

**Arts and Culture
Opportunities Summit**

Summary Report



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BACKGROUND

Context

The Jobs Board Secretariat was established to support the Jobs Board and its mandate to foster a jobs and economic growth agenda for New Brunswick. The opportunities-based economic development model is based on the idea that the competition for business investment and for highly ambitious entrepreneurs and talent has never been as high as it is today. We need to identify and align our resources to develop tangible, highly valuable and profitable opportunities that will attract investment from local businesses, communities, ambitious new entrepreneurs and multinational firms.

In order to ensure that we are considering the largest range of potential opportunities for NB's growth, the JBS has organized a series of Opportunities Summits around the province, between late September and April 2016, in partnership with Opportunities NB (ONB) and lead departments.

Summit Objectives

- Identified long list of viable economic opportunities to explore
- Identified conditions for success in identified opportunities
- Participants had a positive experience and felt their contribution mattered
- Participants felt heard

Summit Agenda and Participants

On February 18th from 11:00am-3:30pm at the Centre Culturel in Caraquet, NB, over 80 stakeholders gathered to discuss economic opportunities within Arts and Culture for NB. For a full list of attendees see Appendix A.

11:00am	Welcome and Mingle
11:15am	Remarks - MLA Hédard Albert and Minister Bill Fraser Premier Brian Gallant addresses group
11:40	Welcome and Introductions – Susan Holt – Jobs Board Secretariat
11:45am	Keynote speakers - Christine Lavoie - Stratégie de promotion des artistes acadiens sur la scène internationale (SPAASI) & Kathryn Hamer – Chair of ArtsLink NB (presented on behalf of Susan Chalmers-Gauvin, CEO of Atlantic Ballet Theatre of Canada)
12:05am	Brainstorming Opportunities
1:00pm	Lunch
2:00pm	Conditions for Success
2:45pm	Groups report back
3:15pm	Minister Bill Fraser Remarks
3:25pm	Next steps and closing

WHAT WE HEARD

Opportunities

Participants were divided into tables of 6 and were given 30 minutes to discuss the future of Arts and Culture in NB.

- **Imagine it is 2040, what could arts and culture in New Brunswick look like?**

Below is a summary of their responses:

Arts and culture in 2040

- All citizens enriched through art
- Increased access to art
- Culture of art entrepreneurship
- A core program of art in schools
- Province as center for art, culture, design (strong esthetic)
- Implementation of cultural attachés
- Arts and culture as an economic driver
- Promoting more than performing arts
- Benefits from working together across disciplines
- Create healthier base for promotion of all artists
- Cultural communities
- NB as artist retreat/destination
- Collaboration over competition
- Online/digital collaboration
- STEAM programming integrated into school curriculum, K-12
- Students as creators, not workers
- Teachers are artists
- Livable income for employees of arts/culture
- Recognition of arts and culture to the same level as education and health
- Municipalities fully express arts (public art)
- Adequate minimum wage to give artists the possibility to concentrate on art
- Better connection between arts and business sector
- Artists are able to work in their field, full time
- A completely literate society
- Competitive post-secondary education offering many high-level programs in arts and culture

They were then given 30 minutes to discuss the short term opportunities which would help realize the 2040 opportunities.

What are the opportunities for growth in arts and culture in the next 3 years?

These opportunities are outlined below:

Education (9 tables mentioned this topic)

- Invest in education (K-12 and post-secondary) cultural and infrastructure – significant investments to make impact
- Foster creatives from K to 12th grade
- Bridge gaps between education and arts
- Strengthen post-secondary education in the arts and culture sector
- Interdisciplinary education – integrate arts in all programs (math, sciences) from K-12
- More arts education by active and competent professional artists
- Integrating arts in communications, education system, advertising, marketing and giving pride of place to who we are, what we produce and how we communicate our diversity
- Encourage excellence and develop talents, notably in the education system and through access to training
- Multiply occasions for people to be exposed to arts (in schools)

Export markets (8 tables mentioned this topic)

- Cultural office in Québec, Paris, Beijing
- Creation of a body for cooperation Acadie/Québec and Acadie/France
- Better promotion outside of NB
- Agency or organization that takes care of market development for visual arts
- More promotion of export (art fairs, trade missions, draw visitors)
- Increase access to national and international markets and audiences for external awareness and internal inspiration
- Take advantage of CDN exchange rate to attract foreign investments in arts and culture
- Invest in presenting arts provincially, nationally and internationally

Organizational support (7 tables mentioned this topic)

- Better representation and support for indigenous arts practitioners
- Platform to enable collaboration between arts organizations (anglophone, francophone, aboriginal)
- Expansion of the New Brunswick Arts Board (Arts NB)
- Support all steps of artistic creation
- More funding for artistic creation (PM fund)
- Significant investments supporting regions to create arts foundations
- Develop mechanism for tailored funding for artists through an entrepreneurial focus.

Department and policy (4 tables mentioned this topic)

- Minister of culture (x2)
- Arts and culture policy (PALC) support for all aspects of the arts and culture chain
- Clear policy pertaining to arts – government commitment

Film & animation (3 tables mentioned this topic)

- Investments that encourage film and TV industry expansion and support the milieu
- Tap into growth in animation and film production
- Insure stable financial support / Support fiction productions

Investment solutions (3 tables mentioned this topic)

- Invest in culture (less ATCON, more Culture)
- 1% of Provincial budget reserved for arts and culture
- More funding for theatre and music touring

Residences and business connection (3 tables mentioned this topic)

- Create incentives and remove barriers between arts and business sectors
- Support business opportunities in the cultural sector and in other sectors
- Create clusters of artists residences

Municipal integration (2 tables mentioned this topic)

- Integrate artists in decision processes (in municipalities)
- Each municipality should have an efficient cultural policy that includes funds

NB Identity (2 tables mentioned this topic)

- Expanding on the good things we already have. They will last a long time
- Large scale arts project that will enable us to create a NB identity through the arts, unifying us all towards a common goal

Events and tourism (2 tables mentioned this topic)

- Create major cultural destinations – cultural tourism is important to various audiences
- Capitalize on big cultural events (CMA 2009, Jeux de la francophonie canadienne 2017, etc) to develop arts and culture

Arts and wellness (1 table mentioned this topic)

- Using art in alternative treatments for health and wellness

Conditions for Success

Then tables were asked to choose an opportunity from the ones identified in the previous activity and to identify conditions for success within each of the 5 pillars in the Jobs Board economic policy framework.

