your peers to vote, to help inform your communities, and to emphasize the election's importance.

Take a look at the **Everything You'll Need to Know About Voting in 2015** section in this document for more.

One of the best ways you can help to create a good outcome for the arts and culture sector is by engaging your candidates. Head to our **Engage Your Candidates** section to find out more, and tell your candidates what makes our sector important in this election using information in the **Arts and Culture in Canada: Quick Facts** section of this toolkit.

We are continually updating this document as the election goes on. Keep checking back online for new resources and information!

The Alliance would like to give a special thank you to CAPACOA and the Canadian Arts Coalition for their leadership and advocacy at the national level and in the #ArtsVote campaign.

General Information

Join the conversation on social media! Use the hashtags **#artsvote**, **#elxn42**, and **#cdnpoli** when posting about the election.

The **Elections Canada website** has all of the information you will need when it comes to election day. Here are some steps you can take to make sure that you are ready to vote:

- **Check that you are currently registered to vote, or register online now if you are not.**
- **Make sure that you know how and where to vote.**
- **Make sure you know what ID you'll need when you go to the ballot.**

Alliance Political Survey

The Alliance conducted a formal survey of the four major political parties on behalf of the arts and culture community, asking questions that relate directly to our sector and the parties' national vision of the arts. Not all of the parties have responded yet, but the links online will be updated once they arrive.

Conservatives
Greens
Liberals
NDP

(have not responded yet)
Appendix A
Appendix B
Appendix C

Arts and Culture In the Headlines

As new information and platform promises roll in, we will keep you up to date via our website at <http://www.allianceforarts.com/election-toolkit-home>.

The latest links below include announcements from three of the parties relating to their arts and culture platforms in the coming election:

Oct 5: NDP leader Tom Mulcair announced details of the party's arts platform in Toronto: <http://www.ndp.ca/news/mulcair-to-stop-harpers-damage-to-cbc-and-canadian-arts>.

Oct 4: Green Party leader Elizabeth May held a press conference in Victoria to reveal her party's plan to support the arts: <http://www.greenparty.ca/en/media-advisory/2015-10-03/press-conference-elizabeth-may-announces-green-arts-and-culture-plan>

Sept 22: Liberal Party leader Justin Trudeau provided information of his party's arts and culture platform in Montreal: <https://www.liberal.ca/liberals-to-invest-in-canadian-culture-and-middle-class-jobs/>

Additional Resources

Below are more resources which include election toolkits and arts and culture advocacy.

Canadian Arts Coalition: www.canadianartscoalition.com/archives/1739

Canada Council for the Arts: canadacouncil.ca/en/council/resources/arts-promotion

CAPACOA: www.capacoa.ca/en/services/arts-promotion/toolkit

Imagine Canada: www.imaginecanada.ca/

Everything You'll Need to Know About Voting in 2015

Declining voter participation in Canada is a major issue. For arts and culture to be recognized in this election and by the next federal government, we all need to do our part by educating ourselves and getting our communities out to the polls. The more that we as a community are engaged in this election, the more that the outcome will help improve the state of arts and culture in Canada.

Register to Vote

Elections Canada will mail you a voter information card on October 1.

If you haven't received a voter information card, it's easy to register to vote online. All you need is your driver's license or provincial ID card. If you are unsure whether or not you are registered at your current address, you can check that as well.

The deadline to register in the 2015 election is Tuesday, October 13 at 6:00 p.m. (local time).

You can also register to vote by mail, in person at your local Elections Canada office, or at your advance or election day polling place.

Visit <https://ereg.elections.ca/CWelcome.aspx> for more information.

If you need to update your address on your voter information, be sure to update it before Tuesday, October 13 at 6:00 p.m. by doing so online, by phone, in person or by mail. It's possible to update your address at your advance or election day polling place, just before you vote. But it's easier and faster when you update your address ahead of time.

To make other changes to your voter registration information, you can do so in person or by mail. It's also possible to do so at your polling place, but it's easier and faster to update it in advance. See <http://www.elections.ca/content2.aspx?section=faq&dir=reg&document=index&lang=e#reg3> for more information.

Be Prepared at the Polling Station

Make sure you know where your nearest polling site is. If you are registered to vote, your voter information card should contain the location of your polling station and the hours that it will be open.

There are three options to identify yourself at the polling station:

- 1) your driver's license, provincial or territorial ID card, or any other government issued card with your photo, name, and current address;
- 2) one piece containing your current address and another with your name and photograph; or
- 3) take an oath in lieu of ID showing your current address.

For a full list of eligible voter ID, go to: <https://ereg.elections.ca/CWelcome.aspx?lang=e>.

To see a full list of the different ways that you can vote on or before October 19, go to <https://ereg.elections.ca/CWelcome.aspx?lang=e>.

Get Informed

Educating yourself about the parties and candidates is not difficult! Be informed of the issues, current policies and practices affecting the sector, and share information.

