Summary

2006-2010 Policy for the Promotion and Development of Cultural Diversity in the Arts

Conseil des arts de Montréal
Summary of the President

In 2006, the Conseil des arts de Montréal innovated by creating this policy whose aim was to help gain recognition for culturally diverse artists and to remove the obstacles preventing their inclusion and sense of belonging in Montreal’s cultural life. The policy was the result of a process undertaken in 2004 to create bridges between the different cultural solitudes that also exist within Montreal’s artistic communities. It had a pivotal impact on our 2009-2012 strategic plan, in which diversity was one of the three priorities – along with emerging artists and innovation – that the Conseil wished to better integrate and support, while maintaining its criteria of excellence and professionalism.

Reflecting the recommendations of the Delegation (which would become DAM), this policy aimed to improve the way in which the Conseil operates, while sensitizing and encouraging the artistic sector to become more open to diversity. Despite its ambitious aspirations for structural and social change, the policy’s summary is quite positive and contains several accomplishments, even though there are still many challenges ahead. The Conseil has succeeded in improving its operating methods; gaining a better understanding of these artists, their practices and situation; better defining the problems related to integration; sensitizing and, in some cases, involving several stakeholders within the arts sector, and initiating, sharing or influencing a number of important projects. Of course, despite our progress, we still lack sufficient means. Nonetheless, diversity in the arts has become an issue that can no longer be ignored. The Conseil’s expertise in this area is recognized and sought after, it can boast of being a leader in Quebec that defines itself by its close relationship to artists and organizations from cultural diversity.

As you will see, this concise summary presents the accomplishments of the policy in terms of the objectives established around the four fundamental orientations: recognition, professional development, participation, and dialogue. These four themes are still very relevant today. They will be the foundation not of another policy, but of an action plan that we intend to carry out with our partners, whom I thank wholeheartedly and who are committed, like us, to openness, inclusion, fairness, and, especially, collective enrichment.

Louise Roy
Issues

Openness to non-Western artistic practices
Recognition of artistic competence from abroad
Recognition and support for interdisciplinary practices that have an intercultural value

Objectives

Access to information for artists from cultural communities
Greater awareness among stakeholders regarding the situation of these artists, particularly those who have non-Western artistic practices

Accomplishments

Creation of the position of a liaison and development officer for cultural diversity in the arts to get to know Montreal’s culturally diverse artists, in order to welcome, inform and guide them. 638 artists have been met since 2006.

Les musiques du monde: Réflexions sur le domaine et regard sur le milieu montréalais, a study commissioned in 2007 to musicologist Sophie Laurent, to clarify the many definitions of world music and locate it on Montreal’s musical landscape.

167 mondes à découvrir; Répertoire de la diversité artistique de Montréal, a directory published in 2008 in collaboration with the CRIQ, CIM and DAM. It formed the basis for DAM’s online version to which over 100 listings have been added so far.

The presence of the CAM as an expert-advisor in the area of cultural diversity in the arts during events, roundtables and television programs.

Review of the evaluation criteria to take into account the efforts made by organizations to integrate culturally diverse artists: committee members have developed the expertise to better evaluate increasingly hybridized productions within their disciplinary practices (2009).

Les efforts de chacun font la richesse de tous, an exhibition that highlighted the creativity of culturally diverse artists, presented in 2010, in the Maison du Conseil des arts’ Atrium, as part of Black History Month, in cooperation with the Ville de Montréal and DAM.

Orientation 2

Professional Development

Inform, train, guide, and develop professional competence and facilitate access to professional networks.

Issues

Fair and balanced (i.e. more representative) presence of professional artistic works from ethnocultural communities in metropolitan presentation venues.

Inclusion of cultural diversity in Montreal’s arts groups.

Knowledge of available resources and services.

Objectives

Guidance aimed at facilitating professional development.

Increased visibility for Aboriginal artists and artists from ethnocultural communities.

Accomplishments

Information sessions organized twice a year to respond to the needs of culturally diverse artists. 500 people attended these sessions between 2006 and 2010.

Prélude: a creative residency and support program for artists in St-Michel. Managed in partnership with the Cirque du Soleil and La Tohu (2007).

Vivacité: a bursary program initiated by the CALQ in partnership with the CCA, MICC, FGM, CRÉ, and CAM aimed at immigrant or visible-minority professional creative artists. 85 artists were able to further their career thanks to bursaries totalling $480,000, (2008, renewed in 2011).

Agreement with the MICC stipulating that their agents and Emploi-Québec agents refer newly immigrated artists to the CAM (2009).

Diversity Award: the result of a collaboration between the CAM, CBC Montreal, MAI, PDA, and Vision Diversité to promote world music and encourage musicians from Montreal’s cultural diversity to pursue a professional career. Valued at $25,000 and presented in 2011 during the Prix de Montréal pour les arts et la culture (2009).

Ateliers Studios Saguenay-Montréal: an exchange program involving creative residencies in the visual arts, digital arts and new media between a culturally diverse artist in Montreal and an artist from Saguenay. Organized in partnership with the CALQ, CAS, Oboro, and Espace Virtuel (2010).

démART – Mtl: an internship program for immigrant artists within established arts organizations. Operated in partnership with DAM with financial support from the Défi Montréal program, an initiative of the MICC in partnership with Emploi-Québec and the CRÉ de Montréal (2011).
Orientation 3

Participation

Increase the presence of persons from cultural diversity (notably within the CAM) and diversify audiences.

