

**Developing an Arts, Culture and Heritage  
Policy Framework  
for  
English-speaking Quebec**

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## **Key Policy Considerations**

*Société française en Amérique du nord, le Québec n'est pas une société homogène. La défense et la promotion du fait français ne peuvent être séparées de la responsabilité du Québec de reconnaître les caractéristiques et les droits spécifiques des autres grandes composantes de la population; soit les nations autochtones, la minorité anglophone, et les minorités ethnoculturelles. Toutes composantes qui sont sources de richesses collectives et qui constituent autant de traits d'unions avec le reste du monde et des fenêtres grandes ouvertes sur tous les continents.*

### **La Politique Culturelle du Québec**

*Le patrimoine nous apparaît comme un système polysémique, culturel, identitaire, historique, architectural, économique, environnemental et urbanistique à la fois; il fait appel à des expertises croisées, à une articulation gouvernementale dans son ensemble, à un engagement régional et municipal, à une interaction avec les institutions, les milieux associatifs et les citoyens.*

### **Un regard neuf sur le patrimoine culturel, 2007**

*The arts and culture play a key role in the vitality of Official Language Minority Communities (OLMCs) and form an integral part of the identity of linguistic and ethnic communities. As a result, the arts and culture have a tremendous impact on shaping the sense of identity and maintaining the language, just like education.*

### **Commissioner of Official Languages, 2008**

### *Note to the Reader*

The notion of cultural expression is used as a defining concept in this policy. It is an inclusive term and denotes different ways of creatively expressing the life, experiences, contributions, ambitions and aspirations of English-speaking Quebec. It includes a variety of forms of creative expression, production, dissemination, distribution and enjoyment in the areas of culture, heritage, history, the arts and communications technology.

## **Purpose:**

This policy describes the philosophy, principles, development guidelines, priorities and operational considerations that English-speaking Quebec intends to pursue in the coming years to develop and disseminate its different forms of cultural expression: It includes ideas that could engage a wide variety of different organizations in pursuing the full implementation of this policy.

It provides a frame of reference regarding collaborative possibilities between English-speaking Quebec, different levels of government, community and private-sector stakeholders and partners for carrying out in this policy.

It specifically outlines:

- The importance and value of arts, culture and heritage to English-speaking Quebec and the fundamental challenges that need to be overcome in order to nurture the cultural expression of the ESCQ;
- Key areas of intervention over the next five years to support the dynamic growth and development of the cultural expression of English-speaking Quebec and the achievement of the desired outcomes outlined in this policy;
- Critical strategies and specific program/initiatives which could be undertaken to pursue the above;
- Program-specific guidance principles that would support more focused and coordinated collaboration, partnerships and investments between public, private and community-sectors;
- A summary critical next steps for pursuing this proposed policy.

## Principles

- English-speaking Quebec (ESQ):
  - Forms an essential, integral and unique part of Quebec and Canada and contributes to the well-being, development and vitality of Quebec and Canadian society;
  - Is recognized in Quebec and Canada as forming an important and historic linguistic community, as confirmed by: the Charter of the French Language; the Quebec education, health and social services and culture acts; the federal Official Languages Act, and; the Canadian Charter of Rights and Freedoms;
  - Is characterized today by high levels of bilingualism, ethnic diversity, dedication to French-language promotion and integration into Quebec society;
  - Seeks and wishes to share widely the expression of its creative imagination, diverse cultural heritage, historical contributions, ambitions and aspirations in order to:
    - Preserve and strengthen the vitality of the English-speaking Quebec;
    - Showcase its unique cultural, heritage and artistic talents, experiences and perspectives with fellow Quebecers and Canadians;
    - Be a bridge between English-speaking and French-speaking communities and cultural workers in Quebec and Canadian society;
    - Support the professional development of English-speaking cultural workers.
- English -speaking Quebec believes that its cultural expression contributes to a healthy dialogue regarding its evolving and diverse character in Quebec and Canadian society.