<i>Opportunity – Provincial identity</i>	
People	<ul style="list-style-type: none"> ▪ Diversity, culturally, social, political ▪ Community leaders ▪ First Nations, English, French, visible minorities, new arrivals
Ideas	<ul style="list-style-type: none"> ▪ Big project ▪ Beyond branding
Money	<ul style="list-style-type: none"> ▪ More about dialogue, less about money
Infrastructure	<ul style="list-style-type: none"> ▪ Grass roots discussion ▪ Summit
Nimble Business Climate	

<i>Opportunity – Investment solutions for commercial viability</i>	
People	<ul style="list-style-type: none"> ▪ Visual/media artists who have commercial viable ideas, product, production capabilities ▪ Artist residencies through industry
Ideas	<ul style="list-style-type: none"> ▪ Centre of equipment for rental ▪ Marketing mentorship ▪ NB Marketing for cultural products – Branding ▪ Arts funding exists for emphasis on the creativity and self-expression ▪ Non-existent for commercialization ▪ Buy local campaign ▪ Tourist app ▪ Studios
Money	<ul style="list-style-type: none"> ▪ Micro funding (in \$1000 increments)
Infrastructure	<ul style="list-style-type: none"> ▪ Agency to provide startup funds ▪ Agency whose mandate is the commercialization of artistic activities

	<ul style="list-style-type: none"> ▪ Business training for artists
Nimble Business Climate	<ul style="list-style-type: none"> ▪ Unfunded area between artistic expression and pure business ▪ Artists are multi-talented, earning \$ in a multitude of ways

Opportunity – Organizational support	
People	<ul style="list-style-type: none"> ▪ To organize and manage ▪ To consult ▪ Paid skilled individuals
Ideas	<ul style="list-style-type: none"> ▪ Workshops ▪ Programs for website ▪ Image for excellence
Money	<ul style="list-style-type: none"> ▪ ONB – for not-for-profit orgs. ▪ Sponsorships ▪ ONB should invest in culture and put open guidelines for culture business
Infrastructure	<ul style="list-style-type: none"> ▪ Control the funds in house for association (empowered) ▪ Support the great support organizations (galleries, associations, groups) that already exist ▪ Consider the work done by <i>Conseil provincial des sociétés culturelles</i>
Nimble Business Climate	<ul style="list-style-type: none"> ▪ Important to support structures existing for over 30 years. They have experience in the field.

Opportunity – Art and wellness	
People	<ul style="list-style-type: none"> ▪ Everyone, all ages ▪ Focus on youth and elder engagement
Ideas	<ul style="list-style-type: none"> ▪ Finding the connections between art and wellness ▪ Connections with identity

Money	<ul style="list-style-type: none"> ▪ Less possible ▪ Wellness is (makes) money ▪ Health is wealth
Infrastructure	<ul style="list-style-type: none"> ▪ Supporting and investing in creative spaces
Nimble Business Climate	<ul style="list-style-type: none"> ▪ Technology interconnection ▪ Spaces (Fredericton makerspace and innovators)

Opportunity – Provincial Identity	
People	<ul style="list-style-type: none"> ▪ Collective = diverse ▪ Representatives and external reality check ▪ Indigenous (maliseet, mi'kmaq, acadians, newcomers, black loyalists)
Ideas	<ul style="list-style-type: none"> ▪ Beyond branding ▪ Confidence and inclusive of newcomers ▪ More indigenous representation
Money	<ul style="list-style-type: none"> ▪ More about dialogue and less about money ▪ Allow people to dream ▪ Diversify the economy to create space for others
Infrastructure	<ul style="list-style-type: none"> ▪ Grass roots ▪ Consultations / summit ▪ Self-imposed barriers ▪ Examine opportunities ▪ Rural / urban ▪ Community leaders
Nimble Business Climate	<ul style="list-style-type: none"> ▪ Philosophy : Take responsibility for how we see ourselves ▪ Empowerment

Opportunity – Export market (US and other)	
People	<ul style="list-style-type: none"> ▪ Teachers ▪ Art dealers ▪ Talent buyers ▪ Politicians / government ▪ Agents ▪ Sponsors ▪ Artists exporters
Ideas	<ul style="list-style-type: none"> ▪ Use NB artists ▪ Selling the diversity of culture ▪ Understanding of their market ▪ Market of expats
Money	<ul style="list-style-type: none"> ▪ Micro-grants ▪ Funds for networking ▪ Attending trade markets ▪ Quick turnaround ▪ Not underselling ▪ Tax credits
Infrastructure	<ul style="list-style-type: none"> ▪ Internet ▪ Festivals ▪ Hub coordination (Asian) ▪ Embassy (China, US) ▪ University and schools
Nimble Business Climate	<ul style="list-style-type: none"> ▪ High standards, regulatory oversight ▪ Balanced royalty framework

Opportunity – Film and animation	
People	<ul style="list-style-type: none"> ▪ Training ▪ Mentorship ▪ Literacy (to understand culture) ▪ Open studio approach

	<ul style="list-style-type: none"> ▪ Networking opportunities
Ideas	<ul style="list-style-type: none"> ▪ Film festivals ▪ Artist retreats ▪ Visiting speakers ▪ Networking opportunities out of province ▪ Creative jobs are real jobs ▪ Promote excellence
Money	<ul style="list-style-type: none"> ▪ Stable tax incentives ▪ Mentorship funding ▪ Startup / incubator for funding ▪ Equity investment program
Infrastructure	<ul style="list-style-type: none"> ▪ Post-secondary education that trains for all sectors ▪ Network / database of creative professionals and artists ▪ Connecting infrastructure with content purchasers
Nimble Business Climate	<ul style="list-style-type: none"> ▪ Film/media commissioner ▪ Providing access to external markets ▪ Promote business advantages (ex: costs of doing business)

