



**Canada Council for the Arts  
Funding to artists  
and arts organizations  
in Newfoundland and Labrador,  
2013-14**



Canada Council for the Arts  
Conseil des arts du Canada



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for the Arts      du Canada

Research and Evaluation Section  
150 Elgin Street, P.O. Box 1047  
Ottawa ON, Canada K1P 5V8  
613-566-4414 / 1-800-263-5588 ext. 4526  
Fax 613-566-4428

[research@canadacouncil.ca](mailto:research@canadacouncil.ca)  
[www.canadacouncil.ca](http://www.canadacouncil.ca)

This publication is a companion piece to the *Annual Report 2013-14* of the Canada Council for the Arts.  
<http://canadacouncil.ca/council/about-the-council/corporate-reports/annual-reports/annual-report-2014>

**Publication aussi offerte en français**

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## 1.0 Overview of Canada Council funding to Newfoundland and Labrador in 2013-14

- In 2013-14, the Canada Council for the Arts provided grants totalling \$1.5 million to the arts in Newfoundland and Labrador.
- In addition to grants, \$99,076 in payments was provided to 264 authors through the Public Lending Right program,<sup>1</sup> as well as \$3,000 in special funds in 2013-14. This brings the total amount of Canada Council funding to Newfoundland and Labrador to \$1.6 million.
- In 2013-14, the Canada Council awarded \$177,110 in grants to 16 artists and almost \$1.3 million to 36 Newfoundland and Labrador arts organizations. 12.2% of funding was awarded to individuals, while 87.8% of total funds were awarded to organizations.
- Grants were awarded to artists and arts organizations in Newfoundland and Labrador in most disciplines. In 2013-14, the largest amount of funding went to theatre (\$467,800). Writing and publishing received the second largest amount of funding (\$327,600), followed by media arts (\$224,820).
- Every dollar invested in a Newfoundland and Labrador-based arts organization through a Canada Council for the Arts' operating grant in 2013-14 leveraged \$10.34 in total revenues. Total Canada Council operating grants in Newfoundland and Labrador represent 9.7% of total revenues of recipient arts organizations in that province.<sup>2</sup>
- 156 applications from Newfoundland and Labrador artists and arts organizations were submitted to the Canada Council in 2013-14, representing 1.1% of the total number of received applications.
- Funding to artists and arts organizations in St. John's totalled \$1.2 million, comprising 80.5% of the total funding going to the province. Corner Brook was awarded \$140,500 in grants, or 9.7% of total funding to the province, and Trinity received \$129,000 in funds (8.9%). Four additional communities in Newfoundland and Labrador received 0.9% of the province's funding for a total of \$12,900, in 2013-14.
- In 2013-14, Newfoundland and Labrador artists received 0.83% of Canada Council funding to artists, and Newfoundland and Labrador arts organizations received 1.06% of the funding to arts organizations. In total, Newfoundland and Labrador artists and arts organizations received 1.02% of total Canada Council funding. In comparison, the province makes up 1.50% of the Canadian population,<sup>3</sup> and 0.86% of Canadian artists.<sup>4</sup>
- 7 artists and arts professionals from Newfoundland and Labrador served as peer assessors in 2013-14, comprising 1.16% of all peer assessors.

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<sup>1</sup> The Public Lending Right program provides payments to authors whose books are held in selected Canadian public libraries.

<sup>2</sup> These figures reflect financial data from forms submitted, revised or locked by CADAC (Canadian Arts Data/Données sur les arts au Canada). These figures exclude book and magazine publishers because, due to the nature of their business, their financial information is not currently captured using CADAC.

<sup>3</sup> Statistics Canada: Canada's National Statistical Agency. "Population by year, by province and territory," November 2013, <<http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/demo02a-eng.htm>>.

