

What are museums?

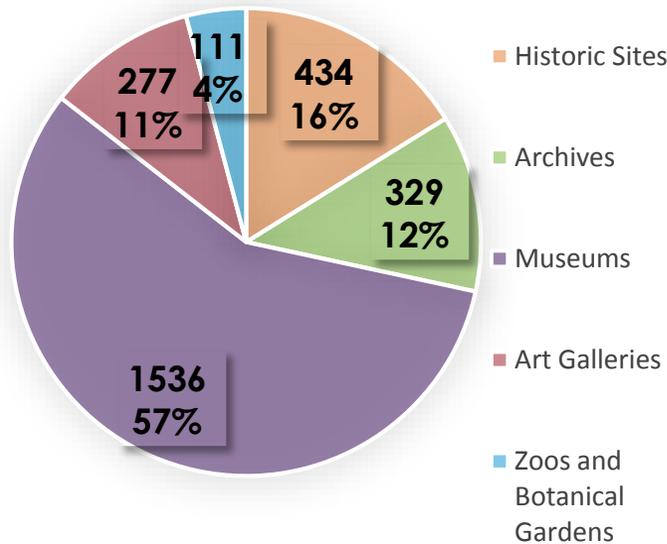
“A museum is a not-for-profit, permanent institution in the service of society that researches, collects, conserves, interprets and exhibits tangible and intangible heritage. Open to the public, accessible and inclusive, museums foster diversity and sustainability. They operate and communicate ethically, professionally and with the participation of communities, offering varied experiences for education, enjoyment, reflection and knowledge sharing.”

International Council of Museums (ICOM), August 2022

- The newly adopted ICOM definition of museum includes not-for-profit history museums, art museums, archives, historic sites and other institutions.
- Indigenous cultural centres are also normally eligible for departmental programs.

Museum sector in Canada

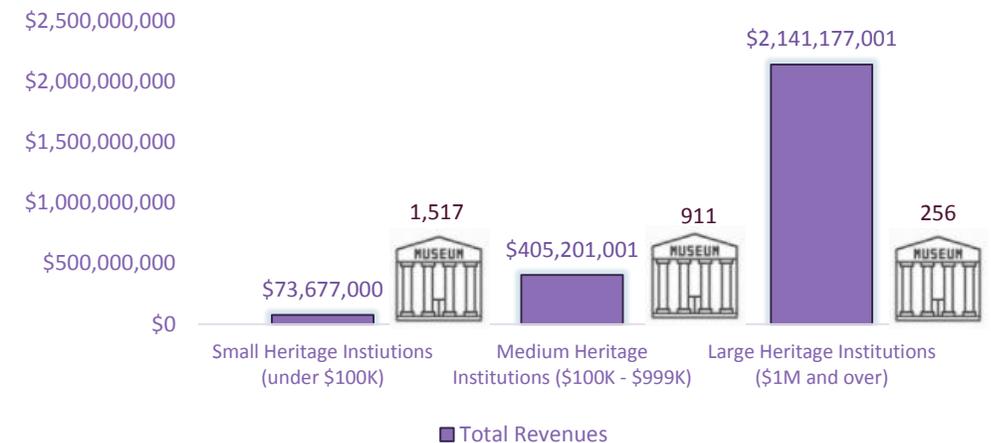
- In 2019, there were about 2,700 not-for-profit museums and other heritage institutions across Canada.
 - About 40% of these institutions are located in rural areas (communities with a population of less than 10,000 people).
 - 57% have an annual revenue of less than \$100,000 (36% have annual revenue of less than \$40,000).



Museum sector in Canada

- Pre-COVID, heritage institutions:
 - generated over \$2.6 billion in annual revenues, up 27% (\$559 million) from 2011.
 - provided more than 37,200 Canadian jobs, up 18% (5,500 newly paid staff) from 2011.
 - received assistance from over 114,000 volunteers, who contributed approximately 6 million hours each year (the equivalent of 2,880 full-time positions and approximately \$70 million in contribution of paid salary).
- Physical visits to heritage institutions reached over 79 million in 2017, up 41% from 2011, heavily outpacing Canada's population growth, up 10% over the same period.

\$2.6 BILLION IN REVENUE, BY SIZE OF ORGANIZATION: 2017



Source: Government of Canada Survey of Heritage Institutions 2019

- The COVID-19 pandemic resulted in the prolonged closure of heritage institutions, translating into a drop in revenue and employment.

Museum sector in Canada during Covid

- The culture domain (in non-government institutions) saw significant declines in GDP and jobs during the pandemic. The cultural heritage subdomain experienced among the greatest losses and slowest recovery.
- Preliminary data shows that since the onset of the COVID-19 pandemic, only 10% of Canadians physically attended a heritage institution or site but 16% visited a heritage institution online during the COVID-19 pandemic. Source: Art and Heritage Access and Availability Survey 2020-21
- The pandemic poses longer term risks as donations are expected to remain low pending an economic recovery and tourism, which brings in visitors and revenue, will also take time to recover.