Opportunity – Investment solutions	
People	<ul style="list-style-type: none"> ▪ Attract quality people
Ideas	<ul style="list-style-type: none"> ▪ Develop new funds ▪ Tax incentives ▪ Support cultural attractions and events ▪ Links to tourism / marketing ▪ Cultural tourism strategy
Money	<ul style="list-style-type: none"> ▪ Access more lottery funds
Infrastructure	<ul style="list-style-type: none"> ▪ Invest in existing infrastructure ▪ Organizational

Nimble Business Climate	<ul style="list-style-type: none"> ▪ More attention to arts businesses
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Opportunity – Film and animation (television)	
People	<ul style="list-style-type: none"> ▪ Training and mentoring ▪ Producers and scriptwriters ▪ Participation in national/international industry events ▪ Film artists and artisans
Ideas	<ul style="list-style-type: none"> ▪ Political will ▪ Designated agency (such as NB Film) ▪ Advisory committee – production/policy link ▪ Consolidate structure and financing
Money	<ul style="list-style-type: none"> ▪ Restore the financial assistance program for works of fiction (5%) ▪ Ongoing developmental support ▪ Funding that supports growth
Infrastructure	<ul style="list-style-type: none"> ▪ Designated agency ▪ Advisory committee
Nimble Business Climate	<ul style="list-style-type: none"> ▪ Support excellence ▪ Clear selection process ▪ Transparency ▪ Designated agency

Opportunity – Integration of arts and culture in the municipalities	
People	<ul style="list-style-type: none"> ▪ Cultural development officers ▪ Cultural committee ▪ Support and vision of elected officials ▪ School environment ▪ Cultural societies

	<ul style="list-style-type: none"> ▪ Artists
Ideas	<ul style="list-style-type: none"> ▪ Training in cultural competencies ▪ Networking/sharing ▪ Mentoring – best practices
Money	<ul style="list-style-type: none"> ▪ Municipal grant policy ▪ Financial partners ▪ Participatory budget (cultural)
Infrastructure	<ul style="list-style-type: none"> ▪ Multi-purpose centre (e.g., theatre, art gallery, performance hall, space - workshops)
Nimble Business Climate	<ul style="list-style-type: none"> ▪ Strategic plan that includes arts and culture ▪ Cultural policies – Action plan ▪ Full municipalization in NB ▪ Directory of artists

Opportunity – Integration of arts and culture from kindergarten to high school to ensure full artistic literacy	
People	<ul style="list-style-type: none"> ▪ Qualified personnel in specific areas (art, theatre, music) ▪ Cultural officers
Ideas	<ul style="list-style-type: none"> ▪ Take advantage of visiting professional artists for performances in the schools ▪ Travelling teachers to serve small communities ▪ Include the arts in the school curriculum ▪ More art and music courses ▪ Arts-study program ▪ Mandatory training in the arts for all students in the education program
Money	<ul style="list-style-type: none"> ▪ Invest more in the renewal of materials (instruments, equipment, etc.) ▪ Hire qualified personnel ▪ Ensure permanent, adequate funding for initiatives in the schools

Infrastructure	<ul style="list-style-type: none"> ▪ Department of Education ▪ Department of Culture ▪ Establish ties with colleges and universities
Nimble Business Climate	<ul style="list-style-type: none"> ▪ That municipalities play a leading role in the development of arts and culture (e.g., cultural foundation, cultural policy, a portion of municipal budgets allocated to arts and culture) ▪ Keep the artist-in-residence school programs (e.g., ArtsSmarts, Art sur roues, Cerf-volant, etc.)

Opportunity – Events and cultural tourism	
People	<ul style="list-style-type: none"> ▪ Ambassadors ▪ Municipalities and festivals ▪ Tourist sites ▪ International expertise
Ideas	<ul style="list-style-type: none"> ▪ Focus on authenticity ▪ Geographical locations ▪ Culinary experiences ▪ Bilingual identity – specificity ▪ Cultural mix ▪ Bilingualism holiday
Money	<ul style="list-style-type: none"> ▪ Tourism commission ▪ Welcome centre at each site ▪ Web and geographical search for visitors ▪ Sightseeing tours
Infrastructure	<ul style="list-style-type: none"> ▪ More provincial support for events – support the economy – impact on tourist season ▪ Three levels of government must work together ▪ Festival programming – responses arrive too late ▪ Adjust funding to meet needs

Nimble Business Climate	<ul style="list-style-type: none"> ▪ More provincial support for events – impact on tourist season ▪ Three levels of government must work together ▪ Festival programming – responses arrive too late ▪ Adjust funding to meet needs
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Opportunity – Exports (francophonie)	
People	<ul style="list-style-type: none"> ▪ Producers ▪ Agents ▪ Artists ▪ Cultural attaché ▪ Buyers/distributors ▪ Trainers/experts ▪ Support team
Ideas	<ul style="list-style-type: none"> ▪ Use culture to sell NB outside the province ▪ Market study ▪ Economic impact assessment ▪ Training and supervision for developing export plan ▪ Network of NB export players
Money	<ul style="list-style-type: none"> ▪ Recognize all the contributions made by “actors/entrepreneurs” in the cultural sector ▪ Provincial and federal export funding increased x 10
Infrastructure	<ul style="list-style-type: none"> ▪ Cultural attaché in Paris ▪ SPAASI / better funding (all disciplines) ▪ Department of Culture and International Relations ▪ NB SODEC with adequate funding
Nimble Business Climate	<ul style="list-style-type: none"> ▪ France (EU)/NB agreement ▪ More accessible funding ▪ Tax credit program (SOCECX in NB) ▪ Work permit ▪ Fiscal arrangements - mobility

