



CANADIAN ASSOCIATION
FOR THE PERFORMING ARTS
ASSOCIATION CANADIENNE
DES ORGANISMES ARTISTIQUES

Opening Statement

CAPACOA Appearance before the Standing Committee on Canadian Heritage as part of the study of Challenges and Issues Faced by the Arts, Culture, Heritage and Sport Sectors During the COVID-19 Pandemic

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Thank you, Mr. Chair, for the opportunity to appear before the committee today.

I will be addressing all five questions of the study at hand, in order.

Draw up a clear picture of the impacts of the pandemic on activities of the arts, culture, heritage and sports sectors

Dresser un tableau clair des impacts de la pandémie sur les activités des secteurs des arts, de la culture, du patrimoine et du sport

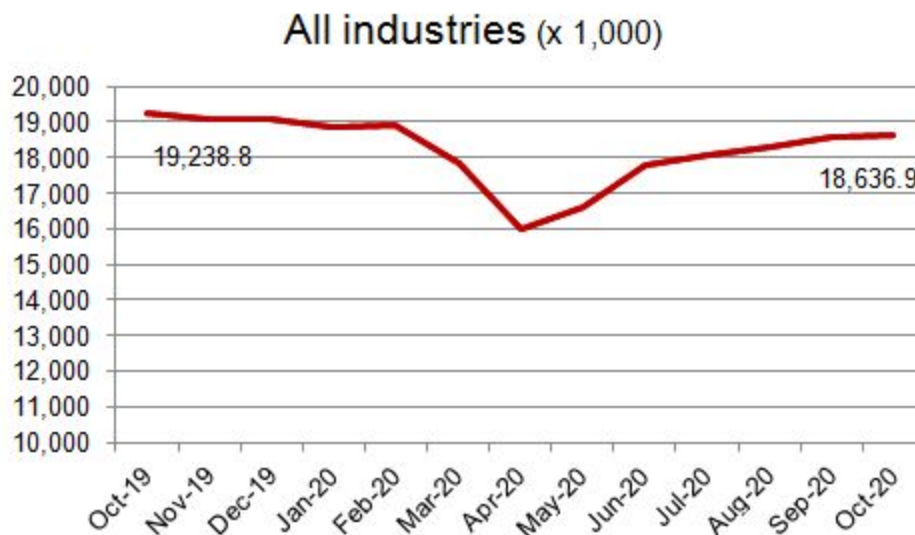
No matter what Statistics Canada indicator you look at, live performance industries are the furthest away from recovery. As a matter of fact, they haven't even begun their recovery and were doing worse in October than during the first wave of the pandemic.

According to the Labour Force Survey, the broader Arts, Entertainment and Recreation sector [NAICS 71] lost 37,000 jobs in October alone.

But let's zoom in and have a look at the performing arts, spectator sports and related industries [NAICS 711].

As the charts in our briefing document show, the Performing Arts and Spectator Sports sub-sector [NAICS 711] never recovered from the first wave of the pandemic. In October, employment in this sub-sector was even lower than in April. Compared to last year at the same period, employment is now 32% lower. That's 48,000 live event workers.

Employment by Industry, Canada, unadjusted for seasonality (x1,000)



Performing arts, spectator sports and related industries [NAICS 711] (x 1,000)



Source: Statistics Canada, [Labour Force Survey, by selected industries, Canada, unadjusted for seasonality](#).

Performing arts companies [NAICS 7111] are the hardest hit among the hardest hit industries. Data for this industry group is now getting so sparse that it must be interpreted with caution. But if figures I was sent by Statistics Canada are accurate, then almost 3 in 4 performing arts workers had lost their job in October compared to last year at the same period.

Participation in the labour force is also declining, which suggests a migration of the workforce to other sectors. The labour force had shrunk by more than 20% in October. This sub-sector risks facing a major shortage of skilled workers when live performance activities resume.

GDP statistics are equally troubling.

