

# Action Plan

for Cultural Diversity in the Arts  
2012-2015

12 15

Conseil des arts de Montréal



## Message of the President

Montreal revels in the diversity of visions, talents and artistic practices that flourish within the city. When the Conseil des arts de Montréal decided in 2003 to fully commit itself to this issue, it did not attract as much attention as it does today. The ambitious and promising *2006-2010 Policy for the Promotion and Development of Cultural Diversity in the Arts*, which the Conseil adopted on December 5, 2006, marked an important step that enabled it to take on a leadership role regarding the inclusion of culturally diverse artists. By including the support and integration of diversity as one of the three pillars of its 2009-2012 strategic plan, along with emerging artists and innovation, the Conseil wished to reinforce and stimulate the renewal of creativity in order to ensure the future of the arts and culture in Montreal.

However, the challenges inherent to professional integration remain very important and we must not abandon the efforts made towards the inclusion and promotion of cultural diversity in the arts. This time around though, those efforts will be bolstered by this action plan that is the continuation of the policy. Consultations with several partners and meetings with various organizations and artists have enabled us to clarify the objectives and actions while confirming the relevance of the four fundamental themes – **recognition, professional development, participation, and dialogue** – to which a fifth was now been added: **optimization**. It is indeed important to increase support for and awareness of the advantages, contributions and successes of cultural diversity in Montreal's cultural life. Especially since the changes it brings are most often beneficial for everyone.

To implement this action plan, the Conseil will, of course, continue to work with the Ville de Montréal and all of the partners committed to promoting diversity. In accordance with the *2005-2015 Cultural Policy Development for the Ville de Montréal*<sup>1</sup>, the actions outlined are also part of the guidelines of the 2007-2017 Action Plan of Montréal, Cultural Metropolis. In this way, the Conseil will enthusiastically share its expertise and experience by participating, in a spirit of exchange and cooperation, in the Rendez-vous 2012. This key event will be an opportunity to involve all of the great minds at work in Montreal to find concrete solutions that can contribute to enriching its development and positioning, notably as a metropolis that is even more focused on inclusion and solidarity.

At the avant-garde of its society, the arts sector not only has the capacity of confronting our collective fears and questioning a number of prejudices that block inclusion and participation, but it also has the magnificent power to reveal the best of all our cultural contributions so that we can all benefit from them, together!



A handwritten signature in black ink, appearing to read 'Louise Roy'.

**Louise Roy**  
Chair

1. 3<sup>rd</sup> commitment (p. 15): *Considering that inclusion is one of Montréal's greatest challenges and that dialogue between cultures is a key concern embodied in every municipal activity, Montréal will develop, together with all its partners, an action plan on ethnocultural diversity based on equal access, the strengthening of competence and public development.*

## A Few Observations

### **The Conseil des arts de Montréal has observed that culturally diverse artists:**

- live in precarious economic conditions;
- most often occupy jobs unrelated to their artistic activity in order to survive (this is particularly the case for new immigrants);
- who are recent immigrants need time to understand the workings of their new artistic milieu, which impedes their efforts to find funding for their projects;
- encounter difficulties in becoming known, particularly those whose practice is non-Western;
- have a lot of trouble obtaining bursaries and grants for a variety of reasons: lack of concrete achievements in Montreal, linguistic barriers and incomprehension of terminology, inexperience regarding our financial aid system, discrepancies between very different methods of arts funding in their home countries, lack of contacts that would result in peer recognition, discouragement in the face of a very competitive sector, feeling of failure upon receiving negative responses, etc.;
- often assume all of the risks for their productions themselves, in an attempt to become known and develop a network of contacts;
- have major difficulties obtaining private funding for their projects;
- would like to have a mentor but do not know how to go about finding one;
- wish to have professional internships to gain access to their professional milieu;
- often feel isolated or excluded;
- want to network within their artistic discipline;
- sometimes need specialized assistance (legal, psychological, etc.);
- are under-represented in decision-making bodies, notably within arts organizations, cultural institutions, funding agencies, councils, professional groups and organizations, etc.;
- seek to increase or diversify their publics in order to avoid being associated solely to their cultural community of origin.

### **The Conseil des arts de Montréal has also observed that:**

- public investment in funding programs created especially for artists and organizations of diversity remain insufficient;
- organizations offering services to culturally diverse artists lack resources; at the same time, they themselves also need to better network to become more known, guide and refer artists more successfully and coordinate their actions more efficiently;
- organizations working to promote diversity may have sometimes different approaches and objectives which are not complementary.