Issues

Increased presence of professional artists and cultural workers from ethnocultural communities in the decision-making process within the arts sector and cultural governance.

Strong presence of employees and board members from ethnocultural communities within the Conseil des arts, among the staff as well as among members of the Conseil.

Objectives

Integration at the decision-making level and within networks.

Audience development to increase the presence of ethnocultural communities in Montreal’s artistic life.

Accomplishments

Increase in the number of representatives from visible minorities and diverse communities on the various committees, which rose from 16% to 22% between 2006 and 2010.

Implementation of an Advisory Committee on cultural diversity in the arts to bring the Conseil closer to the various cultural players who are also working on cultural diversity issues (2007).

Guide des publics: this initiative of the Delegation and CAM to better equip presenters was implemented by DAM in 2009. The online launch of the first phase consisted in profiling the Latino-American community, thanks to support from the Entente sur le développement culturel de Montréal between the MCCCF and the Ville de Montréal. www.guidedespublics.com

Increase in the number of shows and exhibitions by artists from cultural diversity presented as part of Conseil des arts de Montréal en tournée (from 11% to 21% between 2006 and 2009).
Orientation 4

Dialogue

Facilitate intercultural encounters and collaborations, consult public and private stakeholders.

Issues

Political dialogue between stakeholders involved in the file on cultural diversity in the arts

Involvement of the private sector in funding organizations from ethnocultural communities

Objectives

Involvement of the private sector in funding organizations from ethnocultural communities

Accomplishment

The Delegation became DAM, with the support of the CAM (2006).

Support for several organizations promoting diversity (DAM, Vision Diversité, Artial, MAI, Culture Montréal’s chantier diversité, etc.), through funding as well as loaning studios, offering guidance, providing material aid, etc.

14% of organizations that benefitted from the Fiscal Partnership program were from cultural diversity.

Greater awareness about cultural diversity among organizations involved in the arts-business relationship, notably through the Table d’actions arts-affaires.

The CAM supported the 2010-2014 Action Plan of the Ville de Montréal’s réseau Accès culture, whose goal was to increase the share of programming devoted to cultural diversity to 15% between now and 2014.

Partnership agreement: Pour soutenir la création, l’innovation et la diversité des pratiques artistiques professionnelles de la région de Montréal. This second agreement of its type between the CALQ, CRÉ de Montréal and FJÎM was signed 2011.
Challenges

Orientation 1
Recognition

Encourage national associations and professional associations to promote cultural diversity.

Review the eligibility criteria of the CAM’s program and the ways of submitting grant applications in order to integrate more artists from cultural diversity (i.e. become more open to collectives).

Orientation 2
Professional Development

Encourage artists and organizations from cultural diversity to make better use of existing services and help them take advantage of funding programs.

Be more welcoming to First Nations organizations and improve their professional development.

Increase the number of internships within established arts organizations.
Orientation 3
Participation

Increase the number of the CAM’s immigrant and visible-minority employees (currently 12%). The initial, ambitious target of 20% has not been reached due to the low rate of employee turnover within a small team and because the specialized expertise and skills required are, despite our best efforts, harder to find within ethnocultural communities.

Take stock of the workers and artists from cultural diversity who are working within arts organizations funded by the CAM.

Orientation 4
Dialogue

Bring together the maximum number of partners around a common and effective action plan.

Decompartmentalize artists from cultural communities by giving priority to actions associating emerging artists and diversity.

Increase the ties between business people and artists from cultural communities.
A Few Statistics

Of the 638 artists met by the CAM between 2006 and 2010, 32% work in music, 31% in the visual arts, 12% in theatre, and 6% in dance. Artists in film, video, digital arts, literature, fine crafts, and interdisciplinarity represent a fifth of this total number, i.e. 20%.

0.8% of immigrants are artists (the same percentage as in the Canadian labour force).

There are 1,300 visible-minority artists in Montreal’s CMA, i.e. 11% of all visible-minority artists in Canada and 7% of all the artists in Montreal.

In Montreal's greater metropolitan area, the average income of immigrant artists was $23,100, i.e. 12% below the average income of all artists ($26,400), and visible-minority artists average income was $19,200, i.e. 27% less.

Three-quarters of visible-minority and immigrant artists live in the greater Toronto, Montreal and Vancouver areas.

12% of all actors, 10% of musicians and singers, 9.8% of other performing artists, 9.8% of dancers, and 9.0% of artisans come from visible minorities.

In Canada, there were 74% more visible-minority artists in 2001 than in 1991.

Acknowledgements

Canada Council for the Arts (CCA)
Carrefours jeunesse emploi (CJE)
CBC Montreal
Cirque du Soleil
Conférence régionale des élus de Montréal (CRÉ)
Conseil des arts du Saguenay (CAS)
Conseil des arts et des lettres du Québec (CALQ)
Conseil des relations interculturelles du Québec (CRIQ)
Conseil interculturel de Montréal (CIM)
Culture Montréal and its chantier diversité
Délégation pour la diversité culturelle dans les arts
(the Delegation)
Diversité artistique Montréal (DAM)
Emploi-Québec

Forum jeunesse de l’île de Montréal (FJÎM)
Foundation of Greater Montreal (FGM)
La Tohu
MAI - Montréal, arts interculturels (MAI)
Ministère de l’Immigration et des Communautés culturelles du Québec (MICC)
Ministère de la Culture, des Communications et de la Condition féminine du Québec (MCCCF)
Oboro
Place des Arts (PDA)
Radio-Canada
Ville de Montréal
Vision Diversité (VD)