Opportunity – Education	
People	<ul style="list-style-type: none"> ▪ Teachers/artists ▪ Specialized in the disciplines taught ▪ Arts environment/business environment ▪ Business people (champions) Spark plug ▪ Arts NB (initiator) ▪ ArtsLink NB ▪ AAAPNB
Ideas	<ul style="list-style-type: none"> ▪ Art education from kindergarten to Grade 12 ▪ Focus on the potential of the college environment (emulating neighbouring provinces) for the development of arts and culture ▪ Involvement of artists in the planning of school spaces and curriculums ▪ Pilot project to develop a success story to be shared with other businesses
Money	<ul style="list-style-type: none"> ▪ Prioritize within the school system ▪ Allocate a portion of all exhibition grants to audience development ▪ Investments in programs ▪ Private-sector funding for artists – value added for businesses ▪ Establish a funding foundation ▪ Tax exemption for businesses
Infrastructure	<ul style="list-style-type: none"> ▪ Integrate ArtsSmarts, Art sur routes, etc. into regular programming ▪ Consolidate specialized human resources ▪ Creation spaces in businesses ▪ Equipment ▪ Sharing
Nimble Business Climate	<ul style="list-style-type: none"> ▪ Teachers’ union ▪ School districts/education councils (policies) ▪ To ease the dialogue between secondary and postsecondary ▪ Dialogue between institutions to better position ▪ Annual forums for artists and entrepreneurs ▪ Research zone (specific needs) ▪ Sharing of knowledge of artists/specialized workers

LESSONS LEARNED

This summit was the 16th in a series of sector specific Opportunity Summits throughout the province therefore much was learned to improve for future summits:

What went well

- Great mix of people in the room
- Great buzz of conversation
- Government participation at tables
- Lots of notes taken at each table

What could be improved

- Very late start due to unforeseen meeting between some summit members and government leaders
- Catering was planned to serve at the table which didn't work well with the size of the room but was fixed on the spot
- Room small for the size of group
- More youth and First Nation representation needed

NEXT STEPS

Summit Survey

Following the summit a survey was sent to the participants to collect additional input on the ideas discussed and the event itself. This feedback helps us to assess which discussions resonate beyond the summit, as well as to continue to improve future summits.

Summit-Specific Report

Following each summit a report of the ideas generated (this document) and participant feedback (Appendix B) is shared with all participants.

All-Summits Report

After the full series of summits have been completed a final report will be prepared and shared with all summit participants. This is meant to provide visibility of the ideas generated from other summits and to highlight common themes related to the opportunities.

Early Opportunities

The Jobs Board Secretariat plans to identify and advance initial opportunities coming from the summits in partnership with Opportunities NB and lead departments, and to test the opportunities-model of economic development using the 5-policy pillar structure on these early opportunities. We will also identify opportunities that would benefit from further study and those that government is not well-positioned to lead, and share this assessment with the community of participants and interested New Brunswickers.

Implementing Policy Conditions for Growth

Finally, with your help, we will identify the best growth opportunities for New Brunswick. The Jobs Board Secretariat will lead the formation of cross-departmental teams, the development of opportunity plans and measures, and assist in the implementation of the necessary policies to create the conditions for growth. GNB will then track the progress and outcomes of these efforts and report those findings.

Future Summits

Consideration is being given to hosting follow-up summits in 2016 and early 2017 to explore whether this approach is demonstrating early results, discuss how it could be improved, and what has changed with the opportunities for NB's economic growth.

APPENDIX A: ATTENDEES

Name/Nom	Organization
Adam Lordon	Film Producer / Miramichi city council member
Akoulina Connell	New Brunswick Arts Board
Alain Boisvert	CCNB Péninsule acadienne
Angela Birdsell	Angela Birdsell Inc.
Angie Mallais	Coordonnatrice du Comité consultative de la culture de Tracadie
Anika Lirette	Arts médiatiques, Théâtre
Anita Landry	Théâtre populaire d'Acadie
Bernie Riordon	Director Emeritus, Beaverbrook Art Gallery
Bill Mackenzie	Director of Strategic Partnership, NB Social Policy Research Network
Brian Cleveland	Station Manager, Local 107.3 FM
Carmen Gibbs	AAAPNB
Cécile Chevrier	Phare-Est Média
Craig Schneider	Instructor, NB College of Craft and Design
Daniel Thériault	Festival acadien de Caraquet
Denis Lanteigne	Galerie Bernard-Jean
Denise Boudreau	Opportunities NB
Denise Bouchard	Artiste professionnelle/AAAPNB
Diane Losier	Artiste/comédienne de la région de Tracadie
François Emond	Productions KLEF
Gary Sappier	Artist, Arts Board board member
Gaston Hachey	Musée des Papes
Germain Blanchard	retired/former mayor of Caraquet
Igor Dobrovolskiy	Atlantic Ballet Theatre of Canada
Ingrid Mueller	Ingrid Mueller Art and Concepts
Isabelle Thériault	Académie Thériault
Jacinthe Comeau	RADARTS
Jamie Brown	NB Craft Council
Jamie Steel	Artist Manager
Jane Fullerton	CEO, NB Museum
Jean-Claude Bellefeuille	Bellefeuille Productions
Jean-Pierre Caissie	AAAPNB
John Cushnie	Connexion ARC
John Leroux	Architect, built heritage
Julie Whitenect	ArtsLinkNB
Kathryn Hamer	ArtsLinkNB
Kathryn McCarroll	Sheila Hugh Mackay Foundation
Keith McAlpine	NBCCD
Kimberly Bent	NB Crafts Council

Name/Nom	Organization
Line Godbout	Les Hookeuses du Bor'de'lo (Gestionnaire culturelle et artiste)
Louise Blanchard	Conseillère, Ville de Caraquet
Louise Imbeault	Chair of the Sheila MacKay Foundation
Luc Dugas	Artiste
Lyndon Sappier	Councillor, Tobique First Nation
Maggie Estey	Ingrid Mueller Art and Concepts
Marc Allain	Carrefour Beausoleil (centre scolaire communautaire)
Marc Poirier	Office of the Premier
Marie-Josée Thériault	Councillor, Ville de Saint-Quentin
Mario Doucet	Association francophone des municipalités du Nouveau-Brunswick Inc.
Maurice Arsenault	Théâtre populaire d'Acadie
Maurice Aubin	Mozus Productions
Michel Losier	Program Director, PowerShift Atlantic Director, NB Power
Nancy Juneau	Arts Consultant, Caraquet
Natacha Dugas	Appfrogs
Nay Saadé	Directrice du développement des affaires du Pays de la Sagouine,
Nicole Haché	Artiste
Paul Landry	Canadian Heritage
Paul Marcel Albert	Art & Culture
Philippe Beaulieu	AAAPNB
Phyllis Grant	Pabineau First Nation
Pierre McGraw	New Brunswick Arts Board
René Savoie	Media NB Chair
Renée Blanchar	Cinéastre
Richard Hornsby	Music NB President/Teacher
Robert Gray	Film Prof (UNB), Artist (Writer, filmmaker)
Robert Landry	Commission du tourisme acadien
Sarah Rankin	The Fundy Fringe Festival
Sebastien Michaud	Musician, Music Director, Teacher
Stephen Tobias	Saint John Theatre Company
Susanne Alexander	Gooselane Editions
Tara Audibert	Loogaroo
Terry Graff	Beaverbrook Art Gallery
Thaddeus Hollownia	Photographer
Vanessa Haché	Consultante auprès des organisations sans lucratif
Véronique Godin	RADARTS
Véronique Savoie	Chambre de Commerce du Grand Caraquet
Christine Lavoie	SPAASI
Jocelyne Theriault	Adjointe du deput/ Serge CORMIER
Jean-Guy Blanchard	Ville de Caraquet