## English Speaking Quebec at the end of the 21<sup>st</sup> Century

- Forms the largest Official Language Minority Community in Canada (OLMC) and the largest linguistic, sub-population group in Quebec:
  - Approximately 1 million (2006 Census);
  - 13% of Quebec population;
  - Comprised of a large percentage of visible minorities (20.8%);
  - High levels of bilingualism.
- Is characterized by a variety of demographic, demo-linguistic, socio-economic and cultural circumstances:
  - Population ranges from 500,000 in Montreal area to 1,000 in Rimouski-Metis area;
  - Has recently experienced;
    - Declining socio-economic status the last 35 years;
      - Increasing unemployment rates (33% higher than francophone counterparts; in 2006).
    - Evolution to more seniors than youth when compared to majority population;
    - Emerging missing middle;
      - Population pyramid higher than normal presence of ES Quebecers in the upper and lower ends of the economic spectrum;
      - Lower number of individuals in middle years (40-64).
    - Departure of more educated, born-in-Quebec members.
  - Compares favorably to overall performance when assessed against provincial education averages;
  - Has higher than normal levels of low schooling relative to the provincial average in eight regions;
  - Experiences different levels of social inclusion/exclusion from majority Quebec society.

## The Context of Cultural Expression for ESQ

- English-speaking Quebec lives and expresses its identity in an evolving political, economic and social reality within Quebec and Canadian society.
  - English-speaking Quebec is the only linguistic minority living within a linguistic minority in Canada;
  - This implies that supports to Official Language Minority Communities in Quebec need to be adapted to its specific context and development challenges.
- The evolving sense of contemporary identity of English-speaking Quebec is multidimensional and is characterized by the English language, high levels of bilingualism, multicultural and religious/non-religious backgrounds and attachments, and a deep commitment to Quebec society as the cradle of French language culture in Canada and North America.
- English-speaking Quebec's evolving identity, sense of belonging and pride, space and place in Quebec and Canadian society is both reflected in and expressed by its art, culture and heritage.
- Cultural expression is inextricably linked to the vitality of the English-speaking communities of Quebec and is dependent upon its ability to "...behave as a distinctive and collective entity" in a multilingual and multicultural setting (Bourhis & Taylor 1977).
- Cultural expression, therefore, is the cornerstone of individual and community expressions of identity, belonging and the spirit of English-speaking Quebec.

## What is cultural expression for ESQ?

- Cultural expression is an inclusive term:
  - It denotes different ways of creatively expressing the life, experiences, contributions, ambitions and aspirations of English Speaking Quebec;
  - It includes a variety of forms of creative expression, production, dissemination, distribution and enjoyment in the areas of culture, heritage, history, the arts and communications technology;
  - It enriches the meaning of being English-speaking in Quebec;
  - It nurtures a sense of belonging and mutual understanding among English-speaking Quebecers, and between English-speaking Quebecers and others;
  - It communicates how English-speaking Quebecers think about themselves and the relationships, heritage, languages, dreams and aspirations they share among themselves and with others.
- Cultural expression offers critical support to the social and economic health and well-being of English-speaking Quebec while contributing to the diversity and flourishing of Quebec and Canadian society:
  - It enriches the enjoyment of individuals and communities in Quebec and Canada;
  - It supports mutual understanding and joint enterprise between English-speaking and French-speaking cultural workers.
- Cultural expression provides new ideas and creative innovations which nurture community renewal, vitality and development.
  - All of these can accompany a community during times of change and evolution.



## **The Challenges of Cultural Expression in English-Speaking Quebec**

To develop the cultural expression of English-speaking Quebec, there is a need to:

- Distribute more widely and consistently the contemporary expressions of the stories, art, culture and heritage of English-speaking Quebec;
- Produce and provide to English-speaking Quebecers across the province a wider variety of cultural expressions which reflect and nurture their sense of identity and provide them with greater opportunities to enjoy and experience a wide range of English Quebec arts, culture and heritage activities;
- Nurture the creation and presentation of cultural expressions at the community level and their promotion at the regional, provincial and Pan Canadian levels.
- Reinforce and expand community partnerships so that the institutions, cultural workers and community groups increase their mutual support for each other;
- Enhance the ability of arts, culture and heritage institutions, community groups and professionals to collaborate together to produce and distribute the many different forms of cultural expression in the ESCQ.
- Share the cultural expressions of English Quebec more widely and consistently with the French-speaking majority in Quebec and English and French-speaking communities across Canada;
- Offer Quebec and Canadian audiences greater opportunities to experience the rich diversity and quality of the cultural expressions of English-speaking Quebec;
- Promote intercultural understanding, appreciation and cooperation in the arts, culture and heritage fields;
- Actively pursue partnerships between English-speaking and French-speaking cultural workers.

