



Increasing New Brunswick Artists' Participation in Canada Council Granting Programs: Areas of Focus for Outreach Efforts

Based on Canada Council Funding to
New Brunswick Artists from 2013 to 2018

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Executive Summary

This report aims to recommend areas of focus for outreach efforts around increasing New Brunswick artists' participation in Canada Council for the Arts granting programs, which is one of the main goals in artsnb's new strategic plan.

To begin, we acknowledge the following principles of Canada Council for the Arts granting activities:

- The Council's funding decisions are based on the recommendation of peers, to the highest standards of artistic excellence, rather than through regional or provincial envelopes.
- The Council awards grants via a peer assessment process based on the published criteria and objectives of its programs such as artistic merit, and its strategic priorities. The Council does not fund based on population, number of artists or any other factor.

With these principles in mind, we believe that there are opportunities to increase the number of Canada Council grants awarded to New Brunswick applicants.

In order to clarify where the most fruitful opportunities may lie, we examined Canada Council data from 2013 to 2018, and asked the following questions:

Question #1: Should outreach efforts focus on increasing participation from New Brunswick arts organizations or individual artists?

Question #2: Should outreach efforts focus on increasing the number of applications submitted or on increasing the quality those applications (or both?)

Question #3: Are efforts needed to ensure New Brunswick artists are well-represented on peer assessment committees for Canada Council programs?

Question #4: What other information may be of note in planning outreach efforts?

The following conclusions emerge from an analysis of the data presented in the body of this report:

- We recommend that outreach efforts focus on **increasing participation from individual New Brunswick artists** in Canada Council granting programs.
- We recommend that outreach efforts focus primarily on **increasing the number of applications submitted by New Brunswick artists**.
- We note that New Brunswick artists **are already well-represented on peer assessment committees** for Canada Council programs.

- We recommend that outreach activities focus on engagement with the following groups: **first-time applicants to Canada Council grant programs; Indigenous artists and communities; Deaf and disabled artists; and artists who are new to Canada.**

We hope the information presented in this report will open avenues for discussion and spur further collaboration between the New Brunswick Arts Board (artsnb), Canada Council for the Arts, and others who share our goal of facilitating and promoting the creation of art in New Brunswick.

About the Data

Canada Council data is publicly available at <https://statsandstories.canadacouncil.ca>.

This analysis **excludes** art purchases for the Art Bank, payments to authors through the Public Lending Right Program, UNESCO, Special Funds not funded by Parliamentary appropriation, and funds awarded to recipients outside Canada.

This analysis **includes** the New Chapter Program (Canada 150). This one-time program was highly competitive with high dollar value awards, causing a spike in application rates, grants awarded, and funds awarded in 2016-17.

Per capita results in this analysis are reported per 100,000 people. Results were calculated as follows, using grants awarded as an example:

New Brunswick: $[(\text{Awards to NB}) \div (\text{Population of NB})] \times 100,000$

Atlantic: $[(\text{Awards to NB+NL+NS+PE}) \div (\text{Population of NB+NL+NS+ PE})] \times 100,000$

Canada: $[(\text{Awards to all provinces and territories}) \div (\text{Population of Canada})] \times 100,000$

Limitations

Limitations to *per capita* reporting arise from the fact that artists and arts organizations are not distributed evenly throughout the population of Canada; rather some provinces have more artists and arts organizations per capita than others.

Factors such as culture GDP and culture jobs help to illuminate this: New Brunswick, for example, accounts for 2.1% of the population of Canada but only 1.3% of the nation's culture jobs and 1.0% of its culture GDP according to 2016 census data. These factors limit the usefulness of directly comparing arts funding between one province and another using per capita metrics.

However, per capita information remains useful when comparing trends in New Brunswick with trends in the Atlantic region as a whole, since the relationship between population, culture GDP and culture jobs for the Atlantic region is similar to the relationship between those factors in New Brunswick alone. According to 2016 census data, the Atlantic region accounts for 6.6% of the population of Canada but only 4.4% of the nation's culture jobs and 3.6% of its culture GDP.

Thus, our aim in this report is to compare New Brunswick data with Atlantic regional data, with Canada-wide data presented for additional context.