<sup>4</sup> Hill Strategies Research Inc. "Artists in Canada's Provinces and Territories Based on the 2006 Census," *Statistic Insights on the Arts*, Vol.7 No. 5, March 2009, <<http://www.hillstrategies.com/content/artists-canada%E2%80%99s-provinces-and-territories>>.

## 2.0 Statistical highlights about the arts in Newfoundland and Labrador<sup>5</sup>

- In total, 65% of surveyed Atlantic Canadians attended at least one live art performance—such as a play, musical, music, concert, dance performance, opera or storytelling—in the last year (2012), and 46% attended at least one arts or cultural festival in that same period. Overall, 43% of surveyed Atlantic Canadians rated the quality of arts and culture events in their community as good or very good.
- In 2010, all Newfoundland and Labrador residents 15 or older (99.1%, or 429,000 people) participated in at least one of 18 arts, culture or heritage activities. The participation data also show that 82.7% of residents listened to downloaded music or music on CDs, 81.3% watched a movie or video, 73.8% read a book, 60.2% attended a performing arts event or cultural festival, and 30.5% visited an art gallery.
- Newfoundland and Labrador residents spent \$360 million on cultural goods and services in 2008, which equals 3.1% of total consumer spending in the province. The \$360 million in consumer spending on culture is three times larger than the \$120 million spent on culture in Newfoundland and Labrador by all levels of government in 2007-08. Per capita cultural spending in Newfoundland and Labrador ranks ninth among the 10 provinces at \$733 per resident.
- On a per capita basis, the cultural spending on St. John's residents (\$977) ranks fourth among the 12 metropolitan areas in Canada. Total cultural spending was \$180 million in St. John's in 2008.
- In 2008, households in Newfoundland and Labrador spent 26 cents for every \$100 of income on books and 11 cents for every \$100 of income on magazines.
- In 2008, 57,000 households in Newfoundland and Labrador reported spending a total of \$13 million on live performing arts, accounting for 1% of all spending on live performing arts in Canada.
- In 2006, there were 1,200 artists in Newfoundland and Labrador, representing 0.46% of the overall provincial labour force.
- Between 1991 and 2006 the number of artists in Newfoundland and Labrador decreased by 2%. The number of artists increased by 11% between 1991 and 2001, but decreased by 12% between 2001 and 2006.

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<sup>5</sup> Sources:

Phoenix Strategic Perspectives Inc. for the Department of Canadian Heritage. "Arts and Heritage in Canada: Access and Availability Survey 2012," November 2012, <[http://epe.lac-bac.gc.ca/100/200/301/pwgsc-tpsgc/por-ef/canadian\\_heritage/2012/089-11-e/report.pdf](http://epe.lac-bac.gc.ca/100/200/301/pwgsc-tpsgc/por-ef/canadian_heritage/2012/089-11-e/report.pdf)>.

Hill Strategies Research Inc. "Provincial Profiles of Arts, Culture and Heritage Activities in 2010," *Statistical Insights on the Arts*, Vol. 10 No. 3, March 2012, <<http://www.hillstrategies.com/content/provincial-profiles-arts-culture-and-heritage-activities-2010>>.

Hill Strategies Research Inc. "Consumer Spending on Culture in Canada, the Provinces and 12 Metropolitan Areas in 2008," *Statistical Insights on the Arts*, Vol.9 No. 1, November 2010, <<http://www.hillstrategies.com/content/consumer-spending-culture-2008>>.

Hill Strategies Research Inc. "Who buys books and magazines in Canada?," *Statistical Insights on the Arts*, Vol. 9, No. 3, March 2011, <<http://hillstrategies.com/content/who-buys-books-and-magazines-canada>>.

Hill Strategies Research Inc. "Patterns in Performing Arts Spending in Canada in 2008," *Statistical Insights on the Arts*, Vol. 9, No. 2, February 2011, <<http://www.hillstrategies.com/content/patterns-performing-arts-spending-canada-2008>>.