Source: Statistics Canada quarterly GDP and employment figure highlights

The Museum Landscape

Museums governed by the
Museum Act

National
Museums

There are currently 6 National
Museums, 3 affiliate museums
and one proposed new
National Museum, the RCMP
Heritage Centre

Museums impacted by the
Museum Policy

Provincial
museums

Federal
museums
(e.g. DND museums)

Municipal
museums

University
museums

Other non-
profit
museums

PCH & Portfolio heritage programs and activities

Enhanced Tax Incentive for certified cultural property

(\$30 million/year in foregone tax revenue)

- Under the *Cultural Import and Export Act*
- Designated museums, art museums, archives only

Canada Cultural Spaces Fund

Total budget \$54.2 million
Average \$25.3 million to museums

Canada Cultural Investment Fund
Total budget \$21.9 million; approx. \$4.3 million to museums

Movable Cultural Property
\$1.2 million

Canada Travelling Exhibition Indemnification Program
(\$0.9 million in insurance savings)

Canada Council for the Arts
Approx. \$20 million

- Art museums only

CMH – Digital Museums Canada
\$2.2 million

LAC – Documentary Heritage Communities Program \$1.5 million

Young Canada Works – Heritage
\$7.9 million

Museums Assistance Program
\$6.7 million

- A range of programs, incentives and services are offered to museums.
- Each has its own eligibility criteria. Not all museums are eligible for all programs.
- Several programs were introduced after the 1990 policy.

Canadian Conservation Institute
Promote the proper care & preservation of Canada's heritage & advance the practice, science and technology of conservation

Canadian Heritage Information Network
Assists museums in documenting, managing & sharing information about their collections

Role of Canadian Heritage - Policy

Canada last articulated a Museum Policy in 1990.

1990 Policy priorities:

- **Preserve** collections, provide Canadians with **access** to their heritage and enhance **excellence** in museum activities.

Preservation and access remain core museum functions.

Canadian Heritage implements the 1990 policy through funding:

- Project-based programs (e.g. the Museums Assistance Program),
- Tax incentives, and
- Professional services to heritage institutions (Canadian Conservation Institute and Canadian Heritage Information Network).

Role of Canadian Heritage - Policy

Canada's 1990 museum policy informs the government's program response to the heritage sector. The policy may inform the legislative, financial and administrative arrangements made by the Government of Canada to support museums and can help inform the decisions taken by each individual museum to establish its own place in the community.

What the policy does:

- Frames current departmental Heritage Group programs and services, including MAP, the Canadian Conservation Institute and others.
- The Museums Assistance Program is still considered the flagship program of the policy.
- Complements provincial and local government funding programs.

What the policy doesn't do:

- Does not govern Canada's national museums, nor does it guide the creation of new national museums (this is done via the *Museums Act*).
- Does not direct portfolio agencies, and other federal programs targeted to heritage institutions.
- Does not cover programs created outside of current museum policy, such as the Canada Cultural Spaces Fund or the Digital Museums Canada.

Sector needs are unmet

- The 2018 State of Canadian Museums Report, and other sources indicate that current Canadian Heritage programs are insufficient to meet sector needs. In general, the sector lacks:
 - Capacity to address and engage in reconciliation, diversity and inclusion, digital transformation.
 - Financial stability.
 - Capacity to care for growing museum collections and to make them accessible to Canadians.
- PCH programs have been tweaked or added piecemeal since 1990. Programming does not generally address the differing needs of small, medium and large museums.

The pandemic highlighted the precarious financial situation of the not-for-profit heritage sector and raised the prospect of the loss of our shared heritage due to extended or permanent museum closures.

Renewing the Museum Policy

Review of the Museum Policy is an opportunity to develop resiliency across the sector.

- Advance reconciliation with Indigenous Peoples, particularly regarding access to and repatriation of Indigenous cultural property and ancestral remains.
- Further the digital transformation: Budget 2021 allocated \$20 million to a new *Digital Access to Heritage* component of the Museums Assistance Program for three years.
- Encourage equity, diversity and inclusion to engage all Canadians.
- Seek opportunities for improved financial stability.

Next Steps

Starting Fall 2022:

- Launch of a public website sharing information about the consultations and related resources
- Start of consultation process, including:
 - Open public consultations
 - Meaningful consultations with First Nations, Métis and Inuit
 - FPTCH Table face à face discussion
 - Direct online consultations with museums and other stakeholders, including academia and experts
 - Virtual regional roundtable discussions with stakeholders on the following themes: 1) role in society, 2) resilience, 3) reconciliation, 4) equity, diversity and inclusion and 5) preservation and access
 - Discussions with the Canadian Museums Association and provincial/territorial museum and archival associations to validate what we have heard.

Consultations
Fall-Winter
2022-23

Analysis and
options
development
Spring 2023

Seek Cabinet
Approval
Fall 2023

Annex A: COVID-19 funding

- In 2022-23 the federal government allocated \$13.6 million in pandemic recovery support to heritage institutions.
- The federal government awarded \$47 million for heritage institutions in 2021-22:
 - Over \$35 million was awarded to almost 1200 heritage institutions through the Reopening Fund for Heritage Organizations.
 - \$12 million in economic recovery funding through Young Canada Works - Heritage to employ student summer jobs and internships in heritage institutions.
- In 2020-21 the federal government provided \$45.1 million in emergency funding for heritage institutions.
 - Over \$34 million in COVID-19 emergency funding was awarded to nearly 1,300 heritage institutions
 - \$11.1 million in COVID-19 emergency funding through Young Canada Works – Heritage to employ 1,055 student summer jobs and internships in heritage institutions.