	% of Canada's population	% of Canada's culture jobs	% of cultural GDP
New Brunswick	2.1 %	1.3 %	1.0 %
Atlantic region	6.6 %	4.4 %	3.6 %

* Source: <https://www150.statcan.gc.ca/n1/daily-quotidien/180227/dq180227a-eng.htm>

Question #1: Should outreach efforts focus on increasing participation from New Brunswick arts organizations or individual artists?

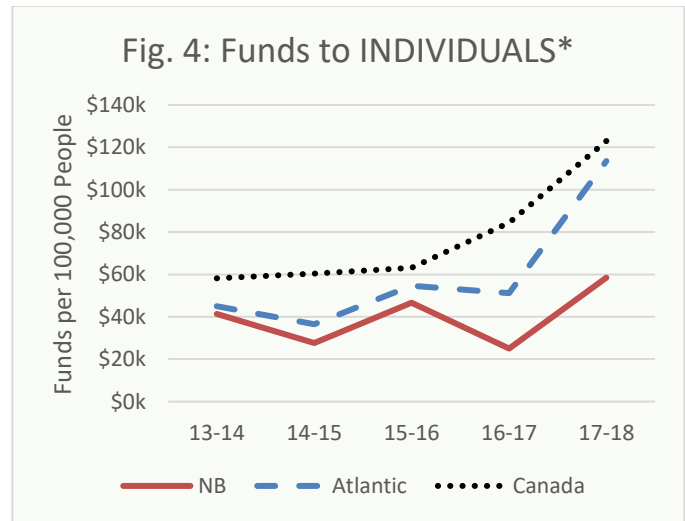
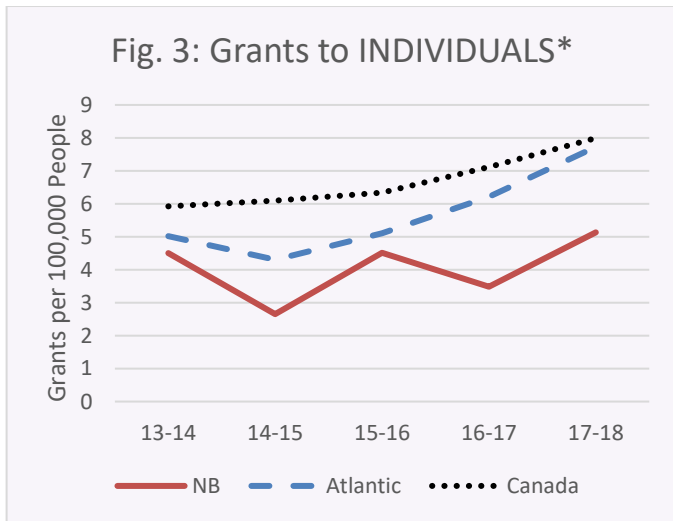
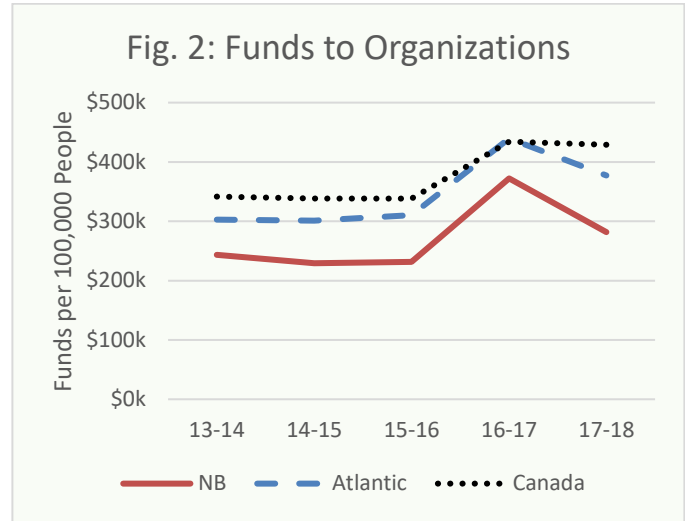
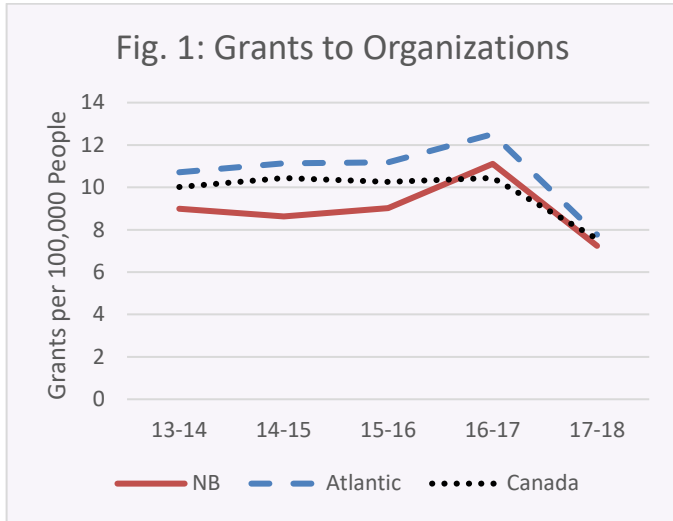
In the past two years, New Brunswick has closed the gap with the Atlantic region in terms of the per capita rate of grants awarded to organizations.

