

# Highlights of Findings

# Creative and Cultural Industries Strategy

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Public Consultation, Whitehorse, Yukon

Tourism and Culture, Government of Yukon



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2018 Frostbite

# Acknowledgement

**We acknowledge that we live, work, meet and travel on the traditional territories of Indigenous peoples that have cared for this land now called Canada since time immemorial.**

**We acknowledge the Traditional Territories of the Kwanlin Dün First Nation and Ta'an Kwäch'än Council, self-governing nations that negotiated modern treaties under the Umbrella Final Agreement between the 14 Yukon First Nations and the Governments of Canada and Yukon.**



# Background research

- Yukon snapshot and current situation
- Canadian provinces and territories
- Circumpolar Europe
- Best practices and innovative thinking in strategy development
  
- Today's focus:
  - Yukon Facts and Figures; Advice from across Canada



# Let's clarify

Sector

Industry

Not-for-Profit

For Profit

Work for free

Paid for work

Creative

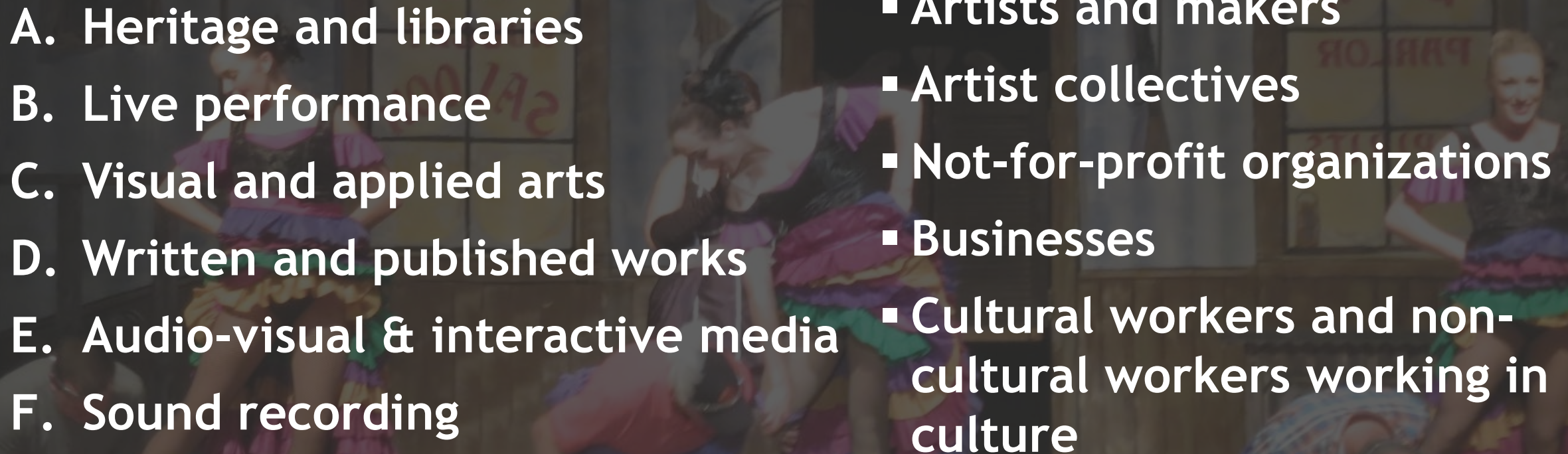
Culture

Arts

Heritage



# Creative and Cultural Industries Scope

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- A. Heritage and libraries
  - B. Live performance
  - C. Visual and applied arts
  - D. Written and published works
  - E. Audio-visual & interactive media
  - F. Sound recording
- Artists and makers
  - Artist collectives
  - Not-for-profit organizations
  - Businesses
  - Cultural workers and non-cultural workers working in culture

# Creative and Cultural Industries

Heritage and libraries	Live performance	Visual and applied arts	Written and published works	Audio-visual & interactive media	Sound recording
Archives	Performing arts, incl music, dance, theatre, ice shows, circus & presenters etc	Original visual	Books	Film and video	Sound recording
Libraries		Art reproduction	Periodicals	Broadcasting	Music Publishing
Cultural Heritage		Photography	Newspapers	Interactive Media	
Natural Heritage		Festivals and celebrations	Crafts	Other published works	
Ancillary culture sub-domains:		Advertising	Collected information		
		Architecture	Multi sub-domain - printing of art, distribution, translation, writers and editors		
		Design			
Transversal domains: Education and Training					
Governance, funding and professional support					
Multi domain: Covers more than one domain and cannot be readily allocated to a single domain.					