Hill Strategies Research Inc. "Artists in Canada's Provinces and Territories Based on the 2006 Census," *Statistical Insights on the Arts*, Vol.7 No. 5, March 2009, <<http://www.hillstrategies.com/content/artists-canada%E2%80%99s-provinces-and-territories>>.

- The median earnings of artists in Newfoundland and Labrador were \$7,900 in 2006, less than half of the typical earnings of all provincial workers (\$18,100).
- In Newfoundland and Labrador, a larger percentage of artists than the overall labour force is under 35 years of age (46% vs. 34%).

### 3.0 Highlights of Canada Council grants to Newfoundland and Labrador artists and arts organizations

#### *Arts organizations*

The Canada Council supports the work of arts organizations. In 2013-14, some of the Newfoundland and Labrador arts organizations that received funding were:

Organization	Community	Total funding
Breakwater Books Ltd.	ST. JOHN'S	\$78,700
Creative Book Publishing	ST. JOHN'S	\$43,100
Newfoundland Dance Presenters Inc.	ST. JOHN'S	\$42,700
Newfoundland Independent Filmmaker's Cooperative Ltd.	ST. JOHN'S	\$96,820
Opera on the Avalon	ST. JOHN'S	\$15,000
Pedlar Press	ST. JOHN'S	\$54,200
Resource Centre for the Arts Theatre Company	ST. JOHN'S	\$103,200
Riddle Fence	ST. JOHN'S	\$16,400
Rising Tide Association	TRINITY TB	\$129,000
Sound Arts Initiatives Inc.	ST. JOHN'S	\$45,000
The Rooms Provincial Art Gallery	ST. JOHN'S	\$95,000
Theatre Newfoundland Labrador	CORNER BROOK	\$110,000

#### *Examples of Canada Council funding in Newfoundland and Labrador<sup>6</sup>*

The Canada Council supports the endeavours of professional artists and arts organizations through its programs. The following selection illustrates some of the activities supported by the Canada Council in Newfoundland and Labrador:

On Canada Day 2013, Innu guitarist/composer **David Hart** of North West River, NL joined the Iqaluit, NU band "The Tradeoffs" for a performance in front of more than 500 Alianait Arts Festival attendees. "This was a one-of-a-kind experience where I got to rehearse and then perform," Hart said. "We had a big crowd up dancing for more than an hour and they didn't want the music to stop." While in Iqaluit, Hart also participated in the Uppik Collaboration with 12 other artists attending workshops, culminating in a final performance. Hart also facilitated a workshop with 40 youth on Inuit storytelling and songs. He received his first Canada Council grant of \$2,500 through the Aboriginal Peoples Music: Travel Grants program to attend the Festival.

<sup>6</sup> Unless otherwise indicated, project descriptions and quotations are drawn from documents in the grant application.

The **Craft Council of Newfoundland and Labrador** in St. John's was a recipient of a 2013 Jean A. Chalmers Fund for the Crafts in support of its *Smoke, fume and fire* workshop with ceramic artist Louise Pentz. The Chalmers Fund enables the Canada Council's Visual Arts Section to assist non-profit, Canadian visual arts organizations, and fine crafts professionals, to undertake projects that contribute to the advancement and understanding of the fine crafts in Canada. In July 2013, ten potters and sculptors from Prince Edward Island, Newfoundland and Australia participated by constructing an outdoor smoke-firing pit, preparing works, firing their own pieces and learning surface embellishment methods. The Craft Council received \$3,000 of special project assistance for the three-day professional development workshop.

Calvin Evans covers every coast and bay of Newfoundland and Labrador in his 2013 book *Master Shipbuilders of Newfoundland and Labrador*. This sweeping chronicle of craftsmanship and productivity, published by **Breakwater Books** in St. John's, details the fishery, the seal cull, the settlement, the culture. The history of the province has been shaped and witnessed from the deck of sea-going vessels, and those vessels were sparred with local timbers, planked and rigged by the hands of master shipbuilders. Breakwater Books publishes many authors with strong links to the province and the North Atlantic, while others hail from all parts of Canada as well as the United Kingdom, and write about topics and themes of national and international interest. Breakwater received \$63,600 through the Book Publishing Support: Block Grants for the publication of *Master Shipbuilders* and numerous others in 2013.