Name/Nom	Organization
René Poirier	AAAPNB
Mélanie Leger	AAAPNB
Julie D'Amour-Léger	Photographe
Daniel Gautreau	Production Bouteille à la Mer
René Cormier	Société Nationale de l'Acadie
René Légère	Société Nationale de l'Acadie
Raynald Basque	Artist

GNB Participants	
Hon. Brian Gallant	Premier
Hon. Bill Fraser	Minister, Tourism, Heritage and Culture
Hedert Albert	MLA
Denise Boudreau	Opportunities NB
Marc Poirier	Office of the Premier
Kelly Cain	GNB - Tourism, Heritage and Culture
Thierry Arsenault	GNB - Tourism, Heritage and Culture
Nathalie Dubois	GNB - Tourism, Heritage and Culture
Bunthivy Nou	GNB - Tourism, Heritage and Culture
Jason Hoth	GNB - Tourism, Heritage and Culture
Susan Holt	GNB - Jobs Board Secretariat
Hemant Kumar	GNB - Jobs Board Secretariat

APPENDIX B: PARTICIPANT FEEDBACK

Surveys sent / sondages envoyés – 81

Responses received / réponses reçues – 31 (38%)

Our objectives for the Arts & Culture Opportunities Summit were:

Information Gathering

- Identify a list of strategic economic opportunities for arts and cultural industry growth to explore
- Identify conditions for success in identified opportunities

Participant Experience

- Participants had a positive experience and their contribution mattered
- Participants felt heard

Nos objectifs pour le sommet des possibilités dans le domaine des arts et de la culture ont été :

Collection des idées

- Identifier une liste des opportunités économiques viables pour explorer
- Identifier les conditions de réussite pour les opportunités identifiées

Expérience des participants

- Participants ont eu une expérience positive
- Les participants se sentent entendus

Answers are provided in the language they were given. Les réponses sont fournies dans la langue qu'ils ont été reçus.

Q1. Which opportunity discussed most interested you?/ Quelle opportunité discuter vous intéresse le plus ?

Theme – Education

- Arts Education & Education x 7
- “Education and Culture, Organizational support, Festivals and Tourism”
- “L'art dans les écoles, trop peu, il faudrait que les jeunes puissent avoir plus de cours et ce, du primaire au secondaire.”
- “Éducation postsecondaire en arts et culture pour la création d'emplois”

Theme – Growth Opportunities/ Croissance

- Cultural growth opportunities x5
- Export x2
- “Développement de public”
- “investment opportunities”
- “Animation and Film Festival”
- “La commercialisation”

- “cinéma- tourisme”
- “Améliorer la situation de la production télévisuelle et cinématographique”

Theme – Other/Autre

- “Well, I have to be honest and say my presentation on the need for micro-financing for the commercializations of cultural properties/products, because it was a singular clear idea, and doable.”
- “une agence de mise en marcher des oeuvres d'art”
- “I was interested in both the focus on long term and short term priority setting; I feel looking at both at the same table discussion was valuable”
- “potential of NB identity process & summit”

Q2. How do you feel that your contributions were heard?/ Comment pensez-vous que vos contributions ont été entendues ?

Not at all / Pas du tout – 7%

A bit / Un peu – 43%

A lot / beaucoup –33%

Completely / Complètement – 17%

Q3. L'élément le plus important que j'ai retenu suivant le sommet est : / My biggest take-away from the Summit was:

Theme – Networking/Réseautage & Collaboration

- Collaboration x 3
- Networking x 2
- “Met some interesting new people, Caraquet is a beautiful place”
- “Evidence of engagement from arts community”
- “There is lots of people working in the arts but they all seem to focus on whats good for themselves.”
- “l'importance d'inclure tous les secteurs de la communauté pour véritablement intégrer les arts et la culture”
- “L'importance de faire des échanges entre secteur culturelle”
- “Qu'il est primordial pour les gens du secteur des arts et de la culture d'avoir des moments comme celui là pour échanger et discuter des enjeux.”
- “there is a knowledge gap between art and business when talking with artist, just as there is when talking art with a business minded funder”
- “La présence de tous à la rencontre, les francophones, anglophones et les premières nations.”
- “qu'il est important d'intégrer les arts et la culture dans toutes les sphères pour qu'elles contribuent au développement économique à son plein potentiel”

Theme – Government/Gouvernement

- “The government structured the day to eliminate the possibility of direct contact with stakeholders while appearing to be consultative. A terrific piece de theatre...smoke and mirrors”
- “La présence du Premier ministre et la diversification des intervenante.e.s”
- “More confidence that the government is interested in making useful change.”
- “GNB needs to focus much more if it wants these events to be meaningful”
- “La création d'un ministère dédié uniquement aux arts et à la culture.”
- “Que notre gouvernement souhaite vraiment nous aider et ce, à différents niveaux il suffit simplement de trouver les plus importants.”
- “À cause de l'importance de la culture avec 640 M\$ en PIB, le gouvernement devrait consacrer 1% de son budget global à un ministère destiné essentiellement à la culture.”