# Yukon Snapshot

## ■ Yukon (2016)

- Culture GDP \$56.3 million, 2.1% of GDP
- 857 culture jobs, 3.9% of workforce -  
in 2001: 735 workers representing 4.2%

## ■ 2018

- Very low unemployment (2.7% in 2018)  
and very high labour force  
participation rate (74.7% in 2018)

## ■ Canada (2016)

- Culture GDP \$53.8  
billion, 2.8% of GDP
- 3.5% of workforce

## ■ 2018

- 5.7% unemployed and  
65% participation rate



# Yukon Snapshot: Equity-seeking groups

2016 Census	Yukon N=35,874	
Women	17,795	49.6%
Indigenous	8,195	23%
Visible minority	3,000	8.5%
South Asian	500	16.7%
Chinese	415	13.8%
Black	270	9%
Filipino	1,190	40%

- **Women are strongly represented**
  - **60% Occupations in art, culture, recreation and sport (ACRS)**
    - 5% higher than national
    - But income lagged significantly
  - **73% Managers in ACRS**
    - 20% higher than national
    - Income was higher for women than men on average
- **Detailed information for other groups not readily available**





# Yukon Snapshot: Dedicated Territorial funding stable

	Budget category	2019-20 / (in 000s)		
Tourism and Culture	Corporate Services (ops & maintain)	2,482	\$2,492	\$31,654
	Capital	10		
	Tourism (ops & maintain)	12,872	\$13,422	
	Capital	550		
	Appropriation for YFNCTA, AFY, YSR		\$400	
	Cultural Services (ops & maintain)	13,139	\$15,740	
	Capital	2,601		
Economic Development	Yukon Media Development		\$919	
Community Services	Libraries		\$2,192	
Culture Summary			\$19,251	

NOTE: Funding from other programs e.g. CDF, ETF, SIDF is open to creative and cultural industries incl not-for-profits



Source: Yukon Budget 2019-20

## Legislation and Policies

- Archives Act
- Art for Public Buildings Toolkit
- Arts Centre Act
- Historic Resources Act
- Museums Policy
- Public Libraries Act
- Visual Arts and Craft Strategy
- Yukon Arts Policy
- Arts Act

## Financial Support and Tools

- Advanced Artist Award
- Art Adventures on Yukon Time Guide
- Arts Fund
- Arts Operating Funds
- Touring Artist Fund
- Created in the Yukon
  
- Yukon Historic Resources Fund
- Historic Properties Assistance Program
- Museum Contribution Program
- Heritage Training Fund
- Cultural Industries Training Fund
- Culture Quest
- Special Projects Capital Assistance Program (SPCAP)
- New Canadians Fund
  
- Film Development Fund
- Film Location Incentive
- Film Production Fund
- Film Training Fund
- Yukon Filmmakers Fund
- Yukon Sound Recording Program
  
- Community Development Fund
- Enterprise Trade Fund
- Regional Economic Development Fund
- Strategic Industries Development Fund

## Institutions

- Beringia Centre
- Yukon Archives
  
- Dawson City Arts Society
- Northern Cultural Expressions Society
- Old Fire Hall
- Yukon Arts Centre
- Network of 19 museums & First Nations Cultural/Heritage Centres
  
- Music Yukon
- Screen Production Yukon Association
- Yukon First Nations Culture and Tourism Association
- Yukon Historical and Museums Association
  