## Introduction

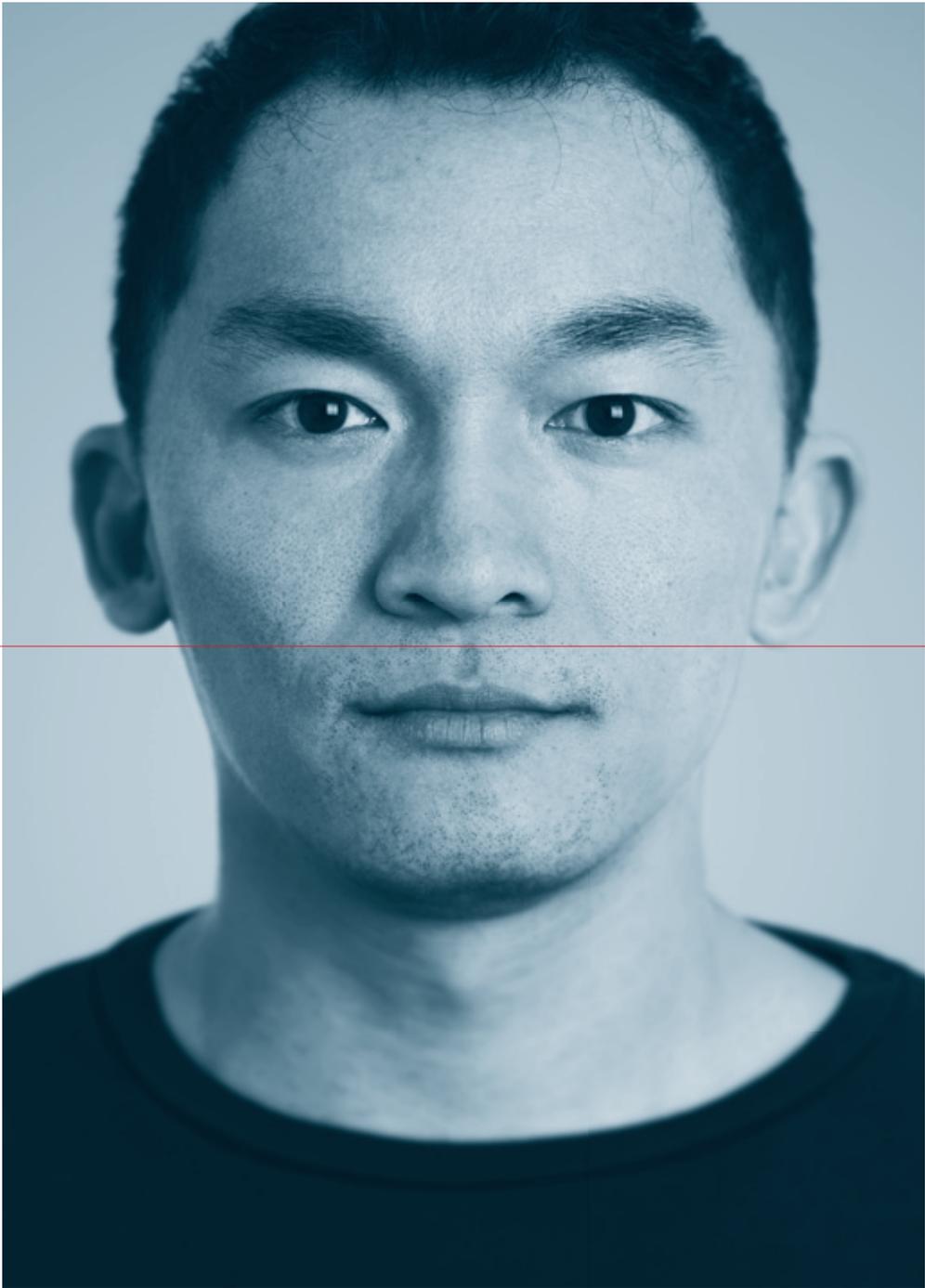
Since 2006, the sustained efforts and multiple exchanges and collaborations with everyone involved in implementing the *Policy for the Promotion and Development of Cultural Diversity in the Arts* have led to many achievements under the four main themes identified at the time. Published in 2011, the policy's summary details the undeniable progress that has been made: the Conseil and its partners have a deeper knowledge of these artists and their practices and the artists themselves are more aware of the workings of their craft thanks to better access to training and information resources. More importantly, the cultural milieu is better informed, more sensitive and open.

