



CULTURE EN ACTION: A major project gets under way to discuss a shifting cultural sector!

Montreal, March 24, 2022 – **Compétence Culture** is launching the ambitious project **Culture en action** today, an undertaking whose aim is to mobilize and survey all players in the cultural community in order to gain a better understanding of the issues that concern them and to find concrete solutions for the future of culture. The precarious situation of the cultural sector became more apparent with the pandemic and is extremely disturbing. Therefore, a vast call for applications is being launched today with a view to forming focus groups on the matters of concern that emerge from the survey.

“The cultural sector must work together to secure its successes and its survival, and also to ensure a healthy and exciting work environment. Players in the community are tired and are looking for concrete answers. We’re aware of that, and we hope to find realistic solutions for the short, medium and long term. We believe that in working together we can do that.”

MS. CHRISTINE BOUCHARD, President, Compétence Culture

The cultural sector has been in a state of change for a number of years, and additionally is faced with serious difficulties regarding workforce recruiting and retention, something that has hampered its development. The **Culture en action** project seeks to survey players in the cultural community in order to agree on recommendations with the main government bodies to ensure the introduction of concrete structuring measures for the cultural community.

Culture en action gets under way today with the sending out of a large survey to all the stakeholders in the cultural community. It is intended for **artists, artisans, associations, and groups**, but also for **governments** and **funding bodies**. This poll will next serve as a starting point for an in-depth consideration of the real issues facing the arts and culture in Québec.

The importance of culture

The cultural sector contributes significantly to the health of the Québec economy, generating more than 11 billion dollars in direct economic benefits and accounting for about 4 percent of employment

in the province.¹ The arts and culture also have an impact on the attractiveness and influence of Québec as a whole. According to a study by Tourisme Montréal published before the pandemic, 26 percent of tourists choose the city as a destination thanks to its buoyant cultural scene.² It therefore seems to be urgent to find concrete solutions for a community that is changing but that is also, at certain level, in distress.

Compétence Culture

Compétence Culture is the sole workforce sector committee in culture, and in that capacity brings together close to 70 organizations in the arts and culture sector (associations, sectoral and regional groups). The organization supports the improvement of workforce skills and implements action plans tailored to the needs of organizations and human resources in the cultural sector. It is thanks to its leadership that the **Culture en action** project was born, and takes place alongside two other projects to support, promote and advance the cultural sector: **Culture et moi** and the platform **Cultive**.

Culture en action – What comes next

Following the consultations with stakeholders in the cultural community, **Culture en action** will issue, before the end of the year, a detailed and realistic action plan for making that community a healthy workplace, and, above all, for ensuring that the unique culture that distinguishes Quebecers continues to shine here and elsewhere.

To complete the survey or register for one or another of the consultation activities, the [Culture en action](#) webpage must be consulted.

Culture en action is made possible thanks to the support of the gouvernement du Québec.

-30-

About Compétence Culture

Founded in 1999, Compétence Culture is one of the 29 workforce sector committees in Québec (CSMOs). The CSMOs are autonomous agencies formally recognized by the Labor Market Partners Board (Commission des partenaires du marché du travail – CPMT) under the Québec *Act to Promote Workforce Skills Development and Recognition*. The sole workforce sector committee in culture, Compétence Culture brings together some 60 organizations from the arts and culture sector having the status of associations, sectoral groups or regional groups. Together, these organizations represent the cultural-sector workforce in Québec, which is assessed at close to 180,000 artists and cultural workers contributing 3 percent of GDP.

INFORMATION AND INTERVIEW REQUESTS:

natalie dion • T. 514 266-3466 • nd@bureaudenatalie.ca

¹Statistics Canada (2019), *Estimates of the direct economic impact of culture in Ontario and Quebec in 2017*, Hill Strategies. <https://hillstrategies.com/2019/06/19/estimates-of-the-direct-economic-impact-of-culture-in-ontario-and-quebec-in-2017>, June 19, 2019. Statistics Canada.

²Radio-Canada (2016), Un touriste sur quatre vient à Montréal pour la culture. (<https://ici.radio-canada.ca/nouvelle/778157/culture-tourisme-montreal-etude>)