There are a number of resources that can help you to make an informed decision when it comes time to go to the polls.

Review each party's website. They present their platforms in quick, easy-to-read formats that can help you get an idea about where they stand. Additionally, follow the parties and their leaders on social media to stay up to date on what they are up to and what they are saying.

Conservatives: www.conservative.ca

Greens: www.greenparty.ca

Liberals: www.liberal.ca

NDP: www.ndp.ca

Learn who your candidates are and what each one is about. Oftentimes, the parties' websites will have a short bio on each candidate with links to his or her website and social media pages. They will also list some contact information - have a look at our **Engage Your Candidates** section to learn more about getting in touch with your future representative.

If you want to see what your current MP is up to, head to openparliament.ca and see how they've been voting in the House, which committees they've been engaged with, and what they've been saying in the media.

Keep an eye on the news! Getting information from non-partisan sources is integral when deciding who to vote for. The CBC is a good resource for keeping up to date on day-to-day political news. Maclean's also has a great election resource called Issues 2015, which summarizes major election issues and the parties' stances on them in brief primers.

Along with the Canadian Arts Coalition (www.canadianartscoalition.com/), the Alliance has gathered information that is relevant to the arts and culture sector. You can view the Coalition's survey results at www.canadianartscoalition.com/archives/1831. Refer to the Appendix of this document for responses

Imagine Canada's Early Alert is a great resource for charitable organizations when it comes to being informed on Parliamentary and electoral activity. Sign up at <http://www.imaginecanada.ca/our-programs/public-policy/early-alert> to stay up to date on important election developments affecting the not-for-profit and charity sector.

You can also watch the polls to see what the current balance looks like - Nanos Research is one of the most reliable pollsters: <http://www.nanosresearch.com/main.asp>.

We're also providing updates via our toolkit online at <http://www.allianceforarts.com/election-toolkit-home>.

Engage Your Community

The best way to get out the vote is to help **inform your peers, friends, and family**. Link them to our Election Toolkit or send them articles that you think are of interest. Even if you disagree on the issues, you are still encouraging your communities to go out and vote on October 19.

Join the social media conversation! Popular hashtags include #artsvote, #elxn42, and #cdnpoli. When discussing or sharing election material online, make sure that you include these hashtags to link yourself to the broader conversation.

The youth vote is very important! Not only are the youth a "sleeping giant" demographic when it comes to voting, but they are often engaged in the arts and culture and are very passionate about the issues. If you are a young voter in Canada, help us educate your peers, make sure that they are ready to vote, and show them that the issues are relevant to them.

Non-Partisan Advocacy

Non-partisan is defined as "Not biased or partisan, especially toward any particular political group."

The Alliance for Arts + Culture is a non-partisan organization devoted to serving the arts and culture community. During an election campaign, we advocate the importance of voting with arts and culture issues in mind, and we provide unbiased resources to keep our members and the public informed.

If you belong to a charity or nonprofit, there are certain rules and guidelines that you must follow in regards to political activity. To help protect yourself and your organization, please read up on the **rules and regulations that govern charities, nonprofits and individuals** on the CRA website¹. There are several sources to help guide your political activities. The Professional Association of Canadian Theatres (PACT) has done excellent work in compiling information that will be useful for theatre charities. Based on this document and other resources, the Alliance has assembled a document to assist **charitable organizations sector-wide**; see Appendix D: Political Activity: Dos and Don'ts for Charitable Organizations at the end of this document. Please note that these resources are not the final legal word. For official documentation, consult the CRA directly.

Additional sources include Imagine Canada, The Canadian Arts Coalition, and the official CRA website.

¹ "Political Activities" *Canada Revenue Agency*. 23 Apr 2014. Web. http://www.cra-arc.gc.ca/chrts-gvng/chrts/plcy/cps/cps-022-eng.html#P179_17736

Engage Your Candidates

Knowing who your candidates are, what they stand for, and their intentions for the arts and culture is instrumental when deciding who to vote for. As your direct link to the federal government, the winning candidate in your riding has the ability to table issues and increase the importance of arts and culture in federal decision-making. Follow them on social media and in the news to keep in touch with what they are up to. Also, it is useful to follow the major parties and their leaders on social media to stay up to date on their general policies and initiatives, as well as their campaigns during the election period.

To see the day-to-day details of your current MP's activity, go to openparliament.ca.

Hearing from your candidates is as important as them hearing from you. Be prepared to make the case for arts and culture at any opportunity that arises to connect with a candidate. Let them know why they should care about our sector. When you discuss with them, include a link to our **Quick Arts Facts** page (www.allianceforarts.com/quick-arts-facts), or cite a couple yourself!

Find Your Candidates

Learn who your local candidates are by entering your postal code under "my voter information" on the **Elections Canada** website at <http://www.elections.ca/home.aspx>.

You can also find your candidates by party. The parties' websites often list some information about each candidate, as well as links to their websites and social media pages.

