

Ontario's Culture Strategy

Ontario East Municipal Conference | September 12-16, 2016 | Kingston, Ontario



The Ontario Culture Strategy
**Telling our stories,
growing our economy**

Presentation Outline

- What is Culture?
- Background
 - The steps and how we got there
- Culture Strategy
 - Vision, Goals, Strategies, Actions



What is culture?

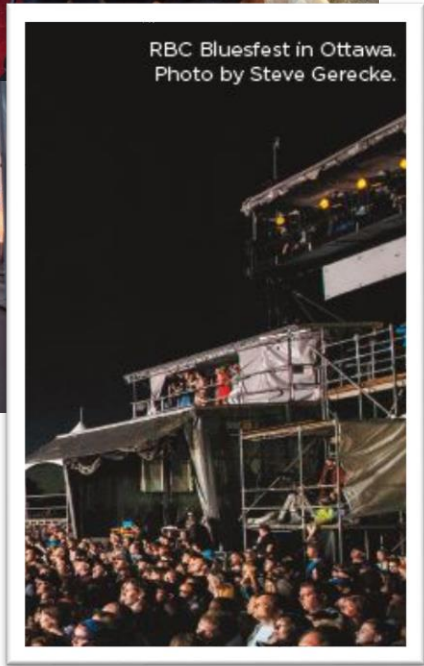
Culture is... a way of life, shared histories, values, play, sport, recreation, leisure, fashion, cultural industries, entertainment, live music, interactive digital media, watching television, movies, photography, publishing, architecture, civic spaces, art, design, pow wows, learning, trying new things, language, books and magazines, crafts, humour, amateur and professional theatre, dance, opera, maple syrup festivals, agricultural festivals, farmers' markets, museums, archives, historical societies, fishing, hunting and trapping, built for the land, landscapes, cultural institutions, social interaction, social cohesion, citizen engagement, sustainability, the arts, and the sciences.

“ Culture is bold. It is creativity and imagination.

It is reflection and creative thinking. It is knowledge and understanding. It is innovation and technology.

It is provocation and exploration of new ideas.”

Culture is bold. It is creativity and imagination. It is reflection and creative thinking. It is knowledge and understanding. It is innovation and technology. It is provocation and exploration of new ideas. Art must be democratic but must also go beyond consensus to be edgy and challenge us.



Culture Strategy Stages

May 2015

Direction Set

Fall 2015

Indigenous, Public and
Stakeholder Engagement

April 2016

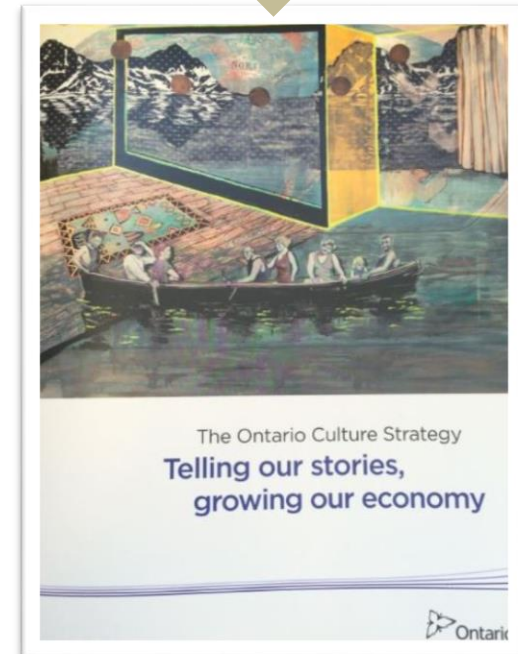
Report Back &
Draft Strategy

July 2016

Strategy
Released

Objectives:

- ❖ Identify what the public values about culture
- ❖ Identify opportunities for the culture sector
- ❖ Ensure that culture policies and programs reflect Ontario's populations and communities
- ❖ Inspire and engage more youth in Ontario's culture



Culture Strategy Engagements

Town Hall Meetings

Community
Conversations

First Nations, Métis and
Inuit Engagement

Culture Talks Digital
Platform & Written
Submissions



Municipal and Local Level Involvement

- **12 municipalities** participated in consultation meetings at 11 locations across Ontario
- **Ottawa** and **Kingston** consultations
 - **120 participants** from Kingston and the surrounding areas
 - **125 Participants** from Ottawa and the surrounding areas
- Written submissions in response to discussion paper (**30 municipal and regional submissions**) and draft core elements of the strategy (**18 municipal and regional submissions**) total **48**
- We also heard from:
 - Association of Municipalities of Ontario
 - Association Française des municipalités de l'Ontario
 - Creative City Network
 - Community museums
 - Public libraries
 - Municipal heritage committees
 - Chambers of Commerce
 - Local and regional tourism associations
 - Other local organizations (theatres, art galleries,)

Municipalities are key partners in supporting culture in Ontario



Vision:

An Ontario where every person has the opportunity for creative expression and cultural participation, and where the diversity of our stories and communities is reflected, valued and celebrated, now and as part of our legacy to future generations.

