

Ain't No Mountain High Enough – Reaching out to Diverse Communities

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Structure of presentation

- Overview of diversity in Canadian society
- Diversity and Canadian Heritage
- Messages from under-served groups
- Human resource issues in Canadian Heritage

Dimensions of diversity

Diversity in Canadian society can be defined through several dimensions:

- **Age**
- **Gender**
- **Language**
- **Ethnocultural affiliation**
- **Family structure**
- **Socio-economic status**
- **Region**

Youth Participation

Children least likely to participate in sports, arts or music are:

- From lower income families
- Have very young parents
- Come from single-parent households
- Primary caregiver has less than a high-school education

(Source: National Longitudinal Survey of Children and Youth - Statistics Canada – 1998-99)

Barriers to use of the Internet 15 Years of Age and Over - %

(Source: Statistics Canada, GSS 2000)

Cost	27.5
Access to computer	27.1
Time	18.0
Lack of skills or training	13.6

Canada Council Funding in Rural and Remote Areas – 1998-2000

Community Size	# Of Communities Funded (%)	Funding Level(%)
<5,000	351 (43%)	\$10.5 M (3%)
5,000-10,000	101 (12%)	\$4.5 M (1%)
10,000-25,000	180 (22%)	\$10.1 M (3%)
>25,000	193 (23%)	\$282.1 M (92%)
TOTAL	825 (100%)	\$307.2 M (100%)

Ethno-cultural Minorities Participation in the Artistic Labourforce

Of 114,000 artists in Canada:

- About 13% have a non-official language as mother tongue
- About 7% are members of a visible minority
- Chinese and Black artists are the two largest minority groups
- Over one-half of visible minority artists are musicians/singers or artisans/craftspersons

Source: Canada Council, Artists in the Labourforce, 1999

Ethno-cultural Minorities

Cultural Participation

Arts attendance

- Born in Canada - higher participation rates than those born outside of Canada
- Most active – African/West Indian origins
- Least active – Italian or South-Asian origins
- Most interested in connecting with their culture – South Asian and Chinese origins

Source: Environics, Arts and Heritage Participation Among Canadians of Ethnic Minority Backgrounds, 2001

Ethno-cultural Minorities

Attitudes – Arts and Cultural Activities

Most positive attitudes:

- Better educated, more affluent Canadians from minority groups
- Canadians with African/West Indian origins

Least positive attitudes:

- Canadians with Chinese or other Asian ethnic origins

Source: Environics, Arts and Heritage Participation Among Canadians of Ethnic Minority Backgrounds, 2001

Council of Europe Site Visits on Cultural Diversity – Canadian Messages

Montreal Workshop

- Space for minorities needed both within **existing** cultural organizations as well as **alternative** organizations
- Two-tier funding structure exists between « mainstream » events and ethnocultural events
- Local governments need greater role in cultural policy

Council of Europe Site Visits on Cultural Diversity – Canadian Messages

Toronto Workshop

- Pessimism expressed about capacity of existing cultural infrastructure to change
- Need to re-legitimize « community » or « amateur » arts
- Need to focus on process rather than product – engagement of artists with community and citizens

Council of Europe Site Visits on Cultural Diversity – Canadian Messages

Edmonton Workshop

- Focus on Aboriginal artists
- Tendency of mainstream culture to « freeze-dry » Aboriginal cultural expression
- Systemic barriers:
 - Requirement for matching funding
 - Requirement for traditional not-for-profit structures

Employment Equity at Canadian Heritage – December 2001

Group	Representation %	Workforce Availability - %
Women	68.5	49.2
Aboriginal Peoples	3.2	1.5
Persons with Disabilities	4.7	3.7
Visible Minorities	7.1	6.8

Employment Equity at Canadian Heritage – Issues

- Good to excellent recruitment, promotions and actings in most cases
- Departures are higher than expected in all groups (sometimes significantly higher)
- EX category – few promotions from internal feeder groups
- Lack of targeted career development and learning plans