If you are wondering where the leaders are on the campaign trail, CBC has a great tool for tracking where they are and what they are announcing. Search **Track the Leaders** on the CBC website at <http://www.cbc.ca/news/multimedia/map-tracking-the-leaders-1.3081740>.

Questions For Candidates

Now that you know who is running in your riding, you are ready to start learning about them and their views on arts and culture. Following are some questions that you can ask to get things started off. Help us all stay informed by sharing what you learn on social media using the hashtags #artsvote, #elxn42, and #cdnpoli.

1. Getting the conversation started.

- What is your vision for the arts and culture in our riding?
- What role do you see the arts and culture playing in our riding under your party? In Canada?

2. Learning about the plan for arts and culture.

- What specific things will your government do to maintain and improve the contribution that the arts and culture make in our riding? In Canada?

This is a good opportunity to tell your candidate a bit about the contribution that the arts and culture sector makes. Head to our **Quick Arts Facts** at <http://www.allianceforarts.com/quick-arts-facts> or the next section of this document, Arts and Culture in Canada: Quick Facts, to find out more.

3. Finding out about key issues related to our sector.

- What is your party's view on investments to the Canada Council for the Arts?
- What steps will your party take to support the creation, distribution, and sale of Canadian artistic content domestically and internationally? What will your party do to increase cross-provincial and international market access?
- What are your party's intentions for the future of our public broadcaster, the Canadian Broadcasting Corporation?
- What are your party's intentions towards Aboriginal artists and art in Canada? What will your party do to improve the position of Aboriginal artists and art?

4. Opening the floor.

- Are there any other parts of your party's platform related to the arts and culture that you would like to share?
- Are there any other steps that you will take in our riding to improve the state of arts and culture?

In addition to sharing what you learn with your community, friends, and peers, we encourage you to let us know what your candidates had to say so that we can keep our resources as up to date as possible. Tweet at us [@AllianceArts](https://twitter.com/AllianceArts) or post on our Facebook page at www.facebook.com/AllianceforArtsandCulture. You can also share what you learn by emailing us at info@allianceforarts.com.

Arts and Culture in Canada: Quick Facts

Below are some quick facts about arts and culture in Canada. Share these with your candidates and on social media with the hashtags #artsvote, #elxn42, and #cdnpoli.

It is important to emphasize that arts and culture manage to accomplish what they do with diminishing levels of support, and that the potential for growth in our sector is massive with support from government. In fact, **90% of Canadians agree**² that the federal government should support the arts and culture in Canada.

Economic Impact

Arts and culture GDP was \$53.4 billion, or 3.4% of the total Canadian GDP in 2010.³ Compared to other sectors, this GDP input is greater than utilities, accommodation and food services, and agriculture, forestry, fishing and hunting.

Arts and culture accounted for **707,012 jobs**⁴ in 2010, or 4.1% of all Canadian jobs. This is double that of the forestry sector, and more than double the level of employment in Canadian banks.

Arts and culture generated **\$25 billion in tax revenue**⁵ for all levels of government in 2007. This is three times more than all government spending on culture, emphasizing the arts and culture sector's **large return-on-investment** potential.

Culture industries had a productive output of **\$99.3 billion** in 2010, or 3.2% of the total Canadian output (via Statistics Canada).

Canadians spend **97 million hours volunteering**⁶ in the arts and culture, equivalent to 51,000 full time jobs.

Performing arts industries alone attracted **13 million spectators**⁷ in 2012.

Arts and culture have massive induced and ancillary **economic impacts**⁸, spurring urban and rural regeneration, fuelling small businesses, attracting tourism, and growing the local and national economies.

The charitable sector employs approximately **13% of the total work force in Canada**⁹ which includes thousands of arts and culture organizations.

² Phoenix Strategic Perspectives Inc. "Arts and Heritage in Canada: Access and Availability Survey 2012." *Department of Canadian Heritage*. (2013) http://epe.lac-bac.gc.ca/100/200/301/pwgsc-tpsgc/por-ef/canadian_heritage/2012/089-11-e/index.html

³ "Provincial and Territorial Culture Satellite Account, 2010." Statistics Canada. Statistics Canada, 9 Jun 2015. Web. <http://www.statcan.gc.ca/pub/13-604-m/13-604-m2015079-eng.htm>

⁴ Ibid.

⁵ The Conference Board of Canada. "Valuing Culture: Measuring and Understanding Canada's Creative Economy." (2008). http://www.cscd.gov.bc.ca/arts_culture/docs/aug2008_conference_board_of_canada_valuing_culture.pdf

⁶ Hill, Kelly. "Volunteers and Donors in Arts and Culture Organizations in Canada in 2010." *Hill Strategies Research Inc.* Mar 2013. Web. http://www.hillstrategies.com/sites/default/files/Volunteers_donors2010.pdf

⁷ "Service bulletin, Performing Arts 2012." *Statistics Canada*. Statistics Canada, 27 Mar 2014. Web. <http://www.statcan.gc.ca/pub/87f0003x/87f0003x2013001-eng.htm>

⁸ Alliance for Arts + Culture. Publications database, "Research." n.d. Web. <http://www.allianceforarts.com/research-publications>

⁹ Emmett, Brian. "Charities, the economy and the 2015 federal election." *Imagine Canada*. 28 September 2015.