New media artist **Liz Solo** from St. John's was paired with Vancouver performer, cycling activist and multimedia eco-artist RedSara for the 2013 edition of Brief Encounters, an interdisciplinary performance experiment created by Vancouver's The Tomorrow Collective. Solo wrote: "Sarah and I connected immediately... we used storytelling format, large scale projects as a set, sound-score, a new song and a bike. It was great exposure." Themed around the idea of independent thought and individual responsibility, the performances were well attended and received. Solo received \$1,500 through the Travel Grants to Media Artists program to travel to Vancouver where she performed, gave interviews, attended performances and connected with other artists. She also received \$46,000 through the Grants to New Media and Audio Artists – Production Grants program to produce a new media installation/performance work.

In August 2013, an estimated 1,700 spectators gathered in Corner Brook's Margaret Bowater Park to witness the transformative, site-specific dance piece *Aberdeen and the Old Boot*. Organized by **CDR Collective**, the project brought together community groups, diverse local citizens, the municipal governments and professional performers for this modern retelling of the myth of Orpheus combined with Newfoundland folk tales. *Aberdeen* told the story of a girl who is forced to overcome several obstacles – including a giant, ghosts and goblins (played by 23 youth performers), pirates (played by 15 adult volunteers) and "the Old Boot" – in a quest to bring her lover back from the underworld. Dance artist Candice Pike, musician David Maggs and director Rachel Peake formed CDR Collective in 2013 to create site-specific dance works to engage communities. CDR received a \$10,500 grant through the Dance Section's Artists and the Community Collaboration Program for the project.

**The Rooms Provincial Art Gallery** has exciting new programming lined up, including their successful exhibition *Mary Pratt* – a 50-year retrospective of the renowned Newfoundland and Labrador artist – touring across Canada until January 2015. Located in St. John's, the mandate of The Rooms is to collect, research, exhibit, educate, and develop the province's cultural, historic and natural treasures into a constant source of information. In 2013, The Rooms introduced their *Provincial Art Gallery Editorial Series (PAGES)* to promote critical and academic writing about historical contemporary art and visual culture, principally focused on Newfoundland and Labrador. The Gallery will receive \$285,000 over three years through the Grants to Art Museums and Public Galleries program for their activities in contemporary art.

In the winter of 1817-18 St. John's, Newfoundland fell victim to murderous gangs. It was one of the coldest winters on record and famine, fire and rioting were rampant. The infamous "Winter of the Rals" (rowdies) is the subject of the play *Nuisance*, by St. John's writer/director **Ben Pittman**, which explores the depths of depravity and the heroes who emerge in such hard times. Pittman aims to produce the play in 2015 for the winter's 200<sup>th</sup> anniversary. To prepare, he will further develop the script through a dramaturgical workshop before completing the second draft. Pittman received \$4,000 through the Grants to Theatre Artists program to research and write the first draft of the play.

In August 2013, St. John's **Duo Concertante** received a standing ovation at their premiere of Vince Ho's *Maples and the Stream* at the Ottawa International Chamber Music Festival. Written for a narrator, violin and piano, the work was commissioned by the Duo who partnered with narrator Evelyn Hart. "She was truly extraordinary," said the Duo. "She memorized the entire 30 minutes of text, always knew exactly how it fit with the complex score, staged and directed the entire piece, and ultimately mesmerized the audience with her intensity, energy and authenticity." While in Ottawa, the Duo also performed a Bach inspired concert at Sacred Space in Beechwood Cemetery. Ottawa Citizen writer Richard Todd described the concert as "strong pieces expertly played." The Duo received \$1,200 through the Music: Travel Grants program to attend the Festival.