In spite of modest growth over summer months, the GDP of the arts, entertainment and recreation sector [NAICS 71] in August was 52% lower than a year ago. In comparison, the accommodation and food services [NAICS 72] sector was 33.0% lower than last year.

Better identify their needs during the current crisis

Mieux cerner leurs besoins pendant la crise actuelle

We've heard from restaurant owners how they need almost a full week to get their supply chain in motion after a shut down order is lifted. In the live performance sector, it's a matter of 2-3 months. The critical path for resuming a live performance series involves several activities: negotiating and signing contracts with performers, booking tech crew and front-of-house staff, promoting the event, selling tickets for at least four weeks, and, finally, holding the event.

If the vaccination campaign goes well, some small-scale festivals may be allowed to take place during the summer months. But the real recovery of the sector will only begin in September

2021, when theatres, concert halls and performing arts companies launch their fall and winter seasons. This is a long time without much earned revenues.

The recovery of the sector will be a slow one. Under normal circumstances, national and international tours are planned and booked 18-24 months in advance. This is the time frame for the recovery of the sector: lifting of all restrictions on gatherings + at least 18 months.

Identify gaps in federal aid programs

Identifier les lacunes des programmes d'aide fédéraux

Civic venues – theatres and concert halls owned by municipalities and education institutions – are not eligible for the wage subsidy or the new rent subsidy. As a result, most have had to permanently lay off or to redeploy their staff.

These publicly-owned venues are a strategic part of the performing arts value chain. They serve as mid-points in touring circuits that also involve not-for-profit presenters in rural and more remote areas. Their participation in national tours often makes the difference between a tour that is financially viable, and one that doesn't reach the break-even point.

Identifier un meilleur soutien à ces secteurs qui sont touchés de manière disproportionnée par la pandémie pour mieux s'adapter à leur réalité

Identify better support to these sectors which are disproportionately affected by the pandemic to better suit to their reality

Je passerai maintenant au français pour traiter des mesures de soutien.

Considérant l'état de dévastation dans lequel se trouve le secteur du spectacle, la reprise – ou plutôt – la reconstruction du secteur exigera une approche holistique s'appuyant sur un éventail de mesures. Le gouvernement devra s'assurer de soutenir l'ensemble des acteurs de la chaîne de valeur du spectacle.

Tant que durera la phase d'urgence, le gouvernement devra continuer à offrir des mesures de soutien d'urgence ciblées vers les industries les plus durement touchées.

Des mesures ciblant spécifiquement les industries du spectacle devront être mises en oeuvre avant le début de la phase de relance. Celles-ci pourraient inclure :

- Du financement pour des projets de création, de tournées ou de présentation de spectacles;

- Des appuis stratégiques pour aider le secteur à comprendre et à s'adapter aux changements dans les comportements des consommateurs culturels à la suite de la pandémie;
- De l'aide pour la formation de la main d'oeuvre;
- Du financement de « levier », pour des activités susceptibles de générer des revenus autonomes ou d'autres types de revenus.

Au chapitre des programmes existants, il convient de rappeler que les investissements sur deux ans consentis par le gouvernement fédéral dans le budget de 2019 arriveront à terme le 31 mars 2021. Il s'agit:

- Du Fonds du Canada pour la présentation des arts;
- Le programme Développement des communautés par le biais des arts et du patrimoine;
- Le Fonds de la musique du Canada.

Ce financement doit être prolongé. Le gouvernement devrait par ailleurs considérer ces programmes comme des outils de relance et y consentir des sommes supplémentaires.

Les organismes qui exploitent des salles de spectacles auront par ailleurs besoin d'investissements en infrastructures afin de mettre leurs installations à jour en fonction des risques associées à la pandémie de COVID-19 et aux autres pandémies qui suivront tôt ou tard.

Merci de votre attention.

Faciliter le retour des artistes, des athlètes et des travailleurs du secteur culturel au travail

Facilitate getting artists, athletes and the cultural sector workers back to work

Cette question a été abordée au cours de la première et de la quatrième partie de l'allocution.