Theme – Opportunities and Development/ Opportunités et Développement

- “There are a number of growth opportunities in NB pertaining to culture.”
- “Le cinéma encadre toutes les disciplines dans sa nature - visuel, musique, théâtre, photo, etc. C'est une base à tous les artistes.”
- “reconnaissance du potentiel des arts et de la culture pour l'innovation dans tous les secteurs”

Theme – Other/Autre

- Artslink x2
- “No one is happy with the changes to Artsnb, and the government will have to work hard at enshrining protection of it's mandate. Also training, education, and facilitated cooperation between the artistic cultures.”
- “The Summit was a disappointment. For me, I heard very little at the Summit that I hadn't heard before. In fact it was déjà vu all over again. The same themes and ideas covered through consultations with the arts community in the development of the province's Cultural Policy and the many other discussion sessions over the years were trotted out once again. From my perspective, the Summit merely scratched the surface and dealt largely with generalities. There should be opportunities to advance the discussion further, to voice and explore very specific creative new ideas.
- “More focus needed in the discussion”
- “How vibrant the sector is”
- “Inspirant”

Q4. S'il vous plaît évaluer les éléments suivants du sommet / Please rate the following elements of the summit:

	unsatisfactory / insatisfaisante	neutral / neutre	good / bon	great / excellente
Venue/ Lieu	21%	14%	45%	21%
Timing/Calendrier	10%	13%	43%	33%
Refreshments/Nourriture	3%	27%	40%	30%
Faciliator/Animateurs	3%	28%	45%	24%
Agenda/Ordre du jour	14%	24%	52%	10%

- “I believe that the government is interested in hearing what people in the industry had to say. The facilitators certainly were able to communicate this, and I believed them. I appreciated

the opportunity to present. Though I do feel on the other hand that the scale of what was presented was often much bigger than anything the government could tackle at this time and it might have been better to encourage the distillation of ideas down to 1 or 2 actions at best. This would have forced participants to be more focused and to make choices and it would have presented a clearer message to the government as to perceived priorities.”

- “It would have been nice to have a government facilitator at each table to record the notes and ensure the conversations stayed focused on the topics at hand.
- “A more central location would be desirable. Also, watching the different groups present their ideas, but then be rushed to condense it into only a minute and a half was frustrating to watch.”
- “The room was a bit small for the number of attendees.”
- “Both group and comments very broad. Lost focus on economic opportunities. Needs follow up with smaller group who know that side of arts and culture”
- “The space was a bit noisy but otherwise fine. (It was also a long drive for a lot of people). It would have been nice to see a few more art promoters at the table. I think it was an oversight not to invite the major commercial galleries. I wore that hat but only by having been invited for another role I play. Thanks.”
- “Too many people, much too loud to work effectively, agenda was poor- especially the opening acts which were preaching a promotional piece to the converted...”
- “Venue was too small for the number in attendance, and was therefore very noisy, with a negative impact on effective discussion and thinking.”
- “With a focus on arts and culture as a driver of economic development, it would have been valuable to have reviewed what exciting initiatives are currently going on in New Brunswick. For example, the Beaverbrook Art Gallery is the officially designated “art gallery of New Brunswick”, and its renovation and expansion project is the largest cultural infrastructure project currently happening in the province, yet there has been no public endorsement given to it by the provincial government and no acknowledgement of it at the Summit. The Beaverbrook project is providing numerous jobs during construction with funds largely contributed by the private sector, and will make an even more substantive impact on tourism in the province than it has in the past when realized.”
- “There were a number of potential cultural platforms and directions that could have deep economic impact for the province that weren’t discussed at all, and there was not really the mechanism in which to do so.”
- “I would like to see a smaller group invited”
- “The Sheila Hugh Mackay Foundation is committed to advancing the visual arts in New Brunswick. Our costs in attending this event were undertaken to take the pulse of government’s service to culture in the province. As always, it is valuable to listen to others. I came with questions and found no opportunity to ask the minister or the premier those questions and to generate discussion with the group. It appears that the government does not wish to have any controversial discussion around the recent budget decisions. I regret that there was no opportunity to look at the role played by private investment or donors. I was unable to identify any other funders in the audience, Given the fiscal challenges of the province, it would be prudent to look at those who are providing non governmental funding and look for opportunities to partner for specific do-able projects. I do hope these comments are heard.”
- “Lieu – beaucoup d’écho Calendrier – pas assez de temps, pleine journée Ordre du jour – objectif pas clair avant d’être sur place”

- “Le financement à 26enera n’a pas été souligné car parfois l’artiste doit 26eneral26 et payer de sa personne sans aide.”
- “Le temps était parfait, j’aurais aimé commencer un peu plus tôt pour revenir au bureau en PM. Mais la formule est à répéter.”
- “trop de bruit dans la 26ene pas suffisamment de synthèse temps trop court alloué aux 26eneral26é26s26s toujours le même problème des 26eneral26é26s unilingues et la nécessité de parler en 26eneral, même lorsque le ratio est de 1 à 8”
- “Il serait bien de respecter mieux le temps, en particulier de commencer à l’heure.”
- “Merci d’avoir fait pour une fois une rencontre à Caraquet est non dans le sud de la province.”
- “Avec beaucoup de monde, on 26enera de temps pour bien exprimer nos idées.”
- “Pour l’ordre du jour, il aurait fallu je crois que vous mettiez 26eneral26é l’emphase, au début de la 26eneral, que le GNB 26eneral26é ici des idées de possibilités de croissance, et non une “liste d’épicerie”. C’est plutôt une liste d’épicerie qui a été mentionné en 26eneral malheureusement.”
- “Je crois que ce genre de rencontre est bien mais me semble que nous avons pas assez de temps pour approfondir. Si cela mène à d’autres rencontres avec un objectif plus précis alors cela est bon.”

Q5. The best part of the Summit was / La meilleure partie du sommet a été :

Theme – Networking/Réseautage & Collaboration

- Networking / réseautage x 8
- Discussion x 7
- “The sense of community created by gathering key cultural leaders”
- “Meeting a few new people”
- “The themed based discussions at the end.”
- “Connecting with others from the arts community. The first presenter.”
- “Opportunity to brainstorm with like minded individual”
- “Le grand enthousiasme de l’ensemble des intervenant”
- “l’exercice de sous-groupe en p.m. et le réseautage”
- “D’entendre la diversité des intervenants et de capter l’étendue des revendications concernant les arts et la culture.”
- “Pas une partie en particulier, mais plutôt l’ensemble qui aura permis aux participant.e.s de se rencontrer, d’échanger et de partager entre eux. Ce genre de rencontre est un besoin.”