Social Benefits

87% of Canadians agree that **arts and culture "define what it means to be Canadian."**¹⁰ The prevalence of culture brings the nation together by fostering a sense of pride, belonging, and identity.

The Truth and Reconciliation Commission reported that culture is a spark for **reconciliation between Aboriginal and non-Aboriginal communities**¹¹. As a powerful avenue for sharing the truth of our history, it creates a process for fostering understanding, respect, and meaningful relationships moving forward.

Environmental conservation¹² and concerns surrounding climate can be addressed through cultural activities, which are often environmentally friendly. Creative innovation through culture can provide solutions and options in this field.

Cultural activity discourages crime and increases community **security**¹³. Arts and culture reinforce Canadian **multiculturalism**¹⁴ by preserving, celebrating, and sharing heritage, language, and identity.

The Individual

Arts and culture improve **the health of individuals**¹⁵, lowers anxiety, and alleviates depression.

Stress and depression cost the government between \$14 and \$50 million a year¹⁶, and spending has increased by \$28.8 billion per year in disability income support. Investment in the arts and culture would reduce these costs.

The **health and wellness** benefits to those involved in the culture sector include enhanced interpersonal relationships and physical fitness.

Arts and culture **empower youth**¹⁷ in our society, increasing academic achievement, reducing crime, and addressing issues faced by at-risk youth in Canada.

Arts and culture education is imperative to the emotional, intellectual, and social **development of our children**.

¹⁰ Phoenix Strategic Perspectives Inc. "Arts and Heritage in Canada: Access and Availability Survey 2012." *Department of Canadian Heritage*. (2013) http://epe.lac-bac.gc.ca/100/200/301/pwgs-c-tps-gc/por-ef/canadian_heritage/2012/089-11-e/index.html

¹¹ Truth and Reconciliation Commission of Canada. "Honouring the Truth, Reconciling for the Future: Summary of the final report of the TRC of Canada." (2015) http://www.trc.ca/websites/trcinstitution/File/2015/Findings/Exec_Summary_2015_05_31_web_o.pdf

¹² Lorimer, Rowland. "Dreamcatcher: towards a creativity/innovation strategic plan for British Columbia : a BCreative 2012 conference report." *Canadian Centre for Studies in Publishing Press*. (2013) <http://www.sfu.ca/bcreative/files/dreamcatcher.pdf>

¹³ Jeannotte, M Sharon. "Singing Alone? The Contribution of Cultural Capital to Social Cohesion and Sustainable Communities." *The International Journal of Cultural Policy*, Vol. 9 (1) (2003): pp. 35–49.

¹⁴ Jeannotte, M Sharon. "Millennium Dreams: Arts, Culture, and Heritage in the Life of Communities." *The Canadian Journal of Communication*. Vol. 31 (1) (2006). <http://www.cjc-online.ca/index.php/journal/article/view/1747/1863>

¹⁵ Hill Strategies Research Ltd. <http://www.hillstrategies.com/content/arts-and-individual-well-being-canada>

¹⁶ Dewa CS, Chen MC, Chau N, Dermer S. "Examining the comparative incidence and costs of physical and mental health-related disabilities in an employed population." *J Occup Environ Med*. 52(7) (Jul 2010): 758-62.

¹⁷ National Endowment for the Arts. "The Arts and Achievement in At-Risk Youth: Findings from Four Longitudinal Studies." (Mar 2012) <http://arts.gov/news/2012/new-nea-research-report-shows-potential-benefits-arts-education-risk-youth#sthash.Bdwx03at.dpuf>

More Resources

The Canadian Arts Coalition has compiled infographics with some of the information above. We encourage you to share this as well. Visit http://www.canadianartscoalition.com/en/wp-content/uploads/2015/08/CanadianArtsCoalition-ArtsFacts_Infographic-EN-final.pdf for details.

The Alliance maintains a database of research and publications in arts and culture on our website at <http://www.allianceforarts.com/research-publications/>.

Contact Us



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Appendix A: Alliance Election Survey / Green Party



Alliance for Arts and Culture - Green Party of Canada

1. What is the Green Party's vision for arts and culture in Canada? What role do you see the arts and culture playing under your government?

Arts and culture are essential to Canadian identity. Even more than that, Canada's arts and culture sector is an important economic driver that requires serious attention from the Department of Industry and Heritage Canada. Our vibrant arts and culture industry has the potential to diversify and expand, generating billions of dollars of lucrative commercial activities and countless jobs.