Enhance, in a significant manner, the recognition and support of English-speaking cultural workers throughout Quebec and across Canada.

## **The Challenges of Cultural Expression in ES Quebec**

To develop the cultural expression of English-speaking Quebec, there is a need to (cont):

- Participate more actively in the development of the creative economy in Quebec and Canada:
- Identify and actively pursue how English-speaking Quebec can provide a unique contribution to promoting Quebec culture;
- Expand and reinforce arts, culture and heritage partnerships between English and French speaking resources and cultural workers throughout Quebec.
- Contribute more energetically to cultural/language industries which have the potential to support the vitality of the communities and cultural workers of English-speaking Quebec;
- Work with all levels of government to ensure that the development of cultural/language industries at municipal, regional, provincial and federal levels recognizes the challenges and actively supports the cultural expression of English-speaking Quebec;
- Develop networking and professional development opportunities for English-speaking cultural workers to explore all of the opportunities listed above.
- Make the optimal use of existing community, government and private sector partnerships, investments and infrastructures.

## **Key Strategies for Addressing the Challenges of Cultural Expression in ESQ**

1. Enhance Access through Expanded Partnerships:
  - Provide widespread and consistent access to the stories, art and cultural heritage of English-speaking Quebec by:
    - Reinforcing and expanding partnerships among the ESCQ, different levels of government, community groups, institutions the private sector and cultural workers in English-speaking Quebec;
    - Expanding and strengthening partnerships between English-speaking and French-speaking community leaders and cultural workers.
2. Enhance recognition and support for English-speaking Quebec's cultural workers within Quebec and throughout Canada by enhancing their visibility and celebrating their achievements.
3. Actively participate in the development of the creative economy.
4. Nurture collaboration and make optimal use of existing community, government and private sector investments and community infrastructures and resources.

## Desired Outcomes

- **Medium Term (next five years)**

- Greater and more consistent access to the cultural expressions of English-speaking Quebec by the ESCQ, the French-speaking majority of Quebec and Canadians in other parts of the country;
- Improved understanding and appreciation of English-speaking Quebec's unique, multidimensional and evolving identity among English-speaking Quebecers, the French-speaking majority of Quebec and Canadian audiences;
- More effective stewardship of cultural heritage by English speaking Quebecers;
- Mutual support among;
  - Community groups, institutions and cultural workers in English-speaking Quebec with regard to developing, presenting and distributing its cultural expression;
  - English-speaking and French-speaking cultural workers in Quebec.
- Enhanced recognition and support for English-speaking Quebec's cultural workers within Quebec and throughout Canada;
- Enhanced encouragement and more integrated and targeted support from municipal, regional, provincial, federal, private sector and community resources for the development and distribution of the diverse cultural expressions of English-speaking Quebec.
- **Long Term (next ten years)**
- More vibrant and growing cultural expression within English-speaking Quebec ;
- Greater vitality of English-speaking Quebec;
- Greater recognition of English-speaking cultural workers within Quebec and Canadian society.

## Project 1- Access through Expanded Partnerships

### Current situation

- English-speaking Quebec has a rich wealth and diversity of professional, amateur and community arts, cultural and heritage resources and workers situated throughout the province:
  - They have the potential to provide the ESCQ with the enjoyment and experience of English Quebec's multi-faceted forms of artistic, cultural and heritage expressions.
- Participation in designing, enjoying and experiencing arts, cultural and heritage activities is an excellent means of promoting social inter-action and integration within larger societies while developing community identity, recognition and appreciation.
- There are currently a number of urban and rural communities which are seriously underserved in terms of reasonable and consistent access to the art, culture and heritage of English-speaking Quebec:
  - One production company (Geordie Productions) tours two theatrical productions to about 80 elementary/secondary schools in the course of one year;
  - Youth-theatre tours (Sec V/CEGEP) makes 30-40 performances per year, mostly Greater Montreal Area;
  - There are periodic tours of musicians/ vocalists/dancers ;
  - A number of museums and heritage societies operating in English throughout Quebec have little or no presence on the internet. They possess rich archival materials that should be shared within and outside their respective communities via technology and new media.
- There is a lack of access to the cultural richness and diversity of English-speaking Quebec for Francophone Quebecers, especially those living outside of Greater Montreal.
- There is a serious lack of alignment between the need to provide the ESCQ with reasonable and consistent access to the art, culture and heritage of English-speaking Quebec and the current infrastructure that is in place to develop, promote and distribute it.