In September 2014, Finnish circus artist Antti Kulmala will lead social circus workshops at **Wonderbolt Productions** including techniques, strategies and activities in teaching circus skills to blind and handicapped youth. While in St. John's, Kulmala will also teach master classes in a variety of circus performance and technical skills such as rigging for aerial acts, pyrotechnics and acrobatics. Wonderbolt's mission is to create, develop and produce original circus and movement theatre and bring it to as wide an audience as possible including youth in the community by also teaching and celebrating physical activity and skills. Wonderbolt received \$1,000 through the Visiting Foreign Artists Program: Theatre.

## 4.0 Detailed tables of Canada Council funding to Newfoundland and Labrador

### *Canada Council for the Arts funding to Newfoundland and Labrador*

- Since 2004-05, Canada Council funding to Newfoundland and Labrador has increased, from \$1.36 million in 2004-05 to \$1.45 million in 2013-14, an increase of 7.11%.
- Grants to Newfoundland and Labrador as a percentage of total Canada Council funding has decreased from 1.12% in 2004-05 to 1.02% in 2013-14.

**Table 1: Canada Council grants to Newfoundland and Labrador and Canada Council total grants, 2004-05 to 2013-14**

Fiscal year	Grants to Newfoundland and Labrador	Canada Council total grants	Newfoundland and Labrador as % of total
2004-05	\$1,355,193	\$121,455,742	1.12%
2005-06	\$1,333,179	\$120,519,422	1.11%
2006-07	\$1,693,537	\$140,838,547	1.20%
2007-08	\$1,753,580	\$152,803,607	1.15%
2008-09	\$1,630,998	\$145,639,343	1.12%
2009-10	\$1,666,595	\$146,136,164	1.14%
2010-11	\$1,417,260	\$142,324,085	1.00%
2011-12	\$1,673,032	\$145,148,810	1.15%
2012-13	\$1,422,025	\$141,695,453	1.00%
<b>2013-14</b>	<b>\$1,451,575</b>	<b>\$142,072,039</b>	<b>1.02%</b>
<b>% Change</b>	<b>7.11%</b>	<b>16.97%</b>	

**Table 2: Canada Council grants to Newfoundland and Labrador  
by discipline, 2013-14**

Discipline	Artists	Arts organizations	Total
Aboriginal Arts Office	\$0	\$0	\$0
Audience & Market Development	\$2,310	\$2,945	\$5,255
Dance	\$13,400	\$58,200	\$71,600
Director Arts Disciplines	\$0	\$15,400	\$15,400
Equity Office	\$0	\$0	\$0
Inter-Arts Office	\$0	\$0	\$0
Media Arts	\$78,000	\$146,820	\$224,820
Music	\$8,200	\$158,200	\$166,400
Prizes Section	\$0	\$0	\$0
Theatre	\$5,000	\$462,800	\$467,800
Visual Arts	\$19,200	\$153,500	\$172,700
Writing and Publishing	\$51,000	\$276,600	\$327,600
<b>Total grants to Newfoundland and Labrador</b>	<b>\$177,110</b>	<b>\$1,274,465</b>	<b>\$1,451,575</b>
<b>Total Canada Council grants</b>	<b>\$21,431,038</b>	<b>\$120,641,001</b>	<b>\$142,072,039</b>
<b>Grants to Newfoundland and Labrador as a % of total Canada Council grants</b>	<b>0.83%</b>	<b>1.06%</b>	<b>1.02%</b>

**Grant applications from Newfoundland and Labrador**

- Since 2004-05, the total share of grant applications from Newfoundland and Labrador artists and arts organizations has remained relatively stable, between 0.96% and 1.3%. The highest number of grant applications occurred in 2006-07 and the lowest number in 2012-13. Newfoundland and Labrador's share of grant applications (1.05%) in 2013-14 is below its share of population (1.50%) but higher than its share of artists (0.86%) – see Table 4.

