



Building A Dynamic, Creative New Brunswick

New Brunswick's priceless artistic treasures and a cultural heritage have played a critical role in making the province a privileged place in which to live.

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

The Arts Attract Newcomers¹: 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 education builds visual and media literacy, equipping New Brunswick students with the tools they need to successfully engage with the world.

DID YOU KNOW:

- Arts and Culture contributed \$670 Million to New Brunswick's GDP in 2014
- In 2010, 99.7% of New Brunswickers took part in at least one artistic, cultural, or heritage-related activity.
- "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."²

Recognition Of Artists As Professionals And Improvement Of Their Socio-Economic Conditions

The average income of artists in New Brunswick is only \$17,600 a year.³

Recognition of the artist as a professional requires an approach that includes legal measures such as **legislation recognizing the professional status of the artist**, as well as governmental measures protecting artists against economic and social risk:

- Legal measures that address issues of remuneration of professional artists: definitions of forms of remuneration and working relationships - who pays what, and how
- Government measures providing social protection for artists against the following types of risk:



ECONOMIC RISKS

- Income fluctuation: the alternation of periods of availability and scarcity of work.
- Underemployment: defined as a lack of contracts or clients and thus a diminished revenue
- Business risk: the risk of developing a product or service without knowing whether it will sell, or at what price
- Outdated skill sets: the risk of diminished employability if skills are not kept up to date

SOCIAL RISKS

- Illness/disability/parental responsibilities: the risk of loss of revenue through physical or mental barriers to assuming a normal workload because of illness or partial or total disability; or the revenue risk associated with pregnancy or childcare or care of other dependent family members.
- Workplace accident or work-related illness: risk of loss of revenue through physical or mental inability to assume a normal workload because of a workplace accident or work-related illness.
- Aging: risk of diminished work capacity or reduced work revenues due to aging, and the need to address career transition and retirement.



Through the work of the Premier's Task Force on the status of the artist, we seek the recognition of the artist as a professional, and the improvement of socio-economic conditions for artists, and sufficient resources for the Working Group to discharge its responsibilities effectively.

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.

We ask for an investment of \$5 Million to ensure the work started on the Cultural Policy can be implemented and completed. This investment would include:

- Increased funding investment for artsnb's arts creation programs;
- Support for Artist in Residence programs in public institutions
- Long- term commitment to the public art policy currently undergoing a pilot phase
- Increased investment in the presence of artists in the schools;
- Support of the New Brunswick book purchase policy;
- Core support for Arts Organizations, ensuring access to experiences with the arts

Are you prepared to invest in the implementation of the initiatives outlined in the Cultural Policy?

A New Brunswick Future In Our Own Image

We share a present. We also have a common future. To build that future and enhance it, we need a vibrant, creative cultural and artistic life that is accessible to everyone. The arts foster thought, exploration, and the ability to imagine new possibilities and ways of innovating.

In 2014, the provincial government announced an increase in funding for arts and culture. This is a “catch-up” investment for a sector that has had no new funding since 2006. This increase also sends a clear message that arts and culture are part of the solution for the province, and that they can contribute to resolving the significant challenges we face.



To ensure a healthy ecosystem in light of the new cultural policy, it is critical to invest in the sector, through an annual increase of \$5 million in the funds allocated to arts and culture.

Sources

¹ OECD (2010), “Entrepreneurship and Migrants”, Report by the OECD Working Party on SMEs and Entrepreneurship, OECD.

² Phoenix Strategic Perspectives, Arts and Heritage in Canada: Access and Availability Survey 2012, 2012, p. 2. <https://goo.gl/PEbex4>

³ <http://www.statcan.gc.ca/tables-tableaux/sum-som/101/cst01/famil105e-eng.htm>

⁴ Arts Council England, The Value of Arts and Culture to People and Society - an evidence review, p. 8. <https://goo.gl/cDoDFe>

⁵ Conference Board of Canada, Valuing Culture: Measuring and Understanding Canada’s Creative Economy, 2008, <http://bit.ly/Vtnyxk>.

⁶ MQO Research, New Brunswick Career Development Action Group, A Profile of the Information, Culture and Recreation Sector in New Brunswick, funded by the Government of Canada and the Province of New Brunswick through the Canada-New Brunswick Labour Market Development Agreements, June 2012. <http://bit.ly/1e3DX5w>

⁷ idem.

⁸ MQO Research, New Brunswick Career Development Action Group, A Profile of the Natural Resources Sector in New Brunswick, funded by the Government of Canada and the Province of New Brunswick through the Canada-New Brunswick Labour Market Development Agreements, June 2012.



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