By contrast, in terms of the per capita rate of grants awarded to individual artists and small groups, New Brunswick continues to lag behind the Atlantic region, even as the latter has made strides in approaching the national rate.

We suggest that **outreach efforts should focus on increasing participation from individual New Brunswick artists** in Canada Council granting programs.

Number of grants awarded per capita

Amounts awarded per capita

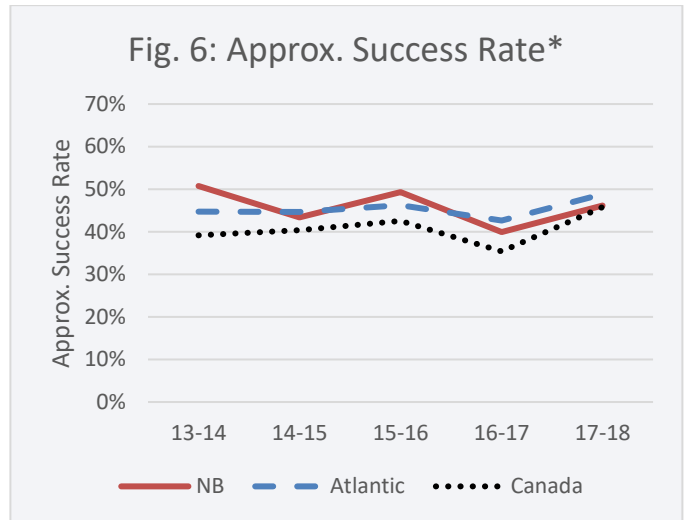
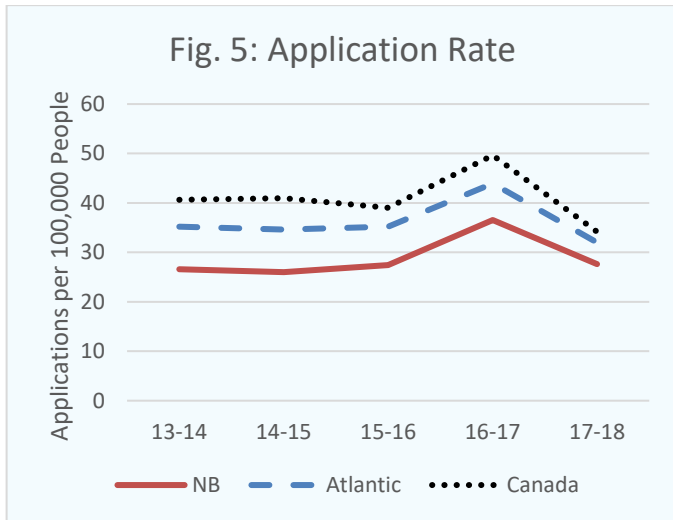


* Note: The applicant category "INDIVIDUALS" includes both single applicants and small groups.

Question #2: Should outreach efforts focus more on increasing the number of applications submitted or on increasing the quality of those applications?

The per capita rate of eligible applications submitted from New Brunswick has lagged behind the per capita rate for the Atlantic region every year for the past five years, while the approximate success rate* for applications from New Brunswick is generally on par with the Atlantic region as a whole.