A nation relies on its artists to tell its own story and shape its identity. Canadians are enthusiastic readers, listeners, and viewers, but we recognize that culture also needs public support to thrive. Arts organizations, especially the Canada Council for the Arts and the CBC, require steady, predictable federal funding. Public broadcasting is a vital tool for an informed and effective citizenry, as well as an important counterweight to media concentration. Many Canadian artists, writers, and performers have international followings, but assistance is still needed to give local talent a fair opportunity to compete in the global marketplace. Ensuring that our cultural sector remains strong is essential to our quality of life, and delivers economic benefits as an encore. Green MPs will stand up for the arts.

2. What specific things will your government do to maintain and improve the state of the arts and culture in Canada?

Among other measures, Green MPs will advocate for stable, sustained, and increased funding for the arts as well as greater independence for Canada's arts and culture organizations. The Green Party will increase funding for the Canada Council for the Arts, Telefilm Canada, and our orchestras, theatres, and publishers, to bring public support for arts and culture in line with other industries. To protect the independence of Canada's arts and culture institutions from political influence, we will establish arm's length committees made up of various diverse stakeholders representative of Canadian society to appoint the heads of Canada's cultural organizations such as the CRTC, the Canada Council for the Arts, the CBC, and Telefilm Canada.

To support individual artists and workers, we will seek increased funding incentives for artists and art events to tour Canada's rural regions and for arts and culture programs in schools. We will also protect Canada's cultural identity during trade negotiations and change the Canada Revenue Act to allow arts and culture workers to benefit from a tax averaging plan that will take into account variable annual incomes in the sector.

The Green Party's Guaranteed Livable Income (GLI), will also give artists the freedom to pursue their craft without living in fear of falling into poverty. A GLI would provide a regular payment to every Canadian, at a level above the poverty line, to meet Canadians' basic needs while encouraging additional income generation. For higher income Canadians, the amount of the GLI is merely taxed back in whole. A GLI will give artists the support they need to do their work, without having to sacrifice their material wellbeing.

3. What is the Green Party's view on investments into the Canadian Council for the Arts?

The Green Party of Canada recognizes the vital role that the Canada Council for the Arts plays in developing, sustaining, and promoting Canadian culture in all its diversity. An arm's-length Council with stable, adequate funding is key to providing Canadians with affordable access to their cultural heritage. The Green Party supports the call of many arts organizations to gradually increase the Canada Council for the Arts' Parliamentary appropriation with the longterm goal of reaching \$300 million. This is a worthwhile investment in Canadian arts.

4. What steps will your party take to support the creation, distribution, and sale of Canadian content domestically and internationally?

Canadian artists, actors, musicians, dancers, authors, and playwrights rank among the best in the world. The federal government can and should do more to help these artists gain much needed access to the international market. We must reverse the Harper Conservatives' funding cuts to the promotion of Canadian art abroad, including the inexpensive, yet effective, embassy art program. Canada must support programs that promote Canadian art abroad and ensure that Canadian artists have the means to live stably in Canada. An adequately funded Canada Council for the Arts is key to both these goals. The Green Party also supports the Canadian Arts Coalition's proposal to institute a \$25 million pilot program over three years at the Department of Foreign Affairs, Trade and Development for Canada's 150th birthday. This bold initiative would go a long way to promote Canadian art and artists abroad.

5. What are the Green Party's intentions for the future of our public broadcaster, the Canadian Broadcasting Corporation?

The Green Party strongly supports a robust and adequately funded national public broadcaster.

Green Party MPs have consistently spoken out against repeated cuts to the CBC, which have limited the broadcaster's ability to fulfill its mandate to provide quality Canadian content to all Canadians. To begin with, the Green Party will fight to reverse the latest cuts of some \$115 million to the CBC budget, and will increase the CBC budget by \$200 million to start rebuilding local coverage. We will provide predictable, reliable, longterm base funding for the CBC so it can continue to provide quality Canadian content television and radio programming in both official languages to all Canadians. Canada must also engage in a national dialogue to support the longterm financial independence of the CBC.

6. What are your party's intentions towards Aboriginal artists and arts in Canada? What will your party do to improve the position of Aboriginal artists and art?

The Green Party will support Aboriginal artists and arts. In addition to the increased funding, tax relief, and incentives we will offer to all Canadian artists, we will take care to protect indigenous

intellectual and artistic property rights, so as to safeguard Aboriginal artists' unique contribution to Canadian culture. The Green Party will implement all the "Calls to Action" of the Truth and Reconciliation Commission that are within federal jurisdiction, including providing sufficient funding for the call for "the Canada Council for the Arts to establish, as a funding priority, a strategy for Indigenous and non-Indigenous artists to undertake collaborative projects and produce works that contribute to the reconciliation process."

7. Are there any other parts of the Green Party's platform relating to arts and culture that you would like to share?

The federal government has a number of roles to play to ensure that Canadian artists thrive in both traditional and digital media and that Canadians have access to their work. The government needs to work both to modernize existing structures, such as copyright and Canadian content quotas, and to look at new ways to help Canadian artists succeed. The Green Party believes that this can best be done by taking a holistic look at our programs, funding, legislation, and regulation to explore how we can best maintain and grow a strong environment for art in Canada. The Green Party supports the Canadian Arts Coalition's call for a House of Commons committee to conduct this review, with an aim to establishing a comprehensive Canadian Cultural Digital Strategy.

