



**Submission for the Pre-Budget
Consultations in Advance of the 2019 Budget
The Canadian Museums Association
August 2018**

INTRODUCTION

Museums are one of the most valuable assets which unite Canadians, which support Canada on the world stage and which build a better nation at home.

Museums are at the heart of Canada and their communities. They welcome everyone and address historical issues with a contemporary lens, they bring people together and are active at reconciliation with indigenous communities.

Museums contribute greatly to the economy and the tourism industry, including over 60% of all international visitors visit museums. Museums improve the quality of life in the communities they serve. They are catalysts for creative hubs. A creative community builds upon its ability to stimulate creativity, innovation, business development and build a culture of success and prosperity. This is significant value added to our nation and our well being.

Canada is home to approximately 2,600 non-profit museums, art galleries, science museums, and related institutions. They attract over 75 million in attendance each year. Attendance is up each year by some 10%. The popularity of our museums attracts tourists and serves local communities in diverse ways.

Total revenues are \$2.53 billion per year. Museums employ over 36,000 people and have over 115,600 volunteers which contribute 6.6 million hours or equal over 3000 full time jobs.

The Canadian Museums Association is the national voice for this sector which includes major institutions as well as small volunteer run centres. The Association provides services from youth employment, to standards {our most recent are guidelines for LGBTQ2+ engagement}, training/professional development, and indigenous reconciliation.

The CMA was named in the TRC Call to Action #67 which calls for a complete review of museum practices and policies. We have established a special Reconciliation Council composed of 15 respected individuals which is actively addressing this review.

When the House returns in September, the standing Committee on Canadian Heritage {CPHC} will be tabling it's completed and comprehensive report with many recommendations on **The State of Canadian Museums**. This follows some 2 years of study and consultations. We anticipate significant recommendations.

The Federal Government has impressively addressed many of the needs of the Heritage sector, including the CBC/Radio Canada, The Canada Council for the Arts, the National Arts Center, National Museums, Parks Canada, Presentation Canada, Arts Training, etc.

Museums have not been addressed for many years and now we feel it is time to do this. They are most likely the most popular experience of Canadian content, enjoyed by an annual attendance of over 75 million per year.

In addition to the CHPC Report, the Minister of Canadian Heritage invited the CMA to make recommendations to update and modernize existing support programs for this sector. She recognized the importance of museums and the urgent need to update support programs to better address their needs. We have presented our initial recommendations to her Deputy Minister and we have worked closely with the Department to further refine these, including 3 national round tables held in June 2018 and other consultations, with a view of inclusion in Budget 2019.

As detailed below, this neglect is at a very serious state now. It has forced museums to undertake measures to increase revenues from other sources. There has been serious neglect of back of house or core activities such as research, conservation, digitization, specialist staff, and in some case deaccessioning of collections.

The federal government supports 7 national museum agencies which it owns and is responsible for. There are some 2,600 non-federal museums which contribute to our national narrative and yet receive little to no funding from the federal government.

In 1972, Hon Gerald Pelletier brought in The National Museums Policy which was remarkable at the time. This policy has deteriorated from lack of funds and lack of focus for years. The centrepiece was the **Museums Assistance Program** which started in 1972 with \$7 million/yr, or close to \$40M in today's value. That program is now sitting today at less than it started in 1972, with only some \$6 million per year. It has become difficult to access, its programs are out of date, and it is unable to meet the needs of the sector. There is also a serious decline in traveling exhibitions across Canada which permitted Canadians to better understand other regions.

There have been several attempts to rectify this situation, but most were never implemented, other than a youth employment program in museums.

RECOMMENDATIONS

We recommend the Federal Government respond in Budget 2019 with modernized and better funded programs based on the recommendations of the Standing Committee on Canadian Heritage as well as the recommendations of the Canadian Museums Association.

Our recommendations are based on several main issues which are aligned with current priorities of government. These are based on significant consultation with our members.

INDIGENOUS RECONCILIATION

Museums with such a large public attendance offer an incredible opportunity to help inform and better educate Canadians on the true story of what happened and to show case the great heritage of indigenous peoples as well as contemporary indigenous art.

Canadian museums want to undertake meaningful actions to support true and meaningful reconciliation with indigenous communities, from repatriation, to representation, voice, staffing and many other issues. CMA was named in the Truth and Reconciliation Commission's Report to undertake a full review of museum policies and practices. We have experience from our joint task force with the Assembly of First Nations, 1988 -1992, which has led change, including repatriation.

Currently Bill C-391 is in the House, calling for a national repatriation strategy. This bill should be at committee this autumn. It calls for a national Center of Expertise, which CMA offers to fulfill. Repatriation is complex, time consuming and expensive. In addition, museums need to be indemnified in case of incorrect repatriation.

CMA, with the support of Royal Bank Foundation, offers a small indigenous mentorship program. Given the need for more training of indigenous staff, this program could be easily expanded. Greater employment opportunities for indigenous individuals in museums is a priority as also in indigenous cultural centres.

Some indigenous communities have established their own cultural centers and museums. These are important instruments for their communities. They receive very little federal funding which is a serious issue due to the many priorities communities face.