## Project 1- Access through Expanded Partnerships

- Principles to guide the development and implementation of an artistic, cultural and heritage access project:
  - *Leadership from the Community;*
    - The Access Project should reflect the interests of the diverse communities in English-speaking Quebec and ;
      - Respond to community preferences and priorities;
      - Offer community members a number of ongoing and regular cultural experiences over a specific time horizon;
      - Provide the ESCQ with the opportunity to share their art, culture and heritage with the French-speaking majority of their communities;
      - Support learning and development in the areas of artistic, cultural and heritage expression at the community and professional levels.
  - *Partnerships Within and With the Community;*
    - The Access Project should;
      - Support communities as active knowledge developers and brokers, collaborators, presenters and promoters of enhanced access to the art, culture and heritage of English-speaking Quebec;
      - Enable partnerships between community institutions, resources and cultural workers;
      - Promote engagement with the French-speaking community.
  - *Support for the Community;*
    - The Access Project should;
      - Support the development and/or vitality of community institutions and resources such as schools, libraries, community learning centres, heritage societies and buildings, churches, etc...
      - Build upon, reinforce and expand the infrastructure and initiatives already working on behalf of the community.

## Project 1- Access through Expanded Partnerships

- Activities
  - Establish a formal Artistic, Cultural and Heritage Access Project (ACHAP) to assist in planning, coordinating and supporting the physical and virtual distribution and presentation of artistic, cultural and heritage events within the ESCQ.
  - This project would:
    - Identify the artistic, cultural and heritage events and projects that the ESCQ would like to enjoy and experience in-person or virtually on an ongoing basis;
      - Develop forums between artistic, cultural and heritage resources/workers and English-speaking communities in order to exchange information on mutual needs and interests and create more informed and effective working relationships.
    - Assist the ESCQ in planning, coordinating, developing partnerships, marketing and hosting selected artistic, cultural and heritage events;
    - Promote partnerships with French-speaking community leaders and resources to provide their communities with access to the artistic, cultural and heritage expressions of English-speaking Quebec;
    - Support pilot projects which show promise in generating innovation and creativity in the physical and virtual distribution of English-speaking Quebec's arts, cultural and heritage expressions;
    - Create learning, professional development and exchange opportunities (in-residence programs) which support the development of community, institutional and amateur cultural resources/workers in their milieus.

## Project 1- Access through Expanded Partnerships

- General Timeline and Milestones
  - Artistic, Cultural and Heritage Access Project (ACHAP) Year 1
    - Create Artistic, Cultural and Heritage Access Program (ACHAP);
    - Support communities in identifying and suggesting the type and nature of artistic, cultural and heritage activities they would like to experience over a specified period of time;
    - Plan with communities a first offering of diverse and regular artistic, cultural and heritage events which could be made available to the ESC over a specified period of time (two years);
  - Artistic, Cultural and Heritage Access Project (ACHAP) Years 2 and 3
    - Provide support to assist communities in implementing and coordinating the first activities of the Artistic, Cultural and Heritage Access Program (ACHAP), including:
      - Developing partnership, marketing and hosting strategies to distribute a selection of face-to-face or virtual events to English-speaking Communities across Quebec;
      - Reaching out to and partnering with French-speaking resources and cultural workers to extend access to the French-speaking majority;
      - Creating learning and professional development activities which are linked to access program activities and which support the development of community and amateur resources/workers in their milieus;
    - Provide support to pilot projects which show promise in generating innovation and creativity in access;
    - Begin to plan with communities the second offering of diverse artistic, cultural and heritage events which could be made available within ESC over years 4 and 5 of the program;
    - Host forums with participants in the program to identify best practices, increase the effectiveness of the program and reinforce and expand partnerships.



