

Journée des Arts DAY 2017



La Soirée des Éloizes 2016 in Dieppe. Les Paiens, house band. Photo: Julie D'Amour-Léger

Building a Dynamic, Creative New Brunswick

The artistic treasures and vibrant cultural heritage of New Brunswick play a critical role in making this a desirable place to build a life.

Arts and culture improve the **quality of life** of New Brunswickers and make them proud of their individual and collective identity.

The **arts attract newcomers**¹: There is a clear link between having a vibrant arts and cultural sector and a healthy inflow of newcomers who stay. Arts and culture cement connections to place.

Arts and culture energize society by increasing **citizens' ingenuity and capacity for innovation, creativity and imagination** this creates a sense of pride and community.

Arts education builds **visual and media literacy**, equipping New Brunswick students with the tools they need to successfully engage with the world.

DID YOU KNOW:

- In 2014, the contribution to GDP in the arts and cultural industries was \$ 670 million² in 2014 and 9688 jobs³ were directly related to cultural industries, in the province.
- In 2010, 99.7% of New Brunswickers participated in at least one arts, culture, or heritage activity.⁴
- "Participation in the arts can contribute to social cohesion, reduce social exclusion and isolation, and/or create a perception of stronger and more secure communities."⁵

Recognition of Artists as Professionals and Improvement of their Socio-Economic Conditions

In 2011 the average income of artists in New Brunswick is only \$17,600 a year.⁶

For the past two years, the **Premier's Taskforce on the Status of the Artist** has been studying the recommendations of the 2013 Forum on the Status of the Artist. The working group is now preparing a report to the government containing priorities and recommended actions to be taken.

The recognition of Artists as professionals implies the development of a legal status recognizing the artist as a professional; the improvement of socio-economic conditions for artists; and sufficient resources for the working group of the Premier's Taskforce on the Status of the Artist to discharge its responsibilities effectively.



(left) Storytelling by Natalie Sappier at "Breaking Ground"; Photo: Mike Erb; (right) Tropos at "The 506"; Photo: Chris Donovan

For real impact in the lives of artists, we ask the government to adopt a non-declaratory provincial law that will include :

- the recognition of Artists in NB as professional workers
- a clear **timetable for the adoption of the measures** proposed by the Premier's Taskforce on the Status of the Artist including Provincial and Federal alignment
- the **hiring of professional artists**, respecting the rates and contracts recommended by the collective agreements
- the **establishment of a Standing Committee** on the Status of the Artist under the Premier's Office that is responsible for implementing all the recommendations
- to ensure the payment of **copyright fees** by all provincial ministries, including the department of education

Alignment of Provincial and Federal Measures

Much of a professional artist's work is "invisible work": creation, research, development, and training. Artists are largely self-employed. To obtain conclusive results, and to truly reflect this vital workforce, access to federal Employment Insurance, Canada Pension Plan, and other fiscal measures is critical. **An alignment of provincial and federal solutions to these programmes is imperative.**

Do you support the adoption of a Non-declaratory law on the Status of the Artist, through Federal and Provincial alignment measures can be taken to improve their socio-economic condition?



(left) Youth activity in school; (right) Circus Stella at the Dieppe Market part of Les Éloizes; Photo: Julie D'Amour-Léger

An Effective, Inspiring Cultural Policy: A Healthy Ecosystem

New Brunswickers from all cultural communities have contributed to the revision of the provincial Cultural Policy. This process not only allowed the policy to be updated, but also fostered a rethinking of the place of the arts in New Brunswick society. This cultural policy focuses especially on the development and integration of arts and culture in the full spectrum of planning for New Brunswick's future, equipping our sector to be an even stronger economic driver.

When the Cultural Policy was launched in 2014, it was estimated that an investment of \$10 millions dollars was needed. Since then, \$5 million dollars has been invested by both governments (Progressive Conservative in 2014 and Liberal in 2015).

To complete the investment needed in order to fulfill the work started on the cultural policy, we ask for an investment of \$5 million in 2018-2019.

This investment would include a commitment from our provincial leaders to the following:

- increased funding to **artsnb** -- this body plays a crucial role in the development of artists' careers and encourages research and creation of new works
- expanded funding for **cultural industries and arts organizations**
- continued financial support of **Culture Plus**, the organization dedicated to human resources in the cultural sector, in order to best equip New Brunswick's cultural workforce through better access to training, employment, and professional development
- the development and adoption of a **public art policy** in respect of all new construction or renovation fully or partially funded by the province
- increased funding for the program dedicated to the **touring and dissemination of arts** for all cultural communities
- increased support for the **presence of artists in the schools** for teaching of both arts and other subjects, especially through programs such as GénieArts/ArtSmarts, Sistema NB, and Une école, un artiste
- implementation of a **book purchase policy**, to foster literacy and improve access to books by provincial authors, and to strengthen provincial publishing infrastructure and independent bookstores

Do you pledge to make an additional \$5 million investment in arts and culture to complete the implementation of the cultural policy in 2018-19?

A Renewed Global Strategy

In December 2017, stakeholders from the Acadian community will adopt the revised Action Plan for the *Global Strategy for the integration of arts and culture into acadian society in New Brunswick*. Highlights to mention since the adoption of the Global Strategy in 2009:

- the adoption of the renewed NB Cultural Policy
- the establishment of the Premier's Taskforce on the Status of the Artist
- the launch of the Linguistic and Cultural Development Policy (PALC)
- the creation of the Human Resources Council of New Brunswick (Culture Plus)
- the adoption of cultural policies and planning in several New Brunswick municipalities
- establishment of a permanent roundtable on the arts and culture in education in the francophone schools

Do you support the adoption of the 2018-2023 roadmap for the Global Strategy?



(left) Exhibition of Peter Salmon; SJAC Frazee gallery ; (right) Artists working during Sculpture SJ.

Artists in Schools

Following the tremendous success of the artists in the schools programme in the Francophone districts, a similar program is in development for the anglophone community to improve access to the arts and artists in their schools. Currently, ArtsLink NB is working with partners in the arts community and the broader community, as well as the Government of New Brunswick, to review the status of the K-12 English language education system to improve arts and arts education in New Brunswick anglophone schools. This is a direct response to one of the actions in the 2014 Cultural Policy.

Do you support ArtsLink NB's initiative to improve arts education in the public school system of New Brunswick?

Sources:

¹ OECD, "Entrepreneurship and Migrants", Report by the OECD Working Party on SMEs and Entrepreneurship, 2010.

² <http://www.statcan.gc.ca/pub/13-604-m/2016081/tbl/tbl-01-eng.htm>

³ <http://www.statcan.gc.ca/pub/13-604-m/2016081/tbl/tbl-03-eng.htm>

⁴ Phoenix Strategic Perspectives, « Les arts et le patrimoine au Canada : sondage de 2012 sur l'accès et la disponibilité », 2012, p. 2. <https://goo.gl/ZTE1VJ>

⁵ Arts Council England, « The value of arts and culture to people and society – an evidence review », 2014, p. 8 <https://goo.gl/cDoDFe>

⁶ Hill Strategies Research, "Artists and Cultural Workers in Canada's Provinces and Territories. Based on the 2011 National Household Survey and the Labour Force Survey », 22 October 2014, <http://www.hillstrategies.com/content/artists-and-cultural-workers-canada%E2%80%99s-provinces-and-territories>



artsLinkNB



Association acadienne
des artistes professionnels
du Nouveau-Brunswick