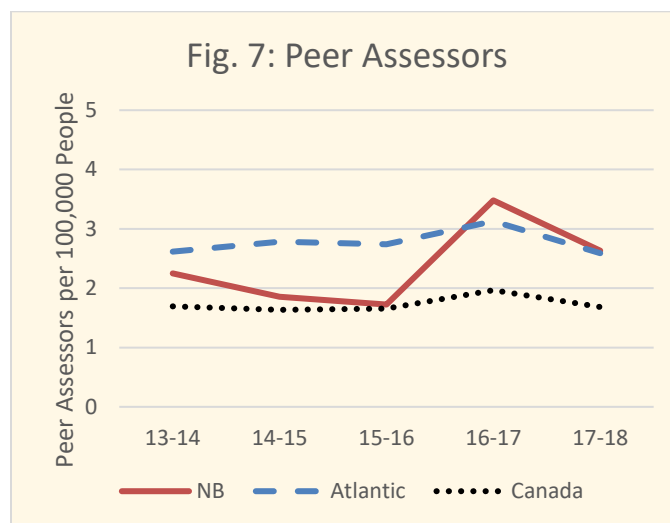
We suggest that **outreach efforts should focus primarily on increasing the number of applications** submitted by New Brunswick artists, with the understanding that applications from New Brunswick already enjoy a similar success rate to applications from other regions.



** As presented here, success rates for specific fiscal years are approximate; they do not take into account multi-year commitments for composite or core grants, but simply divide the number of grants awarded by the number of applications received for a given year.*

Question #3: Are efforts needed to ensure New Brunswick artists are well-represented on peer assessment committees for Canada Council programs?

New Brunswick artists are already well-represented on peer assessment committees for Canada Council programs (Figure 7); so this is not an area of concern.



Question #4: What other information may be of note in planning outreach efforts?

The following information was provided by Canada Council for the Arts' Research, Evaluation and Performance Management Section in communications with artsnb program staff in early 2019.

- Grant programs with the **highest** number of applications from New Brunswick in 2017-18:
 - **Explore and Create** (supports the research, development, creation and production of work, as well as professional development for artists)
 - **Arts Across Canada** (supports the presentation and sharing of artistic work with diverse communities across the country)
- Grant programs with the **lowest** number of applications from New Brunswick in 2017-18:
 - **Creating, Knowing and Sharing** (supports First Nations, Inuit and Métis artists, artistic practices, and communities)
 - **Supporting Artistic Practice: Sector Innovation and Development component** (funds Canadian groups, organizations and cultural connectors for projects targeted towards growing and improving the arts sector)
- Fields of practice with the **highest** number of applications from New Brunswick in 2017-18:
 - **Music and Sound; Literature; Visual Arts**
- Fields of practice with the **lowest** number of applications from New Brunswick in 2017-18:
 - **Deaf and Disability Arts; Digital Arts; Indigenous Arts**
- Upcoming areas of opportunity:

"[As of early 2019], Canada Council is half-way through the transformation of its programs and gradual doubling of its budget. [...] The Council is committed to a 25% dedication of its new funding to first-time recipients. [...] [The New/Early Career Artist Profile](#) is a relevant example of the new funding opportunities. This profile was launched by the Council for artists who are entering or who are in the early stages of their professional career in one or more fields of practice, including artists who are new to Canada and may have been trained or had begun a career in their country of origin."

Based on this information, we suggest that **outreach efforts should make specific efforts to engage with the following groups:**

- **First-time applicants to Canada Council grant programs**
- **Indigenous artists and communities**
- **Deaf and disabled artists**
- **Artists who are new to Canada**

Future Work

Further data and analysis would be needed to answer the following questions:

- How do application rates and success rates for individual New Brunswick artists compare to application rates and success rates for New Brunswick organizations?
- What are the current obstacles preventing more New Brunswick artists from applying for Canada Council funding? (e.g. knowledge or lack thereof, perceptions, past experiences, technical obstacles?)
- What partners and funding sources might be available to sustain outreach efforts?