## **Project 1- Access through Expanded Partnerships**

- General Timeline and Milestones
  - Artistic, Cultural and Heritage Access Project (ACHAP) Years 4 and 5
    - Provide support to assist communities in implementing and coordinating the activities of the Artistic, Cultural and Heritage Access Program (ACHAP);
    - Provide support to pilot projects which show promise in generating innovation and creativity in access;
    - Evaluate the overall success, effectiveness and efficiency of the Artistic, Cultural and Heritage Access Program (ACHAP);
    - Plan for the next five years of Artistic, Cultural and Heritage Access Program (ACHAP).

## Project 2 - Recognition & Support Through Visibility

- Current situation
  - There is a rich wealth and diversity of professional, amateur and community arts, cultural and heritage workers in English-speaking Quebec who:
    - Contribute to the dynamism, creativity and vitality of the ESCQ;
    - Reflect the modern bilingual and multicultural character of these communities, as well as its integration in Quebec society;
    - Represent the more creative, dynamic and progressive components of English-speaking Quebec;
    - Tell the story of the evolution/transformation of English-speaking Quebec.
  - There is a developing infrastructure within the ESCQ attempting to enhance the recognition and support of English-speaking cultural workers;
  - Currently, information and promotional instruments used to promote English-speaking cultural workers in Quebec are multi-source and multi-format;
    - Their impact is localized, even though some instruments have significant distribution.
  - Consequently, the public profile, recognition and appreciation of English-speaking cultural workers is limited within the ESCQ and, more generally in Quebec and Canadian society;
    - Current efforts are not able to create a consistent, well recognized, unified and real time profile of cultural workers and their achievements within the ESCQ and Quebec and Canadian society.
    - This impacts upon the ability of the cultural workers of English-speaking Quebec to:
      - Garner the necessary support to successfully pursue their unique and diverse forms of cultural expression in a sustainable manner;
      - Continue to contribute in a significant manner to the vitality and dynamism of the communities in which they live and work.

## Project 2 - Recognition & Support Through Visibility

- Principles to guide the development and implementation of cultural workers recognition and visibility project:
  - *Value*
    - The cultural workers of English-speaking Quebec generate enjoyment and rich artistic, cultural and heritage experiences for Quebecers and Canadians;
    - Greater recognition and visibility would assist the cultural workers of English-speaking Quebec in;
      - Generating more support for their works, as well as providing them with the opportunity to reinforce their partnerships with Francophone cultural workers and resources;
      - Demonstrating the value of their contribution to community, social, economic and technological developments.
    - Enhanced recognition and visibility will help cultural workers tell the story of an evolving English-speaking Quebec which is modern, bilingual, multicultural and well integrated in Quebec society.
  - *Clarity, consistency and scope*
    - Enhanced recognition and visibility of the cultural workers of English-speaking Quebec requires a clear, regular, integrated, consistent and mutually reinforcing presentations and profiling of their works and accomplishments at the local, Quebec and Canadian levels.
  - *Impact (must be significant in Quebec and Canadian society)*
    - Enhanced recognition and visibility of the cultural workers of English-speaking Quebec will be supported by strategic profiling and improved access to high quality content about English-speaking Quebec artistic, cultural and heritage workers at the local, Quebec and Canadian levels.

## **Project 2 - Recognition & Support Through Visibility**

- Activities
  - Create a virtual recognition and visibility project for the cultural workers of English-speaking Quebec which will:
    - Be a credible source of content in English and French on the arts, culture and heritage workers of English-speaking Quebec, their interests and achievements;
    - Develop and distribute the profiles of English-speaking cultural workers, their works and achievements to a variety of community, provincial and national media, institutional and community resources via the internet;
      - Produce and distribute its services simultaneously in English and French;
      - Develop dynamic push and pull electronic approaches.
    - Ensure cohesive and coordinated presentations that nurture high levels of recognition and recall.
  - Promote and support the participation of English-speaking Quebec artistic, cultural and heritage workers at community, provincial and national recognition events, exhibitions, celebrations, awards, etc...
    - Act as an information centre and exchange about such events and promote participation in them.