Guiding Principles

Creativity and Innovation

Respect for Indigenous Peoples

Quality of Life & Economic Development

Collaboration and Partnerships

Diversity and Inclusion

Public Value and Accountability

Goal 1:

Promote cultural engagement and inclusion

Strategy

Select Actions

Reduce barriers and encourage greater participation in Culture

- Increase senior engagement

Inspire the next generation to build careers in the culture sector

- Collaboration between culture and education
- Partnerships to build careers

Strengthen relationships with Indigenous communities and work toward reconciliation

- Ongoing dialogue with Indigenous partners
- Help facilitate cross-cultural understanding between Indigenous communities and culture organizations

Goal 2:

Strengthen culture in communities

Strategy

Select Actions

Help build strong community-based culture organizations

- Maximize the use of public libraries and culture facilities as community hubs
- Review funding programs for museums and heritage organizations, and public libraries

Conserve and promote Ontario's diverse cultural heritage

- Access funds from cap and trade program for heritage buildings
- Provide online access about Ontario's cultural heritage
- Update guidance materials for municipalities

Connect people and communities by sharing and celebrating diverse heritage and cultures

- Bring culture and tourism agencies and attractions and Indigenous partners together
- Collaborate with sport and recreation partners

Goal 3: Fuel the creative economy

Strategy

Key Actions

Make Ontario a culture
leaders at home and
internationally

- Build the music sector and continue to develop the Ontario Live Music Strategy
- Grow interactive digital media
- Work on infrastructure opportunities with MOI
- Collaborate to grow cultural tourism

Strengthen Ontario's
culture workforce

- Understand the impact of the digital transformation on culture and organize a digital culture symposium
- Increase awareness and uptake of the Canada-Ontario Job Grant
- Create opportunities for technical, business and training

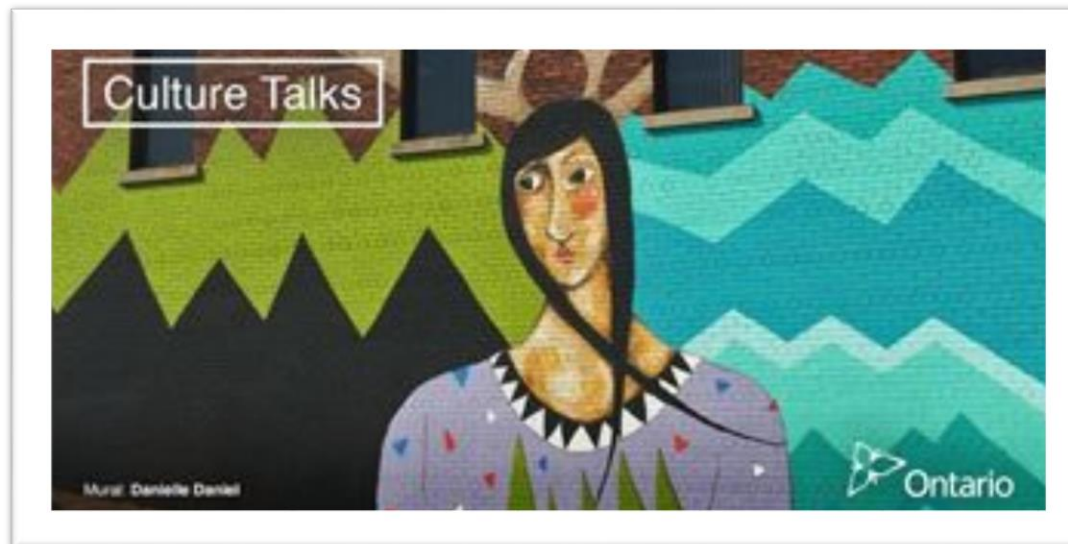
Goal 4: Promote the value of the arts throughout government

Strategy

Inspire greater integration of the arts into public policy and programs

Action

- Develop an Arts Policy Framework in collaboration with Ontario's culture agencies, actively promote the Framework to government ministries and agencies and monitor how well it is working.



What Next

- Implementation - next five years
- Results - a mix of social, economic and reconciliation results
- Updates - regular progress updates & final 5-year report



For more information

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<https://www.ontario.ca/page/ontarios-culture-strategy>