Conclusions

Regarding grants and funding from Canada Council to New Brunswick artists and arts organizations, several considerations emerge from this analysis:

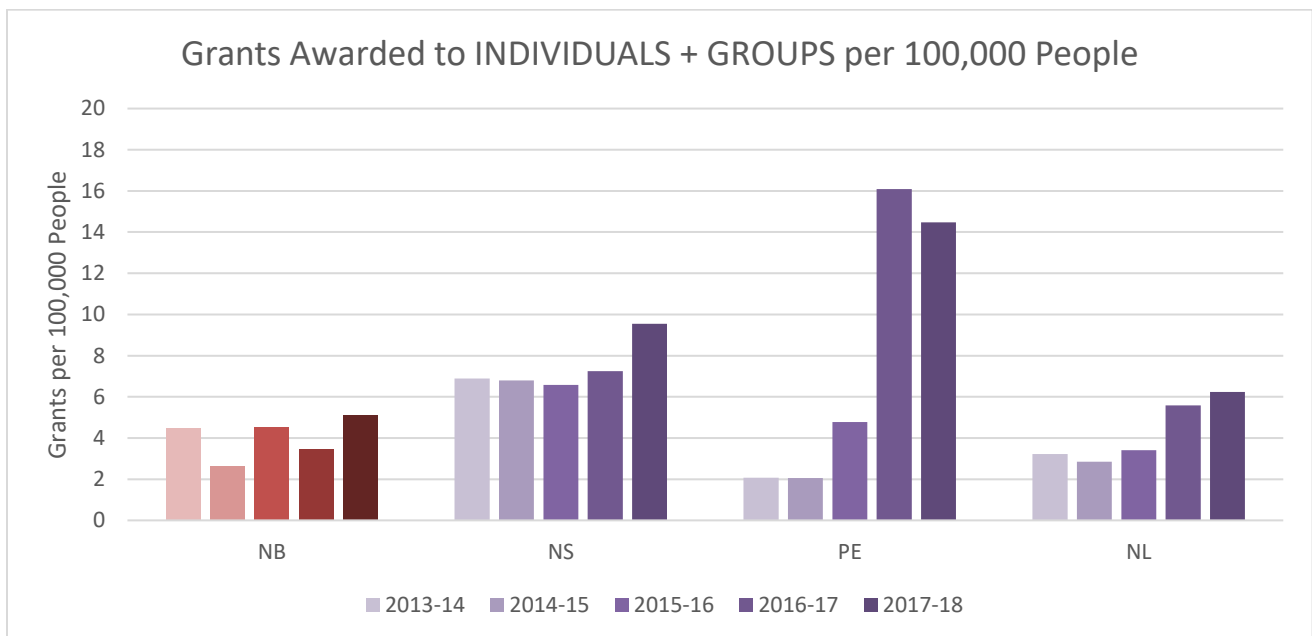
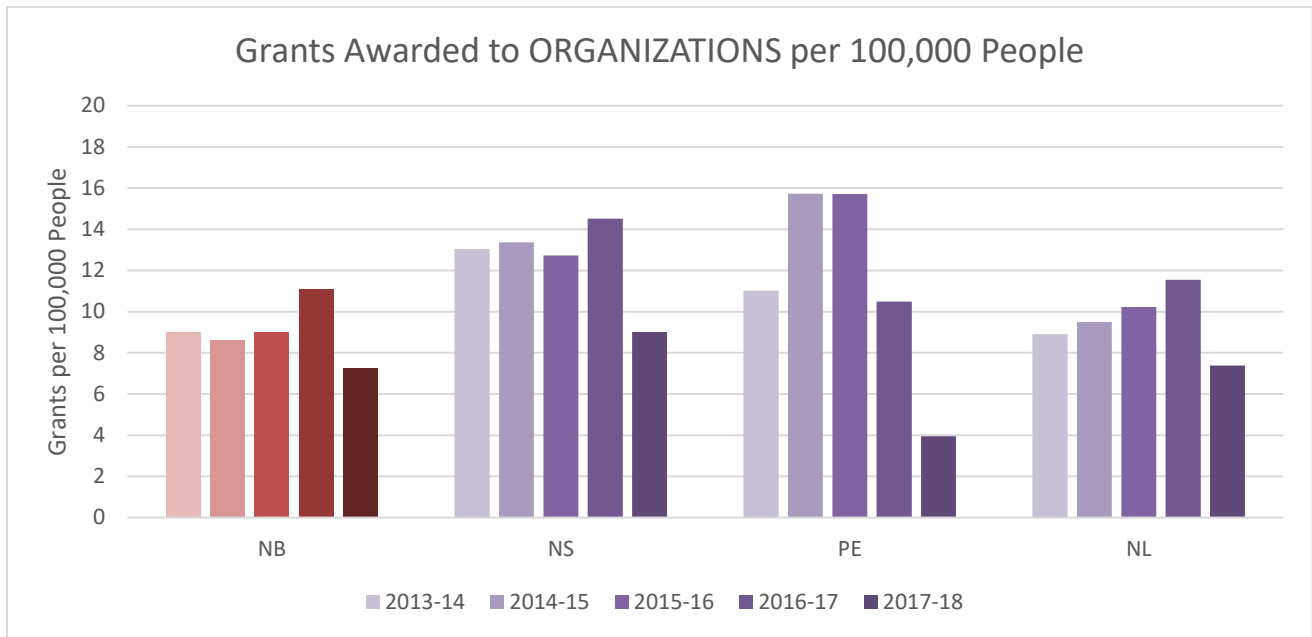
- New Brunswick success rates are on par with other regions of the country, so on average New Brunswick applicants are as successful as their Canadian counterparts in this regard, but too few apply.
- Consequently, the per capita number of grants and funding awarded to New Brunswick are generally lower than the Canadian average.
- To improve the per capita rate of grants and funding awarded to New Brunswick, efforts must be made to increase the number of applications submitted; this issue is more acute among individual artists than organizations.
- Given that the Atlantic region as a whole fares better than New Brunswick alone, consultation with other Atlantic provinces could help with developing an outreach strategy.
- New Brunswick is already well-represented on peer juries at Canada Council.