## Project 3 – Participation in Creative Economy

- Current situation
  - The creative economy is a major driver of community renewal across North America and around the world.
  - Quebec is a recognized leader in creativity and innovation, especially the region of Greater Montreal.
  - English-speaking cultural workers are present in every aspect of Quebec’s creative economy.
  - The interaction of Francophone and English-speaking cultural workers and the diversity of their interests and talents is an opportunity for creative innovation and ingenuity in the areas of arts, cultural and heritage:
    - English-speaking cultural workers are well positioned to foster collaborative relationships with their Francophone colleagues;
      - Collaboration and partnership are one of the hallmarks of the creative economy.
    - The use and mastery of English is a significant value that the ESCQ can contribute to the creative economy of Quebec.
  - One of the significant challenges of the ESCQ is to attract and retain talent in the community:
    - Active participation in the creative economy of Quebec is a promising avenue for effectively pursuing this objective.
  - Another significant challenge in the ESCQ is to create “a buzz” about being English-speaking in Quebec:
    - Contributing to Quebec’s cultural, artistic and heritage growth is an ideal means to reposition and present contemporary English-speaking Quebec.

## Project 3 – Participation in Creative Economy

- Principles to guide the development and implementation of a creative economy project for the development of arts, culture and heritage in the ESCQ
  - Knowledge:
    - Mapping and understanding the creative economy as it relates to the arts, culture and heritage in English-speaking Quebec would help understand how participation in it is currently serving the ESCQ and more importantly could potentially address their development challenges:
    - In this regard, it is essential to:
      - Identify key areas where arts, culture and heritage can make an added-value contribution to the development of Quebec’s creative economy;
      - Explore the potential of the creative economy in arts, culture and heritage as a catalytic and sustainable driver of development and vitality for the ESCQ;
      - Examine how to support and develop mutually beneficial relationships among existing arts, culture and heritage resources in order to better support the value-added contributions of English-speaking Quebec to Quebec’s creative economy.
  - Partnership
    - The interaction of Francophone and English-speaking cultural workers and the diversity of their interests and talents is an opportunity for creative innovation and ingenuity in the areas of arts, cultural and heritage;
    - Reinforcing and expanding partnerships in arts, culture and heritage between Francophone and English-speaking cultural workers and resources is a promising way to enhance the participation of English-speaking Quebec in the creative economy.

## Project - 3 Participation in the Creative Economy

- Activities
  - Undertake a research project with acknowledged Quebec experts to determine:
    - The current extent and value of English-speaking Quebec's participation in the arts, culture and heritage aspects of the creative economy;
    - The potential participation of English-speaking Quebec in the arts, culture and heritage creative economy;
      - Especially in terms of identifying key areas where English-speaking Quebec is making and could be making an added-value contribution.
    - The potential of the creative economy as a catalytic and sustainable driver of development and vitality for the ESCQ;
      - Identification of the arts, culture and heritage aspects of the creative economy that are judged to be promising in terms of long-term participation from English-speaking Quebec.
    - Appropriate development strategies for enhancing the long-term, added value participation of English-speaking Quebec in the arts, culture and heritage aspects of the creative economy;
    - Examine how to support and develop mutually beneficial relationships among existing arts, culture and heritage resources in order to better support the value-added contributions of English-speaking Quebec to Quebec's creative economy.
  - Following the tabling and review of the research project results by the ESCQ, develop and implement appropriate and very targeted strategies to enhance the participation of English-speaking Quebec in the arts, culture and heritage aspects of Quebec's creative economy.
  - Design a "Partnership Project" which actively supports the development of partnerships between Francophone and English-speaking cultural resources and workers at the community, provincial and national levels in promising areas of the creative economy.

## Policy Implications

The implementation of this policy will require greater and more ongoing collaboration among different English-speaking communities in Quebec and the arts, cultural and heritage sectors of these communities.

- The Quebec Community Groups Network (QCGN), the English Language Arts Network (ELAN), its key sector members such as the Quebec Drama Federation (QDF), and the Quebec Anglophone Heritage Network (QAHN) are well positioned to work more closely together to provide the support that the English-speaking communities in Quebec will require to implement and evaluate this policy over its life span:
  - It is clear that horizontal collaboration will need to be reinforced across the English-speaking communities in Quebec in order to achieve the outcomes outlined in this policy.
- A significant enhancement of the cumulative impacts (in terms of scope and scale) of current and new arts, cultural and heritage activities is the ultimate results of pursuing this policy framework.
- Improvements in collaboration with community, government and private sector partners will be essential to the success of this initiative.