Appendix B: Alliance Election Survey / Liberal Party



Liberal Party of Canada

350 Albert, Suite 920
Ottawa, Ontario K1P 6M8

Parti Libéral du Canada

350 rue Albert, Suite 920
Ottawa (Ontario) K1P 6M8

1. What is the Liberal Party's vision for arts and culture in Canada? What role do you see the arts and culture playing under your government?

Canada's cultural and creative industries are a vibrant part of our economy and our national identity. The Liberal Party of Canada and our Leader, Justin Trudeau, are deeply committed to supporting Canada's arts sector and believe in the need for long-term, stable investments in this sector. Canadian-produced media has a fundamental role in Canadian society, highlighting stories about what it means to be Canadian and making sure we remember that the things that bind us together as a country are much more powerful than any differences and divisions.

Under the Conservative government, funding for the arts in Canada has steadily eroded. We have seen major cuts to initiatives such as CBC programs, which help bring an artist's work to life and to audiences at home and abroad. The Harper government's approach is wrongheaded, and only serves to undermine our ability to capture and broadcast Canada's unique culture, history and diversity.

A new Liberal government will reinvest in our cultural and creative industries to create jobs, grow the economy and the middle class, and strengthen our rich Canadian identity.

2. What specific things will your government do to maintain and improve the state of the arts and culture in Canada?

With more platforms available to share our Canadian content, we believe that now is the time for targeted investment that will grow local economies, create jobs for the middle class, and help Canadian artists share our stories.

A Liberal government will reinvest in our cultural and creative industries, and help Canadian artists, by making significant new investments in CBC/Radio-Canada, the Canada Council for the Arts, Telefilm Canada, and the National Film Board.

We will restore and increase funding to the Promart and Trade Routes international cultural promotion programs which were cut by Stephen Harper, and increase funding for the Young Canada Works program. Our Liberal plan for real change understands the importance of investing in our cultural and creative industries, recognizing our artists, producers, composers, and technicians as world leaders in their fields and undeniable Canadian assets.

3. What is the Liberal Party's view on investments into the Canadian Council for the Arts?

A Trudeau-led government will double investment in the Canada Council for the Arts to \$360 million per year from \$180 million. We will also increase funding to Telefilm Canada and the National Film Board, with a new investment totalling \$25 million per year. These actions will create new jobs in our cultural and creative industries, enable greater artistic activity across the country, enhance the quality of life in our communities, and ensure that artistic creation remains an important part of our economy in the years ahead.

4. What steps will your party take to support the creation, distribution, and sale of Canadian content domestically and internationally?

Liberals support Canadian artists and we believe Canadian content rules are an essential tool to help Canadian artists succeed.

We are committed to advancing the Liberal supplementary recommendations made in the House of Commons Standing Committee on Canadian Heritage's report Review of the Feature Film Industry in Canada, tabled on June 9, 2015. A Liberal government will reinvest in Telefilm Canada, and move ahead the payment of 75 to 85 percent of the tax credits meant to support the production of Canadian feature films. We will also study the feasibility of making certain Canadian feature film commercialization activities eligible for the Canadian Film or Video Production Tax Credit; and gather data on over-the-top services with particular focus on consumer habits, the availability of Canadian films, and revenues and expenses associated with these services.

5. What are the Liberal Party's intentions for the future of our public broadcaster, the Canadian Broadcasting Corporation?

As the anchor of our cultural and creative industries, CBC/Radio-Canada is a vital national institution that brings Canadians together, promotes and defends our two official languages, and supports our shared culture.

The Conservative government's decision to slash CBC/Radio-Canada's annual budget by \$115 million over three years has seriously undermined our national broadcaster's ability to fulfil its mandate. The Liberal Party of Canada will reverse the ideological cuts made to CBC/Radio-Canada and provide stable, long-term funding since we know a strong public broadcaster is a critical part of maintaining Canada's cultural identity.

We will invest \$150 million in new annual funding for CBC/Radio-Canada. This commitment reverses Harper's cuts and goes even further to ensure that our national broadcaster is able to prosper in today's media environment. We will work with CBC/Radio-Canada, and in consultation with the Canadian cultural community, on a new strategic plan that incorporates this renewed funding. In line with our Open Government plan, we are also committed to reviewing the process for CBC/Radio-Canada Board of Directors appointments, to ensure merit-based and independent appointments.

6. What are your party's intentions towards Aboriginal artists and arts in Canada? What will your party do to improve the position of Aboriginal artists and art?

A Liberal government is committed to celebrating and supporting our rich heritage that makes us distinctly Canadian.