WE CALL FOR A \$20 MILLION INVESTMENT PER YEAR FOR 5 YEARS TO SUPPORT RECONCILIATION ACTIONS IN THIS SECTOR.

INCLUSION AND DIVERSITY

Our museums must be relevant to current social change in Canada. Museums cannot sit back and wait for people to come to us, museums must reach out to communities. Our nation is changing rapidly by immigration and the introduction of new values. We assert that knowledge, understanding and pride are vital building blocks for strong communities.

The membership of the CMA passed an important resolution on diversity and inclusion at our 2018 AGM.

CMA was the original sponsor to offer free admission to new Canadian Citizens for a 1-year period which is now administered by the Canadian Institute for Citizenship. Citizenship ceremonies are now often held in museums and galleries.

Museums must be community centers offering discussion on contemporary issues. They offer unique and welcoming safe facilities for building awareness, tolerance understanding and shared values. The work force in museums only includes some 4% of individuals who identify as from a diverse background. Clearly there are opportunities in employment.

CMA has worked on inclusion of LGBTQ2+, on youth engagement, on physical and intellectual access, and for ways to share Canadian stories across our land and internationally. Museum collections and exhibitions also need to embrace new cultures. There is an urgent need for greater support for museums to move in these directions which will result in greater social understanding and harmony.

WE CALL FOR A \$15 MILLION INVESTMENT PER YEAR OVER 5 YEARS FOR DIVERSITY AND INCLUSION.

DIGITIZATION OF CULTURAL AND ARTISTIC TREASURES

Heritage institutions hold in trust for Canadians our heritage and artistic wealth, but this wealth needs to be accessible to all. This includes:

70 million artefacts and art works

41 million natural history specimens

1.9 million hours of film, etc
113 million photos, maps, drawings, etc
7.7 million linear meters of textual records

This material needs to be open and accessible to all for information, research and education. Over 1.2 million research requests are made per year.

Due to limited resources, currently less than 10% of museum collections are digitized and available on line. This is a very indicative figure which reflects the financial limitations our institutions face.

With vast holdings of millions of heritage objects, our patrimony is virtually locked up with little access. With digitization and content development greater access can be given to Canadians, schools and universities. The Canadian Heritage Information Network [CHIN] has an important role to play. This agency has been subject to significant reductions and its staff component has dropped from near 40 to less than 10.

One concern is copyright as many images are not in the public domain. CMA has made recommendations to the Committee on Industry, Science and Technology in its review of Canada's Copyright Law.

To tell the Canadian story to Canadians and to the world, new resources are required.

WE CALL UPON THE FEDERAL GOVERNMENT TO INVEST \$20 MILLION PER YEAR FOR 5 YEARS TO DIGITIZE COLLECTIONS AND MAKE THEM AVAILABLE ON LINE FOR ALL CANADIANS.

INFRASTRUCTURE/BUILDINGS

A significant number of museums are in inadequate buildings according to the Dept Can Heritage study, April 2018. 38% of museums are in out of date or poor facilities. Leaky roofs, improper environmental conditions for safe keeping of artifacts and documents, inability to have proper facilities for indigenous people to view sacred materials as well as the expanding nature of collections as our society grows and evidence grows which must be recorded and safe guarded.

The Minister of Canadian Heritage has a fund for capital projects, but it is limited and cannot meet the entire needs of all cultural enterprises, let alone museums. Major projects across Canada are requesting federal support which cannot be supported.

The larger Infrastructure funding from other departments should be better accessible for non-profit museums but most require priority status by provinces. Museums get lost in this process.

WE RECOMMEND THE FEDERAL INFRASTRUCTURE FUNDING PROGRAMS BE MORE ACCESSIBLE AND OPEN TO HERITAGE PROJECTS.

IMPROVING MUSEUMS SELF SUFFICIENCY

We believe museums need a diversity of funding. This builds for a healthy base and long-term stability.

CMA has assisted museums at increasing their earned revenue through a number of programs which we have introduced. The results have been positive and represent 36% of total revenues. These have resulted in major increases in earned revenue at museums.

However, we have consistently recommended the introduction of a special matching donations program at the federal level. The % of donations sits at just over 10% whereas in the USA it is above 40%. That comparison may not be fair due to tax regulations. We have studied this and concluded it could reach some 20% if an incentive was introduced as we have proposed.

Such a program would match donations to key projects identified by museums, such as fund-raising campaign for conservation, research chairs, special acquisitions, education, etc.

Manitoba recently introduced such a program for small museums and Quebec has long had a more robust program. This program should be a distinct program for museums and not limited to endowments but to be eligible for priority projects.

WE RECOMMEND A 5 YEAR PROGRAM TO INCREASE PRIVATE SUPPORT WITH A MATCHING PROGRAM OF \$25 MILLION/YEAR.

CONCLUSION

Canada's museums are among our most cherished and visited institutions in Canada. However, they have been neglected for years. We respectfully request that you make recommendations for the Federal Budget of 2019. This investment will pay off with stronger citizenship, better communities and a stronger nation.

Respectfully submitted,

John G. McAvity, O.M., D.Litt, CAE

Executive Director & CEO

Canadian Museums Association

Ottawa

www.museums.ca Email jmcavity@museums.ca

TELE: 613-5670099.