

FOR IMMEDIATE RELEASE

Increasing NB artists' participation in Canada Council granting programs

(Fredericton, December 10th 2019) – Working toward its strategic goal of increasing the number of grants awarded to New Brunswick artists by the Canada Council for the Arts (CCA), the NB Arts Board (**artsnb**) gathered data spanning the last five years and organized it into a report with the help of the CCA. Highlights of this report follow; the full report is available [online](#).

We knew at the outset that CCA grant funding to New Brunswick is lower than the national—and even the Atlantic—average (per capita), and we wanted to know why. Our ultimate aim is to develop a strategy to leverage the large federal increases to the CCA budget to supplement the limited provincial funding to NB artists.

We analyzed CCA data pertaining to grant applications between 2013 and 2018, and discussed the finer points with the research and planning staff at CCA. We asked ourselves the following questions. (1) Should **artsnb**'s efforts focus on increasing participation from arts organizations or individual artists? (2) Should efforts focus on the number or on the quality of applications submitted? (3) Is NB well represented on CCA juries? (4) What other information do we need to help us reach our goal?

What stood out is that NB artists and organizations that apply to CCA are as successful as their Canadian counterparts, but too few apply. The gap in the number of applications submitted (per capita) is particularly large for individuals compared to the national average. Consequently, we should make efforts to increase the number of NB artists applying for CCA grants, especially first-time applicants. As well, Indigenous, Deaf and disabled, digital artists, and newcomers to the province could take advantage of targeted CCA programs that are currently much under-subscribed as far as New Brunswick is concerned.

In view of these findings, **artsnb** plans to work with its strategic partners to reach out to NB artists and help them navigate the CCA grant application process. Over the next months, we will seek advice from the artistic community to gain further insight into this interesting challenge.

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The New Brunswick Arts Board is an arm's length arts funding agency with a legislated mandate to facilitate and promote the creation of art as well as administering funding programs for professional artists in the province.