Despite this positive assessment, there are still challenges to overcome. With its 2015 deadline and clearly defined actions, this plan aims to improve even more the socio-professional

integration of Montreal's culturally diverse artists and organizations, better recognize their practices and skills, increase the resources at their disposal, and ensure a strategic dialogue between all stakeholders in a spirit of openness, fairness and exchange, for the greater benefit of the Montreal community as well as Quebec society.

For the Conseil des arts de Montréal, this action plan is an extension of its policy. It includes the four initial themes – recognition, professional development, participation, and dialogue – along with a fifth one, optimization, to improve the mobilization and involvement of the partners.









## Orientation 1 Recognition

### Know, evaluate, orient, and recognize the value of artists and artistic practices of cultural diversity

#### Concerns

- Openness to non-Western artistic practices
- Recognition for the skills of immigrant artists

#### Objectives

Provide better access to the CAM's programs

Document the diverse artistic practices for each discipline

Refine the description of culturally diverse artists

Contribute to the recognition of the skills of immigrant artists

#### Actions

- Make a summary of culturally diverse artists and, more specifically, world-music collectives welcomed by the CAM
- Simplify the application for project grants
- Increase the participation of artists of diversity in the CAM's programs
- Conduct a study in the dance sector
- Conduct a study in the visual arts sector
- Refine the terminology used to describe cultural diversity (newcomers, immigrants, 1<sup>st</sup> and 2<sup>nd</sup> generation, etc.)
- Update the database
- Collaborate in enriching artists' directories published by the partners
- Sensitize national groups (RQD, CQT, CQM, CQAM, RCAAQ, etc.) to the concerns of immigrant artists by organizing, among others, meetings with each of them, in close cooperation with the stakeholders' table
- Sensitize professional associations (UDA, RAAV, Guilde des musiciens, APASQ, etc.) to the concerns of immigrant artists by organizing, among others, meetings in close cooperation with the stakeholders' table
- Determine the position of each national group and professional association regarding cultural diversity and the arts
- Work towards facilitating access to national groups and professional associations for immigrant artists (special status, reduced dues, sponsorship by members, etc.)

## Orientation 2 Professional Development

### Inform, train, accompany, and develop professional competence and facilitate access to professional networks

#### Concerns

- Knowledge of available resources and services for new immigrants
- Accessibility of means and networks for culturally diverse and First Nation artists and organizations

#### Objectives

Improve professional development

Continue offering consultation services to culturally diverse organizations

Break isolation and facilitate access to information and training networks

Encourage professionalism

#### Actions

- Welcome and accompany culturally diverse artists, most particularly First Nations artists
- Keep available resources current to better guide the artists
- Create a policy for access to rehearsal studios at the Maison du Conseil for culturally diverse artists
- Contribute to increasing the presence of culturally diverse artists in the Ville de Montréal's cultural mediation programs
- Establish a bank of mentors to provide specific guidance for culturally diverse artists
- Continue to contribute to the financing, promotion and recognition of the Vivacité program
- Make a summary of the CAM-CALQ-CAS residency program
- Sustain the internship program (démArt-Mtl)
- Accompany the organizations' representatives in the areas of fundraising, human resources, marketing communications, etc.
- Identify projects that could tour across the island of Montreal within the touring program's presentation network
- Identify the projects and/or organizations that could benefit from our other programs
- Continue holding disciplinary information sessions for emerging and culturally diverse artists (Info-Artsmontréal)
- Relay information concerning training, networking opportunities and job offers in Montreal
- Pursue collaboration with the various partners to create new projects that offer support and artistic supervision and that raise the artists' profile
- Encourage presenters to include the works of culturally diverse artists

## Orientation 3 Participation

### Increase the presence of persons from cultural diversity, notably within the Conseil des arts de Montréal

#### Concerns

- Significant presence of persons from cultural diversity within the Conseil des arts de Montréal
- Increased presence of persons from cultural diversity in Montreal's artistic life

#### Objectives

Increase the presence of persons from cultural diversity within the Conseil

Increase participation in Montreal's cultural life

Contribute to promoting the development of cultural districts

#### Actions

- Continue appointing members of cultural diversity to the board of directors and evaluation committees
- Develop a bank of candidates of cultural diversity to sit on the Conseil and evaluation committees
- Promote the hiring of culturally diverse persons within the Conseil's staff
- Identify candidates to sit on the advisory committee on cultural diversity
- Develop a bank of candidates of cultural diversity able to join organizations
- Promote the presence of culturally diverse artists in decision-making bodies
- Encourage culturally diverse artists and organizations to make better use of existing services and avail themselves of aid programs
- Encourage artists to persevere in their approaches and career
- Encourage the Ville de Montreal to associate and include artists of diversity in the urban planning process
- Encourage artists of diversity to get involved during urban planning consultations and projects happening in their multiethnic neighborhoods