**Table 3: Grant applications to the Canada Council from Newfoundland and Labrador and total grant applications to the Canada Council, 2004-05 to 2013-14**

Fiscal year	Grant applications from Newfoundland and Labrador	Total Canada Council grant applications	Newfoundland and Labrador as % of total
2004-05	216	16,572	1.30%
2005-06	177	15,831	1.10%
2006-07	205	15,663	1.31%
2007-08	167	14,768	1.13%
2008-09	196	15,305	1.28%
2009-10	179	16,139	1.11%
2010-11	170	15,443	1.10%
2011-12	163	15,694	1.04%
2012-13	142	14,727	0.96%
<b>2013-14</b>	<b>156</b>	<b>14,901</b>	<b>1.05%</b>
<b>% Change</b>	<b>-27.78%</b>	<b>-10.08%</b>	

These numbers include applications not assessed, deemed ineligible or transferred to another program.

**Newfoundland and Labrador – Various comparisons with other provinces<sup>7</sup>**

- Newfoundland and Labrador ranks twelfth in terms of its level of Canada Council grant funding on a per capita basis per province at \$2.76. The province's share of grant funding is lower than its share of population, but is higher than its share of applications and artists.

**Table 4: Newfoundland and Labrador – various comparisons with other provinces, 2013-14**

Province or territory	per capita Canada Council grant	% share of grant funding	% share of Canada Council grant applications	% share of population	% share of artists
<b>Newfoundland and Labrador</b>	<b>\$2.76</b>	<b>1.02%</b>	<b>1.05%</b>	<b>1.50%</b>	<b>0.86%</b>
Prince Edward Island	\$3.13	0.32%	0.31%	0.41%	0.34%
Nova Scotia	\$4.45	2.95%	2.89%	2.68%	2.67%
New Brunswick	\$2.85	1.51%	1.35%	2.15%	1.36%
Quebec	\$5.60	32.15%	31.62%	23.20%	21.54%
Ontario	\$3.47	33.07%	32.69%	38.51%	40.60%
Manitoba	\$5.12	4.56%	2.97%	3.60%	2.80%
Saskatchewan	\$3.06	2.39%	1.68%	3.15%	2.17%
Alberta	\$2.08	5.90%	4.93%	11.45%	8.68%
British Columbia	\$4.38	14.13%	15.66%	13.03%	18.49%
Yukon	\$13.42	0.35%	0.41%	0.10%	0.15%
Northwest Territories	\$3.85	0.13%	0.22%	0.12%	0.13%
Nunavut	\$15.50	0.39%	0.15%	0.10%	0.18%
Other	...	1.13%	4.07%	...	...
<b>Total</b>	<b>(Mean: \$4.00)</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

<sup>7</sup> Sources:

Statistics Canada: Canada's National Statistical Agency. "Population by year, by province and territory," November 2013, <<http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/demo02a-eng.htm>>.

Hill Strategies Research Inc. "Artists in Canada's Provinces and Territories Based on the 2006 Census," *Statistic Insights on the Arts*, Vol.7 No. 5, March 2009, <<http://www.hillstrategies.com/content/artists-canada%E2%80%99s-provinces-and-territories>>.

**Table 5: Grant funding by community,  
Newfoundland and Labrador, 2013-14**

<b>Community</b>	<b>Amount</b>
CORNER BROOK	\$140,500
EASTPORT	\$4,100
HAPPY VALLEY-GOOSE BAY	\$3,800
NORTH WEST RIVER	\$2,500
ST. JOHN'S	\$1,169,175
TILTING	\$2,500
TRINITY TB	\$129,000
<b>Total - Newfoundland and Labrador</b>	<b>\$1,451,575</b>
<b>Total - Canada</b>	<b>\$142,079,039</b>
<b>Grants to Newfoundland and Labrador as a % of total Canada Council funding</b>	<b>1.02%</b>