- There may be particular gains to be made through engagement with Indigenous artists and communities, Deaf and disabled artists, first-time applicants to Canada Council grant programs, and artists who are new to Canada.

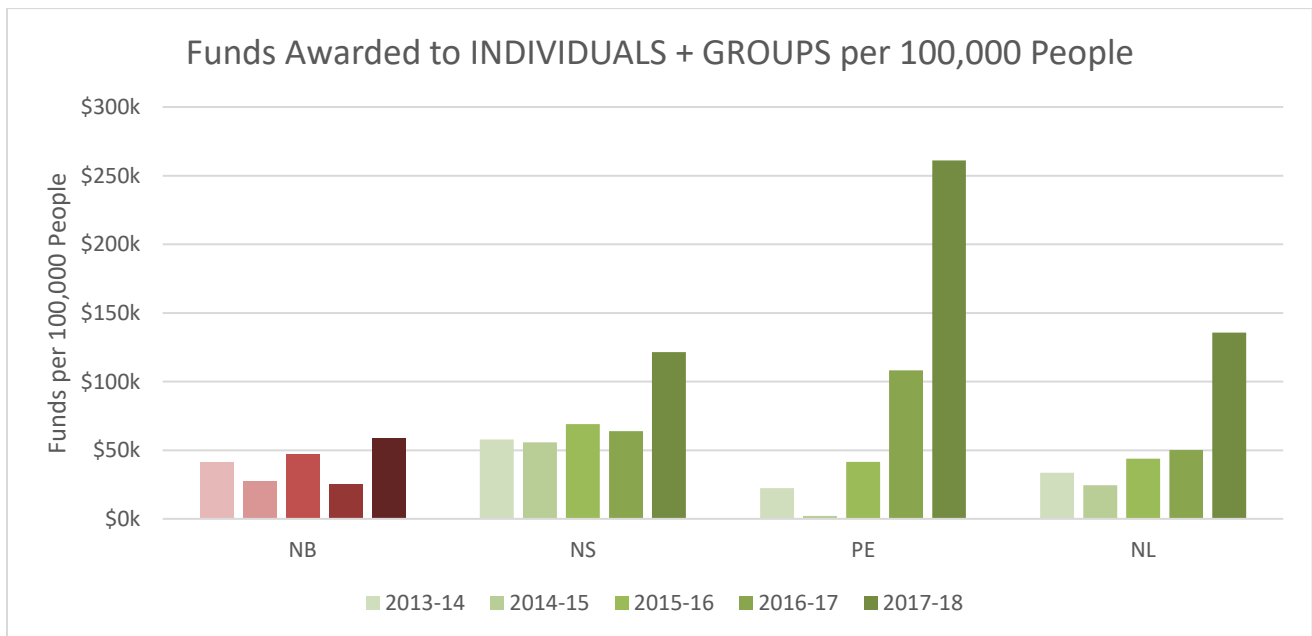
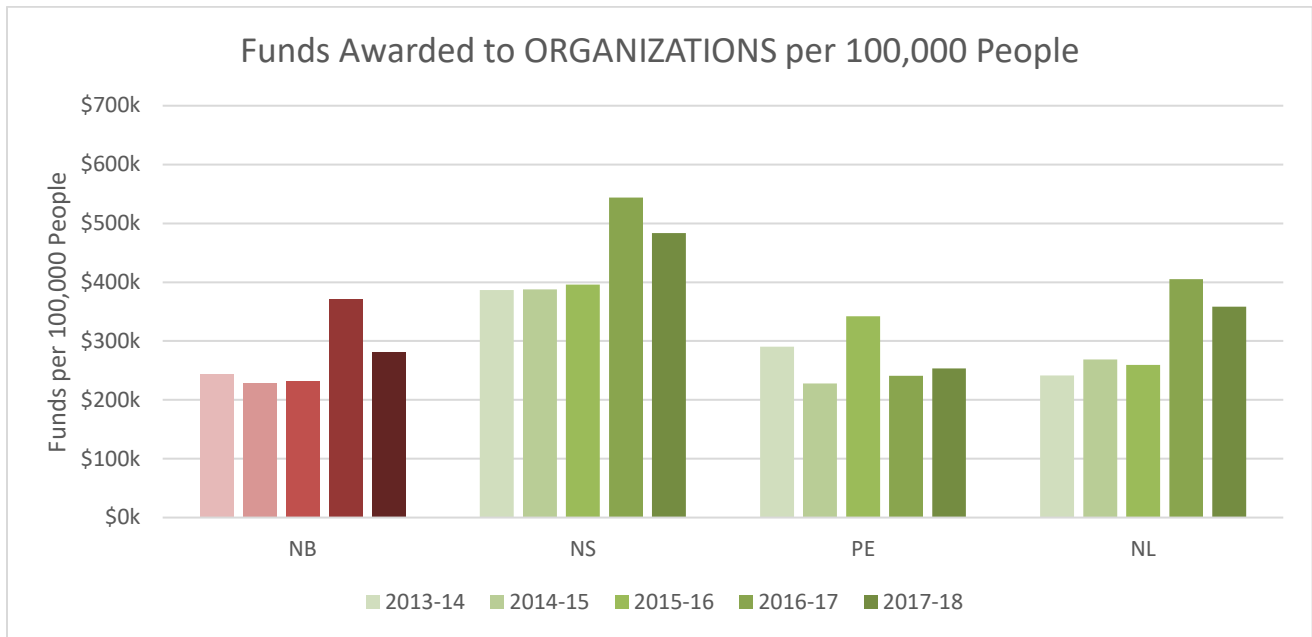
Acknowledgement