## Orientation 4 Dialogue

### Facilitate intercultural encounters and collaborations; bring together public and private stakeholders

#### Concerns

- Strategic cooperation between stakeholders involved in the file on cultural diversity in the arts
- Involvement of the private sector in funding culturally diverse organizations

#### Objectives

Increase the funding sources for artistic projects from cultural diversity

Implement better methods of exchanging information between partners representing cultural diversity

#### Actions

- Intensify actions in order to achieve representation among government and administrative bodies involved in culture
- Identify and meet Montreal business people of diversity and make them aware of culturally diverse projects
- Increase the number of culturally diverse organizations that could benefit from the CAM's business-arts activities
- Ensure the Conseil's presence within the main decision-making bodies as well as at our partners' activities and events (Culture Montréal, Vision diversité, DAM, etc.)
- Continue to cooperate with organizations accredited by the MICC
- Sensitize Emploi Québec agents to the concerns of culturally diverse artists
- Create links with organizations offering internships and employability and/or orientation programs for immigrant artists and cultural workers (CJE, Eureka, Travail sans frontières, etc.)
- Strengthen the collaboration between the CAM and the Ville de Montréal regarding mixed, intercultural artistic activities
- Work in cooperation with the Accès-Culture network to increase mediation activities among culturally diverse audiences
- Clarify the mandates of the consultation mechanisms put into place by the CAM (stakeholders's table, advisory committee, etc.) and pursue the work

## Orientation 5 Optimization

### Promote the inclusion of Montreal's culturally diverse artists and/or artistic practices

#### Concerns

- Visibility of culturally diverse artists, particularly those with non-Western practices
- Recognition of artistic organizations that have good practices for the inclusion of cultural diversity, including the Conseil des arts de Montréal

#### Objectives

Increase awareness of culturally diverse artists and organizations

Encourage the cultural milieu to better integrate culturally diverse artists and artistic practices

Increase awareness of the CAM's actions and services in the diversity file

#### Actions

- Make culturally diverse artists and organizations better known
- Better reward culturally diverse artists and organizations
- Relay press releases about culturally diverse artists who receive awards
- In partnership, organize or help events to promote culturally diverse artists
- Gain better knowledge and increase awareness of the needs of culturally diverse artists (especially in the area of presentation)
- Put into place a work group of communications specialists within cultural organizations, in cooperation with the Vitrine culturelle, to learn more about social (and communications) networks within culturally diverse arts sectors
- Promote good practices for the inclusion of artistic organizations
- Undertake an awareness campaign among artistic organizations
- Inform organizations and artists about the CAM's mandate and policies
- Develop communications tools to support the CAM's actions in its cultural diversity efforts

## Cultural Diversity in the Arts: Definitions

Cultural diversity refers to the various minorities in society and their contribution to our shared culture. In the current context, cultural diversity in the arts involves mainly the participation of artists from these minorities to Montreal's cultural life. The inclusion of cultural diversity is fundamentally a question of equity to allow these artists to have the same access to resources and opportunities to be recognized, to contribute and fully develop as do those in the majority.

For the Conseil des arts de Montréal, cultural diversity in the arts is primarily a question of recognizing minority professional artistic practices – whether they be from Western cultures or others. Although Western practices are not necessarily all well-known and prevalent, it is mainly the non-Western, hybridized or Native practices that represent the greatest challenge for professional recognition. This lack of recognition can be due to an absence of expertise or reference, or from the different concepts of professionalism. It can also come from the divergence of visions between a traditional artistic approach, where innovation and creation exist in continuity, and a contemporary vision that favours a break with, or even a rejection of, tradition. The notion of excellence can also become an obstacle for these practices, since it implies, during the evaluation process, a comparison with a model, most often Western, that is not always relevant.

The Conseil also promotes the creation and presentation of works touching upon themes related to cultural diversity. These works can facilitate closer intercultural ties and encourage the inclusion of diversity in the arts.

An artist of diversity (meaning: “cultural diversity”) comes from a cultural (or ethnocultural) community, a visible minority or a First Nation. An artist of diversity is also one whose practice is in the minority, non-Western, hybridized, or Native. It must also be mentioned that each of them defines himself first and foremost as an artist and that his origin or that of his practice only becomes a factor in light of any exclusion or inequity that he may experience.

An organization of diversity is mainly composed of culturally diverse artists or offers mainly artistic works that reflect a minority, non-Western, hybridized, or Native practice.



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