Theme - Other/Autre

- “Dessert”
- “Lunch”
- “Being in Caraquet is always a pleasure, but on the flip side it was an effort to get there. Hardly worth the two hours of actual visioning.”
- “artslinkNB”
- “Brian Gallant”

Q6. The least valuable part of the Summit was / La partie la moins utile du sommet a été :

Theme – Format

- “listening to everyone's ideas in point form rushed at the end”
- “I vision the cultural scene in 2040... Not enough structure to make that purposeful. Half the group is old enough to be lucky to be alive! Ha! And that brings up the lack of emerging 'young' artists.”
- “take away results”
- “too many people, agenda”
- “hardly any time was spent on valuable content. A lot of repetitive rhetoric. There was an enormous amount of insight, brainpower and talent in the room, and the results didn't seem to reflect this.”
- “1.5 minutes of feed back from groups...let's do it as a rap song next...talk fast, no one hears you”
- “Rapporter les idées au grand groupe”
- “Notre 90 secondes pour s'exprimer”
- “Le manque de temps et le manque de direction relié aux différents domaine d'activité.”
- “L'identification des 3 choses les plus importantes : ça plutôt été l'élaboration d'une liste d'épicerie”
- “Pas assez claire sur la suite et les conclusions.”
- “L'identification des bulles pour les 19 thèmes à élaborer. Directives floues.”

Theme – Présentation

- Presentations x 6

Theme – Other/Autre

- “Lack of youth representation”
- “Needed 3-4 strong, simple take-away messages for government, not sure these were identified (I had to leave before 3:00)”
- “It is disheartening to see an unfortunate rift developing between the provincial government (Department of Tourism, Heritage and Culture) and New Brunswick’s arts community over the principle of arm’s length public funding for the arts. The decision by the government to take over the administrative role of artsnb was made without consultation with the arts community. It claims it can make arts funding more efficient, but without providing any details as to how this would be achieved by sacrificing artsnb and the trust of the New Brunswick arts community. Not to open this topical issue up for discussion with stakeholders at the Summit was a missed opportunity by government.”
- “the lack of attention to the reason we came to the summit Too much talk about funding and funding structure, not enough about how to stimulate the economy”
- “Le repas”
- “la présentation du Ministre en matinée touchant à la situation de artsnb.”

Q7. Où aimeriez-vous voir le gouvernement concentrer ses efforts pour appuyer la croissance dans le domaine des arts et de la culture?/ Where would you like to see government focus their efforts to help grow the artistic and cultural economy of NB?

Theme – Growth/Croissance & Development

- “Support enhanced organizational growth. This will be the main conduit for the growth in opportunities for individual artists”
- “The Government should make a commitment to use arts as a main economic driver.”
- “Trade missions for all groups. Greater administrative help for artslink”
- “Helping NBers reach external markets. Supporting people and companies with good business plans.”
- “Exporting the goods and services and integrating arts and culture with tourism.”
- “I believe the greatest potential for realizing economic benefit from arts and culture in New Brunswick is to fully invest in cultural tourism, to bring more tourists to the province by significantly enhancing, strengthening, and expanding the province’s cultural attractions or destinations, in short, by investing in the building of an “arts and culture pipeline”. This idea alone warrants a full Summit and would provide an opportunity to develop very specific actions linked to very specific economic outcomes.”
- “Targeted investment funds”
- “Support consistent (i.e. available across all communities) support for export efforts; include arts/culture products in trade promotion outside NB; increase professional development opportunities especially in entrepreneurial skills for artists”
- “Dans l'intégration des arts et de la culture à tous les niveaux”
- “Well, the point that continually is put forward about the cultural sector is how much it brings to the economy. It holds its own against other industries easily, with what I would consider rather low subsidies as compared to other industries. So if this is the reality then more money would help generate more returns, yes in this case it is true. Cultural sector feeds money BACK into the local economy unlike big industrial sectors that have major companies and such where the money goes into national/international operations. Cultural entities do not have, rarely have corporations, it is individuals, and community efforts which helps circulate any infusion of capital back into the local economy, very much a direct benefit to the province. So, to answer the question, I think the government should focus its efforts on more financial infusion into the cultural sector. I think the N.B. Government should really stand apart nationally as the heart and centre of cultural support and innovation. I think as part of this, is the establishment of cultural funding agency for the commercializations of cultural 'product' that is in addition to Artsnb creative funding not taking from or in anyway a piece of the same source pool. This would address the gap in developing an economic-cultural model that actually addresses inherent provincial potential.”
- “Mettre en place les conditions gagnantes pour que les arts/culture contribuent davantage à la croissance du N.B. Deux exemples : 1. Procéder le plus tôt possible à la pleine municipalisation du territoire afin d'augmenter les capacités des municipalités à se développer, notamment via le domaine des arts/culture”

Theme – Education

- Education x 2

- “éducation postsecondaire / incitatifs au milieu des affaires pour encourager l'apport des artistes”
- “Intégrer d'avantage les arts et la culture dans les écoles. Et assurer un budget de fonctionnement dans les Sociétés culturelle pour avoir des employé permanent temps plein.”
- “invest in the people of new Brunswick through education. educate public on economic benefits of supporting local”
- “Education -secondary school system is in shambles, underfunded and uneven curriculum delivery”
- “À la base - dans l'éducation et dans les l'intégration de la culture dans les milieux ruraux et urbains.”
- “Dans les écoles et offrir + d'opportunités pour le développement dans les communautés”

Theme – Specific Opportunities

- “facilitating things like festivals/conferences to get artists together and bring in the public”
- “Institute the cultural policy 100%. The answers are there.”
- “Reconnaître la profession d'artiste, reconnaître les industries culturelles à leur juste valeur, reconnaissance de l'apport des arts et la culture au mieux-être et vitalité du Nouveau-Brunswick”
- “agence de mise en marcher avec catalogue”
- “Créer un ministère de la culture et ne pas modifier artsnb.”
- “regroupement des artistes franco, anglo, autochtone”
- “Cinéma”
- “Le domaine du cinéma et de la télévision est celui qui amène les meilleurs retombées économiques de ce secteur pour notre province et de loin de celui qui fait rayonner la diversité de notre culture sur les différentes plateformes médiatiques. Ce secteur devrait être prioriser comme une industrie forte avec son propre bureau et un support adéquat pour Média NB afin de rendre nos projets accessibles à la population et la sensibiliser à l'importance de ce secteur.”
- “Continuer d'être à l'écoute des artistes et les compagnies qui travaillent avec succès dans la province. Être transparent et équitable.”