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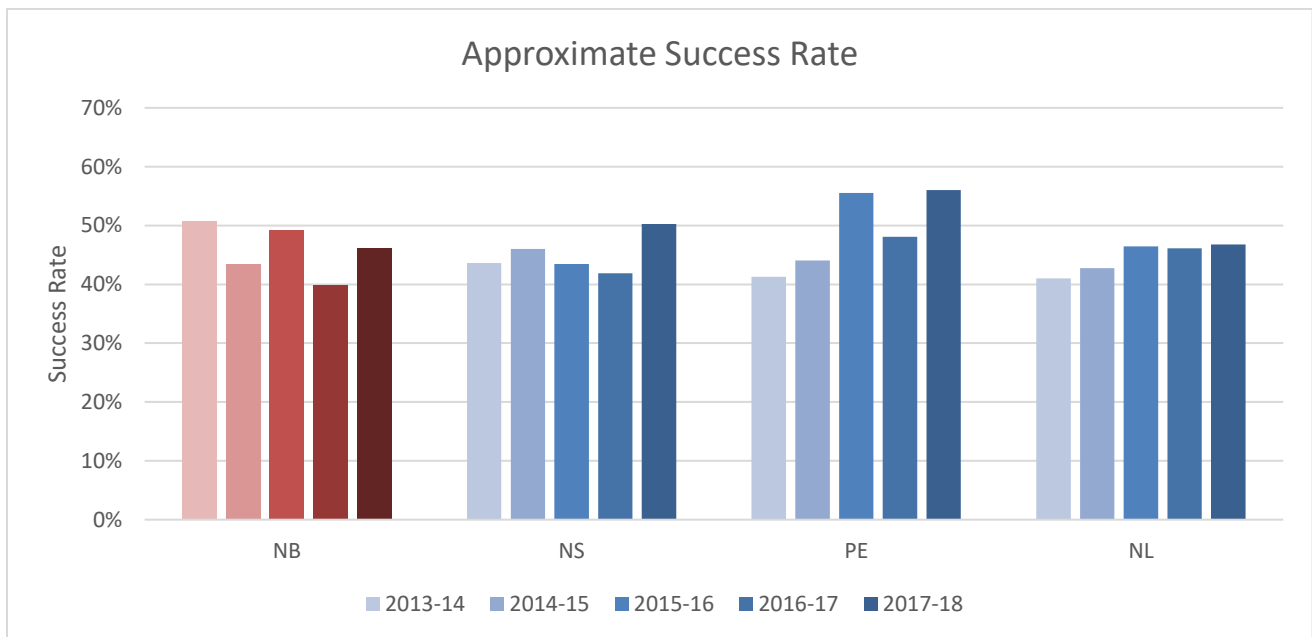
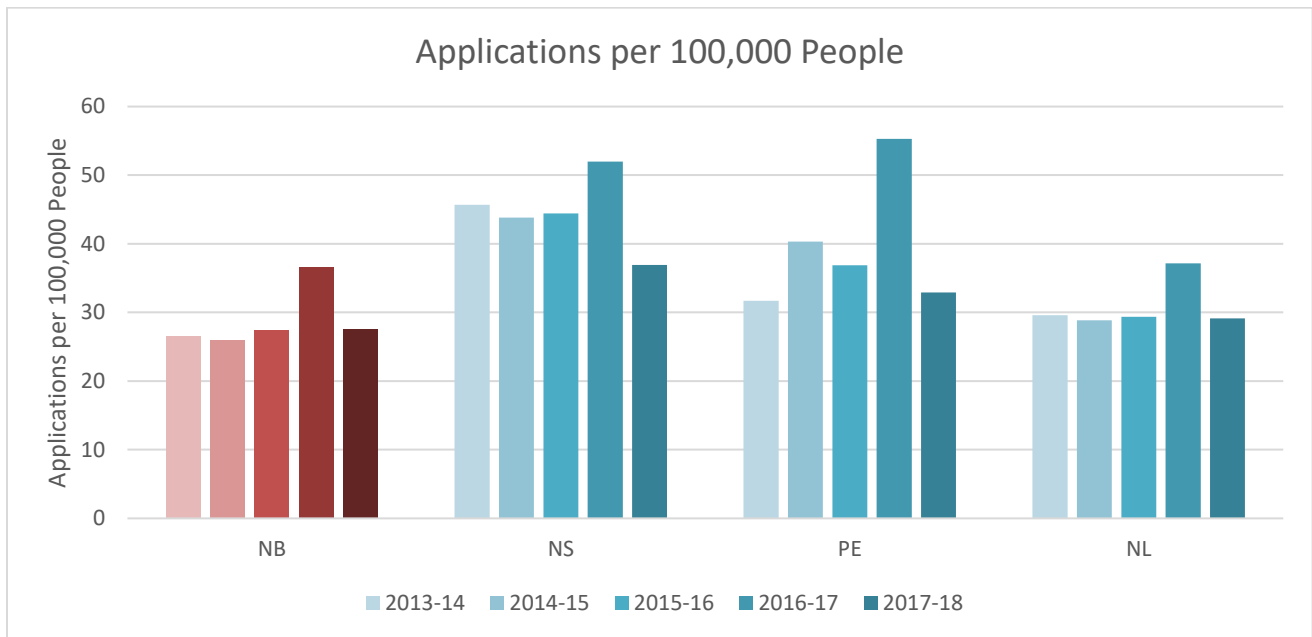
Appendix A: Grants per capita by province (Atlantic region)



Appendix B: Funds per capita by province (Atlantic region)



Appendix C: Application rate and approx. success rate by province (Atlantic region)



Appendix D: Peer assessors per capita by province (Atlantic region)