- School of Visual Arts, Yukon College

# What we heard: Government interventions

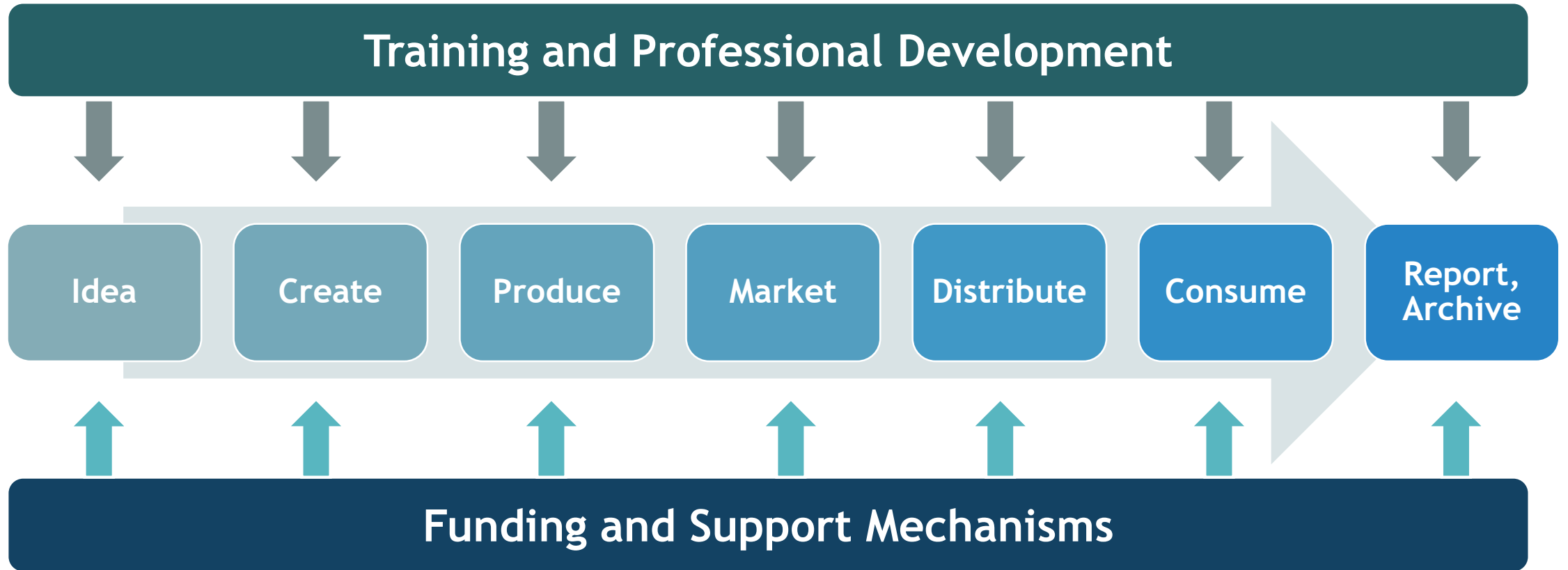
- Legislation, Policies and Strategies
- Create specialized funding agencies
- Ownership of facilities
- Directly operate arts facilities
- Direct funding
- Tax incentives
- Funding administered by industry associations
- Marketing and Export development support programs

**Yukon has been using most of these tools.**



*Source: Interviews and program information with provincial/territorial/federal counterparts*

# Creative Chain: Individual artists, ad hoc partnerships, organizations



# Dimensions of Impact are multifaceted

## Individual

- Entertainment and diversion
  - Learning
- Socializing (combat isolation)
- Health and Wellbeing
  - Participation and Volunteering
- Foster creativity and expression
- Skill building and creative problem solving
  - Earn a living