Q8. What is something you can do to support the growth of the arts and culture sector in NB?/ Que pouvez-vous faire pour aider a la croissance du secteur à Nouveau-Brunswick?

Theme – Collaboration

- “Continue to dialogue”
- “faire un lien entre gens d'affaires et art/culture”

Theme – Growth/Croissance

- “I am currently involved with the largest and most important cultural development in the province: the renovation and expansion of the Beaverbrook Art Gallery.”
- “Continuer à propager l'importance des arts et de la culture dans l'économie de notre province”
- “keep working and believing that I can be a commercial business in the cultural sector promote my business and promote local “

- “Continue to pursue contracts and opportunities outside of NB. There is a lot more work nationally in video production than there is locally.”
- “vendre à l'extérieur”
- “I am working on creating more opportunities for young emerging artists”
- “We are already planning to help host a film festival”
- “Continuer à produire des productions pertinentes aux gens d'ici et de les partager avec le pays et le monde.”
- “Continuer à supporter le développement des entreprises.”
- “With some coordination of efforts and some financial and/or other support, the commercial galleries could get some of NB's visual artists more exposure in the international market through attending art fairs which are only available to commercial galleries (and not to individual artists or other organisations - generally).”
- “Continue to develop and grow what has already been created. Support up and coming artists.”
- “Stratégie globale, Politique culturelle, le Groupe de travail sur le statut de l'artiste, Politique d'achat du livre, etc.”
- “poursuivre mon travail de bénévole dans ma communauté”
- “Continuer à supporter le développement des entreprises.”

Theme – Education

- “I work at the New Brunswick College of Craft and Design. This is my full time job, the career development of the cultural artistic ideas of individuals.”
- “consultation - I have been involved in education (post secondary) and an internationally successful artist for 40 years”
- “My organization hosts workshops and professional development seminars; we circulate as much information as possible about opportunities for artists and culture workers.”
- “En offrant des stages et de la formation au jeune.”
- “participer étroitement à la création d'un secteur arts et culture au niveau collégial francophone

Theme – Other/Autre

- “Keep doing what I've been doing.”
- “I think I am doing more than my fair share now.”
- “We offer awards, scholarship, cultural projects. If the gov't rallied many foundations by identifying specific projects, they could leverage money to move forward”
- “J'investie déjà deux jours semaines en bénévolat à la présidence de Média NB qui fait maintenant parti d'un groupe de discussion pour le CLOSM au CRTC. Je fais également parti du CA de l'Alliance des Producteurs Francophones du Canada en tant que vice-président. Je préside le comité qui s'occupe des relations avec le Fonds des Médias et celui avec les relations avec Téléfilm Canada. Je prépare actuellement une demande de financement afin de mieux structurer Média NB avec un directeur général et créer un Sommet provincial pour notre industrie, en français, en anglais et pour les autochtones.”

Q9. Please share any other feedback you have on the Summit / Veuillez nous faire part d'autres commentaires que vous avez sur le sommet.

Theme – Positive Comments/ Commentaire Positif

- Do this more often / faitent en plus souvent x3
- “We should have more - I would like to see meetings that focus on organizational concerns seperate from individual artists”
- “Congratulations to treating the cultural community with respect and seriousness.”
- “Je désire remercier le premier ministre et le ministre Fraser pour nous donner la chance d'être entendu.”
- “Rien de plus que Excellent!!! Bravo à toute l'équipe”
- “Belle initiative - bon courage pour la suite :-)”

Theme – Constructive Feedback/commentaires constructifs

- “Would have liked to see more of a focus or framework to focus on opportunities for economic growth. things seems to focus on "how can government help our sector" instead of "how can our industries create economic opportunities and jobs”
- “Needs focused followup before any gov't decisions”
- “I found the second session somewhat unclear and less well organised than the first. Thank you for the chance to participate.”
- “The format adopted was promising, but difficult to follow because of the cramped spaces. I have no knowledge of the original guest list, but did note that there seemed to be many fewer anglophone and aboriginal attendees - perhaps because of distance. Some consideration should be given to hosting summits in areas easily accessible to ALL who are invited, especially in winter.”
- “It is obvious that for any significant move forward, government needs to begin to champion arts and culture through a much greater investment than has occurred in the past. The establishment of a fully-fledged Department of Arts and Culture, rather than as a component of a department with a broader mandate and agenda, that is charged with pro-active investment in strengthening New Brunswick’s cultural infrastructure, would demonstrate the government’s commitment to arts and culture and signal a most welcome change.”
- “I understand why the Premier had to leave, but he should meet with selected cultural leaders (perhaps a group of 5-10) as soon as he can to get some deeper insight. 80 was far too many and felt watered down.”
- “I felt it difficult to express myself, too many participating in a group for the allotted time. I love the idea of these and can't wait to see the reports. I did here a lot of great ideas if money and funding is available, but I believe we need to come up with ideas to stimulate the economy in other ways as well.”
- “silos...invite cultural leaders to the groups discussing education, industry, health. Culture is not about tourism...it is our quality of life. If we build it, they will come.”
- “Il faudrait dès l'envoi des invitations aviser les participants que l'exercice ne doit pas servir à dresser une liste d'épicerie, mais plutôt d'identifier des idées/solutions/potentiels que les arts/culture puissent contribuer à la croissance économique et sociale du N.-B. Faire un rappel aussi dès le début de la rencontre. Merci pour l'opportunité et pour l'écoute !”
- “J'ai participé à d'autres activités de ce genre. Est-ce que cela nous mènera vers des solutions? Nous avons tout de même la preuve que le gouvernement fait un effort pour nous écouter.

Maintenant, c'est à nous de faire avancer nos dossiers et de faire certain que la communication et que les échanges continueront dans le futur prochain. Merci de m'avoir inclus dans ce sommet.