

Orchestras matter

Canadian orchestras make a difference to communities across the country – and around the world.



Last year, almost **2.8 million** Canadians attended an orchestra performance of some kind!



Orchestras add to thriving communities coast to coast.

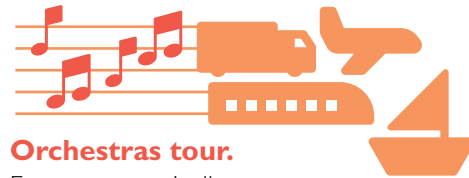
From St. John's to Victoria, from Prince George to Charlottetown, and many places in between, Canadians benefit from orchestras.

- Youth orchestras
- Seniors' programs
- Music schools and school concerts
- Newcomer welcoming
- Health benefits
- Sheer, enriching pleasure



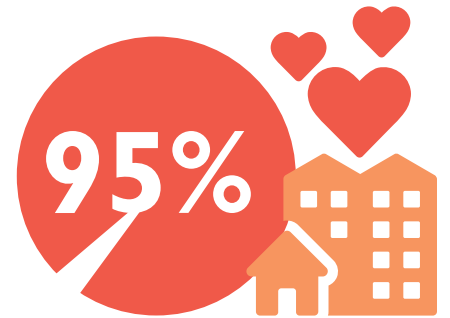
Orchestras are part of Canada's rich cultural ecosystem.

They, and the musicians they engage, are active with dance and theatre companies, film producers, sports teams, the Deaf and disability communities...and more.



Orchestras tour.

From remote Indigenous communities in northern Manitoba to Tel Aviv, our symphonies and ensembles enrich the lives of Canadians and put our country on the cultural map.



95% of Canadians agree that arts and cultural activities make their communities better places to live.

Cultural engagement leads to community, connection and discovery. The resulting impacts are belonging, empathy and perspective.

Orchestras and their musicians perform all kinds of music for all kinds of audiences.

- Contemporary Canadian and international works
- Popular favourites, including Broadway and film scores
 - Beloved classics
- Music from around the world



Orchestras contribute to Canadian creativity and storytelling, the essence of what defines our unique culture.

To succeed, they need a strong connection to their audience and community in every way.

They are built on a complex business model that brings together box office and earned revenue, private contributions and public funding from all levels of government.

Public support is critical to the revenue mix.

Thank you.

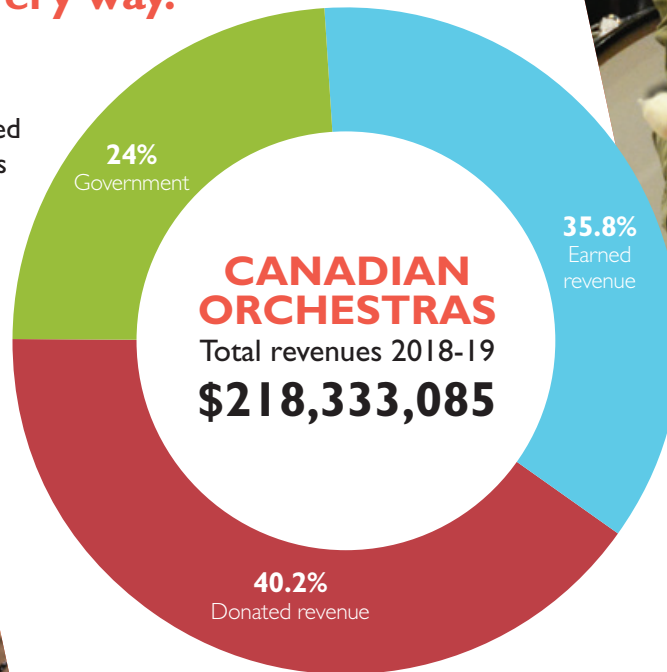


photo: Pascal Langelier



photo: Michael Wooley

Canadians orchestras continue to deepen their connection with audiences and the communities they serve.

To allow us to do this more effectively, we urge the Government of Canada to:

- 1 Help arts organizations play their part in addressing the climate crisis by ensuring they are eligible for federal programs supporting research and fact-based carbon reduction projects.
- 2 Complete the five-year \$180 million investment in the arts through the Canada Council for the Arts in Budget 2020-21.
- 3 Enhance the budget of the Endowment Incentives component of the Canada Cultural Investment Fund by \$6.5 million annually, to help arts and culture organizations raise private sector contributions and develop stable, long-term revenues through the growth of endowment funds.
- 4 Increase funding and support for internships and on-the-job training for emerging arts managers by \$500,000 annually to enable strong succession, and diversity in the sector.



ORCHESTRAS
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