Liberals recognize the important contribution of Aboriginal artists and art in our society, and Justin Trudeau as Prime Minister would work to ensure that all Canadian creators— including Indigenous Peoples and linguistic minorities – feel supported and valued by their government.

We will restore the Promart and Trade Routes international cultural promotion programs, cut by Stephen Harper, increasing the funding to \$25 million per year. This investment will promote Canadian culture and creativity on the world stage, especially Aboriginal art, making our artists an even more important export.

For young Aboriginal artists, we will increase funding for the Young Canada Works program to help the heritage sector prepare the next generation of museum staff. This investment is part of a Liberal government's commitment to create 40,000 youth jobs each year as part of a renewed Youth Employment Strategy.

7. Are there any other parts of the Liberal Party's platform relating to arts and culture that you would like to share?

We have discussed many of the commitments we have made Canadian arts and culture in the other responses to this survey.

Our final note is that, as part of our historic new investment in social infrastructure of nearly \$6 billion over the next four years and almost \$20 billion over ten years, we will invest significantly more in cultural infrastructure. Through bilateral agreements with the provinces and territories, we will invest in projects that create jobs, help build more creative communities, and preserve our heritage facilities. These investments will include facilities used by communities to express and promote their culture.

Our full backgrounder on a Liberal governments' commitments to ensuring the promotion and continued health of Canadian arts and culture industry are available here: <https://www.liberal.ca/files/2015/09/Investing-in-Canadianculture-and-middle-class-jobs.pdf>.

Appendix C: Alliance Election Survey / NDP Party



Arts and Culture platform

1. What is the NDP vision for arts and culture in Canada? What role do you see the arts and culture playing under your government?

NDP Response: The NDP has a clear vision for Canadian arts and culture including: protecting our heritage, supporting key Canadian institutions and providing an opportunity for our Canadian talent to thrive on digital and traditional platforms. The NDP also wants to ensure that artists are able to earn a decent living from their art. An NDP government will support the arts and culture sector. We understand that art is critical to our quality of life, our identity and our economy. Whether our artists are on the local, national, or international stage, Canadians are proud of the artists who make our communities and our country dynamic and a better place to live.

2. What specific things will your government do to maintain and improve the state of the arts and culture in Canada?

NDP Response: The NDP has yet to release its full platform, but we look forward to sharing with you the details of our plan. The NDP did make an early campaign commitment of restoring the reckless cuts made by the Conservatives to the CBC.

3. What is the NDP view on investments into the Canadian Council for the Arts?

NDP Response: The NDP intends to continue to support the Canada Council for the Arts (CCA) which helps assist artists across the country. Since 1957, the CCA has promoted artistic creation and helped professionalize the sector, providing Canadians with access to a rich, high-level and diversified industry.

The NDP is aware that the current budget for the Canada Council for the Arts does not meet the financial demands required. Further details on the NDP's plans for Arts and Culture funding will be available when the full platform is released.

4. What steps will your party take to support the creation, distribution, and sale of Canadian content domestically and internationally?

NDP Response: In 2008, the NDP vigorously opposed the elimination of international markets development support programs. The elimination of the PromArt and Trade Routes programs

created a significant gap. We believe that the current Canada Council for the Arts funding for international markets has not sufficiently filled this gap. Because the arts sector is such a significant job creator, the NDP believes the federal government has a role to play in supporting artists and cultural industries to find markets and to showcase Canadian content abroad.

5. What are the NDP's intentions for the future of our public broadcaster, the Canadian Broadcasting Corporation?

NDP Response: The NDP believes that the CBC plays a unique and essential role and that its special mandate requires that it be treated differently than private broadcasters. The NDP wants the CBC to continue to keep up with technological shifts while remaining an independent, objective, transparent and innovative public broadcaster that represents Canadians. An NDP government lead by Tom Mulcair will cancel the \$115 million in CBC/Radio-Canada cuts announced in the 2012 budget. We will guarantee stable, predictable, multi-year financing to protect CBC/ Radio-Canada from advertising market fluctuations and to help ensure its editorial independence from government. The NDP will implement an independent process for appointing members of the CBC's Board of Directors.

The NDP fought the Conservatives' relentless attacks on our public broadcaster in the House of Commons. We repeatedly raised issues affecting the CBC in Question Period and in Parliamentary Committees. We also dedicated one of our Opposition Days to debate public funding for the CBC.

6. What are your party's intentions towards Aboriginal artists and arts in Canada? What will your party do to improve the position of Aboriginal artists and art?

NDP Response: The NDP shares the view of the Truth and Reconciliation Commission that arts and culture could play a key role in reconciliation. The NDP welcomes the recent interest from the Canada Council for the Arts to greater support Aboriginal artists and art. An NDP government will make sure that the current arts and culture support programs offer appropriate support to Aboriginal artists and art.

7. Are there any other parts of the NDP platform relating to arts and culture that you would like to share?

NDP Response: Please note the NDP has yet to release our platform. Full details about our plan for Arts and Culture will be available when the platform is released.

