



Canadian Museums Day

September 29, 2009

CANADA'S MUSEUMS AND PUBLIC ART GALLERIES PRESERVE OUR RICH COLLECTIVE memory, shape our identity, promote tolerance and create understanding. They are keystones of our public service infrastructure – an invaluable resource for communities. Canadians participate in our museums and galleries in ways that build positive social engagement and a sense of belonging to Canada. Supporting these institutions means supporting the future of Canada.

Why Our Museums are Vital to Canadians

Sustaining Communities

Museums represent the souls of vibrant communities across Canada. They are economic generators, attracting business, enhancing property value and promoting social stability and safety. Museums help communities to stand on their own culturally and economically.

Engaging Communities

Museums bring Canadians together. They foster local pride and celebrate the shared greatness of Canada. Outreach programs, new technologies, travelling and special exhibits bring museum and gallery collections to Canadians across regions, from all language, age, ethnic and cultural groups.

Stimulating Creativity

Museums tell our stories. Museums safeguard the traditions of creativity that have preceded us and stimulate new generations to create their own legacies. These stories of creativity make Canada a global force in business, science and culture; they stimulate innovation and inspire achievement.

Key Facts about Canadian Museums:

- Canada is home to over **2,500 museums**. This includes non-profit museums, art galleries, science centres, aquaria, archives, sports halls-of-fame, artist-run centres, zoos, and historic sites;
- **Employ over 24,000 Canadians** and contribute **\$650 million** in direct salaries and wages;
- Educate **7.5 million school children** annually;
- Receive over **59 million visits** per year;
- Tourist visits to museums contribute an estimated **\$17 billion to Canada's economy**.

What Canada's Museums Need

We have identified two ways in which the federal government can support Canada's museums to maintain their value:

Creating a new Collections Access Program to modernize and streamline the existing Museums Assistance Program.

The Museums Assistance Program (MAP), currently delivered by the Department of Canadian Heritage, supports traveling exhibitions, outreach programs, improvements in museum management and aboriginal heritage initiatives.

MAP provides approximately \$6.7 million per year, which is below its inaugural 1972 level. The funding is primarily available only for one-year projects and is often delayed due to the administrative design of the program.

MAP is currently undergoing a thorough review. We support this review and call for re-vitalization of the program, including revised and updated objectives, streamlined delivery, providing for multi-year, multi-dimensional support, and overall increase in the budget to \$20 million per year.

Key objectives of a revitalized MAP: the Collections Access Program:

- **Accessibility:** Improve access to collections, whether displayed in permanent, temporary, or traveling format.
- **Preservation:** Conserve important works and objects.
- **Research:** Carry out essential research on collections to further understanding and appreciation of Canadian identity.
- **Leadership:** Build leadership capacity by investing in professional skills development to ensure a dynamic, innovative and diverse museum workforce.

Stimulating long-term financial stability by creating an innovative Canadians Supporting their Museums Fund.

Canadians need to be encouraged to become more active supporters of heritage. Currently private sector donations represent only 9% of museum operating funds in Canada, and despite a reduction in both individual and corporate taxes in recent years, donations to museums and art galleries have not seen a substantial increase.

We propose a new 5-year program, the Canadians Supporting Their Museums Fund, to stimulate an

increase and generate sustained private sector (individual and corporate) support. This innovative federal program would match private sector donations – dollar for dollar to a ceiling – for both operational purposes and long-term endowments.

This program would require \$25 million per year and would be designed to be equitable for museums of different sizes and regions.

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The Canadian Museums Association (CMA) is a non-profit corporation and registered charity dedicated to the advancement of the Canadian museum sector, representing Canadian museum professionals both within Canada and internationally.
www.museums.ca

The Canadian Art Museums Directors' Organization (CAMDO) is a national association representing art museum directors across Canada. CAMDO delivers programs to enrich the professional expertise of its members and to support the contribution they and their institutions make to society. CAMDO is recognized as a key professional organization promoting public awareness and support for the visual arts.
www.camdo.ca



Canadian Art Museum Directors' Organization / Organisation des Directeurs des Musées d'Art du Canada