## Community

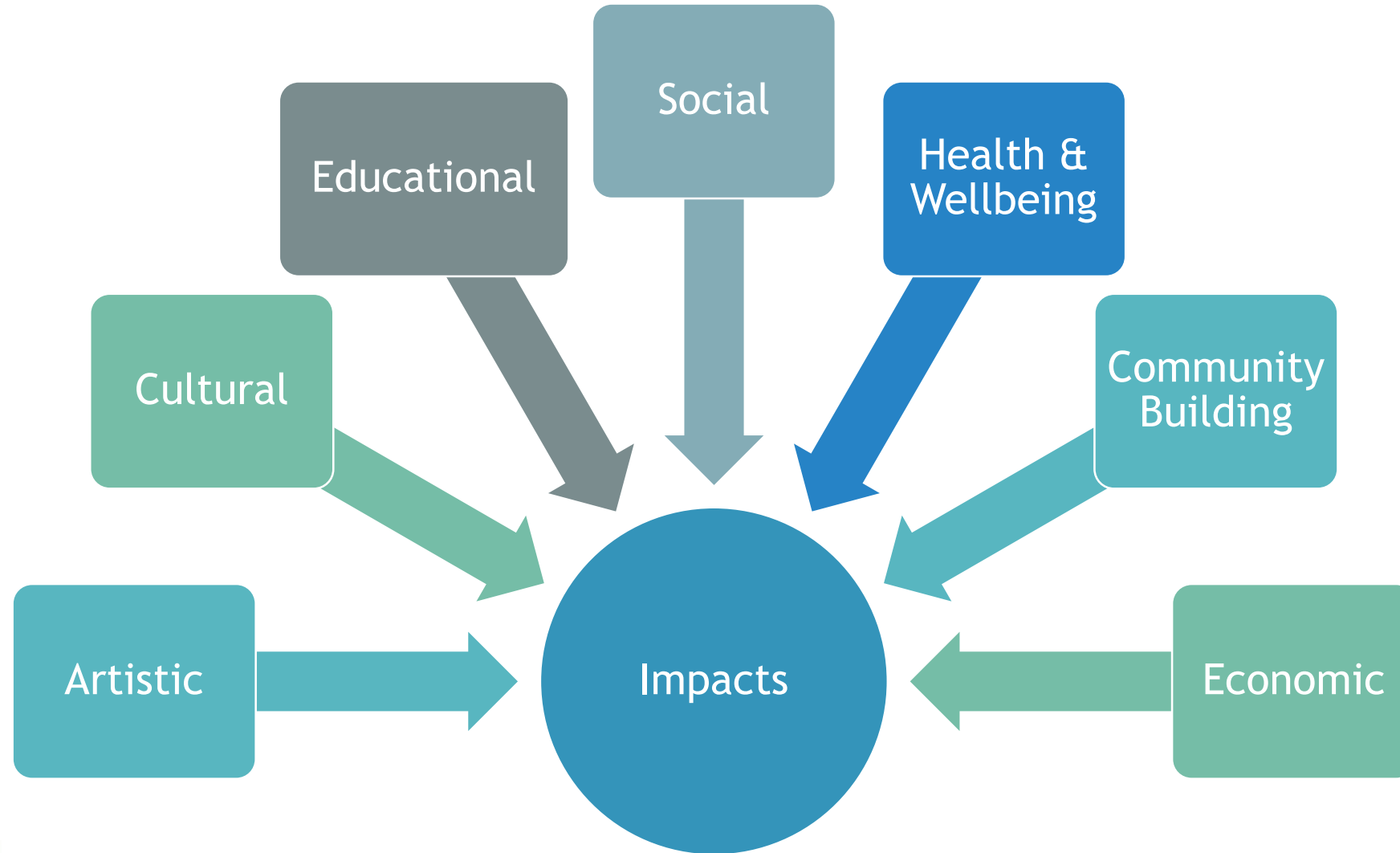
- Energy and vitality
  - Quality of life
- Understanding between cultures
  - Sense of belonging
  - Creative community
- Entrepreneurial attitude
- Economic spin-offs from arts and cultural sectors
  - Cultural tourism

## Society

- Civic engagement
  - Social cohesion
- Better education outcomes
- National, regional identity
- Telling/sharing our story
  - Critical reflection and examination of societal dynamics
    - Supports knowledge economy
- Diversification of economy
  - Economic development



# Dimensions of Impact are multifaceted



# Recurring themes over last 20 years

- Training and professional development
- Digital technologies
- Product Development
- Market Development and Marketing
- Travel, Market Access and Networking
- Trade and Exporting outside Yukon and Internationally
- Partnerships
- Facilities
- Advocacy
- Statistics

## Main Areas looking forward?

- Development (Training/Supports)
- Digital Technology
- Marketing & Export Strategies
- Diversity and Inclusion