Appendix D: Political Activity: Dos and Don'ts for Charitable Organizations



Political Activity: Dos and Don'ts For Charitable Organizations

Adapted by the BC Alliance for Arts + Culture from the Professional Association of Canadian Theatres (PACT) factsheet “Political activity: What can, and can't, charitable theatres do?”

September 2015

Disclaimer: Information in this document was compiled by PACT¹⁸ and contains information from the website of the Canada Revenue Agency. It has been adapted by the Alliance to include the perspective of the general arts sector. It is not intended to be a replacement for CRA resources, nor provide legal advice. For additional advice on the political activities of charities, see the CRA's Policy statement on political activities http://www.cra-arc.gc.ca/chrts-gvng/chrts/plcy/cps/cps-022-eng.html#P179_17736 and Imagine Canada's Sector Source <http://sectorsource.ca/managing-organization/activities/political-activities>.

Advocacy and Public Awareness

Advocacy or public awareness efforts aim to give useful knowledge to the public to enable them to make decisions about the work a charity does or an issue related to that work. For instance, an organization may make a newsletter, press release, donation brochure and publications outlining the benefit and impact of its work, available to the public, public officials and elected representatives.

This is “*presumed to be ... a charitable activity as long as the activity is connected and subordinate to the charity's purpose [and]...the activity should be based on a position that is well-reasoned.*”

Political Activity

A charity that devotes **substantially all (considered by the Canada Revenue Agency to be more than 90%¹⁹) of its resources to charitable activities** may carry on political activities within the allowable limits. Specifically, charities may:

- “**explicitly communicate a call to political action**” to retain, oppose or change any law, policy or action of any level of government;
- “**explicitly communicate to the public**” that the law, policy, or decision of any level of government in Canada or a foreign country should be retained, opposed, or changed.

Examples: As the Chair of your Board, your Chair may communicate to your audience and community to encourage them to ask government and all elected representatives to implement the proposed Charitable Stretch Tax Credit. As the organization's executive director, your ED may call on the audience to urge governments to increase funding for arts education so all students may see a production or exhibit for free each year.

Charities must report political activities on their T3010, Registered Charity Information Return.

Careful and consistent record keeping is required year over year. Details on how to measure and report political activity are provided on the CRA website, referenced in additional resources.

A charity may make representations (invited or not) to elected representatives or public officials:

- that are **connected to the charity's charitable purposes** (connected means related to and supporting a charitable purpose, and a reasonable way to achieve that purpose);
- that are **subordinate to the charity's charitable purposes** (subordinate means subservient to a charity's charitable purpose, or a minor focus of the charity).

¹⁸ “Political activity: What can, and can't, charitable theatres do?” <http://www.pact.ca/pact/storage/medialibrary/PACT/Advocacy/General%20Advocacy/Political-activity-Do-s-and-Don-ts-for-Theatres.pdf>

¹⁹ <http://www.craarc.gc.ca/chrtsgvng/chrts/plcy/cps/cps022eng.html> N1039E

These activities are considered charitable, and are not considered political.

*Example: **Acting on your organization's behalf, members of your board** may meet with your MP to discuss and propose a solution to a specific facilities problem facing your organization. Acting on your organization's behalf, your GM may write a letter outlining a specific issue and asking for advice and guidance.*

Partisan, Prohibited Activity

“A partisan political activity is any activity that provides direct or indirect support or opposition to any political party at any time, whether during an election period or not, or to a candidate for public office.”

Charitable organizations, including organizations operating as charities, **may not**:

- **Publicly endorse a candidate** either in person or through communications vehicles like Twitter or Facebook;
- **Allow a candidate or political party to use a charity's equipment, facilities, volunteer time, or other resources**;
- **Give money or non-cash gifts to a candidate or political party**, either directly or indirectly.

Dos and Don'ts For Your Organization

| Do | Don't |
|--|--|
| Meet with your MP, MPP/MLA and municipal councillor to share your stories, impact and contribution | Support or oppose any specific candidates or political parties |
| Call on your audiences, members and public to support policies and programs that will help your organization meet its aims and objectives | Use your organization's resources to buy a ticket to a political fundraiser |
| Support sector-wide initiatives by championing them with your MP and MPP/MLA | Use your social media properties to indicate support or opposition for specific candidates |
| Make MPs, MPPs/MLAs and Councillors welcome at your events, including opening nights, etc. | Give tickets or contribute prizes for partisan promotional purposes |
| Post on Facebook about an upcoming debate at the Chamber of Commerce, encouraging people to submit an arts related question | Use your organization's resources or volunteers to support or oppose specific candidates |
| Engage with the Canadian Arts Coalition and support their non-partisan messages through meetings with elected officials or candidates, letter writing campaigns, and social media messages | Use your organization's resources or volunteers to support or oppose specific candidates |
| Encourage your staff to vote (and indeed give them information about the logistics on where to vote and what they need to bring to the voting station) | |