

BUDGET 2023

GOVERNMENT OF ALBERTA | 2023-26

---

# Ministry Business Plan Culture

---

# Culture

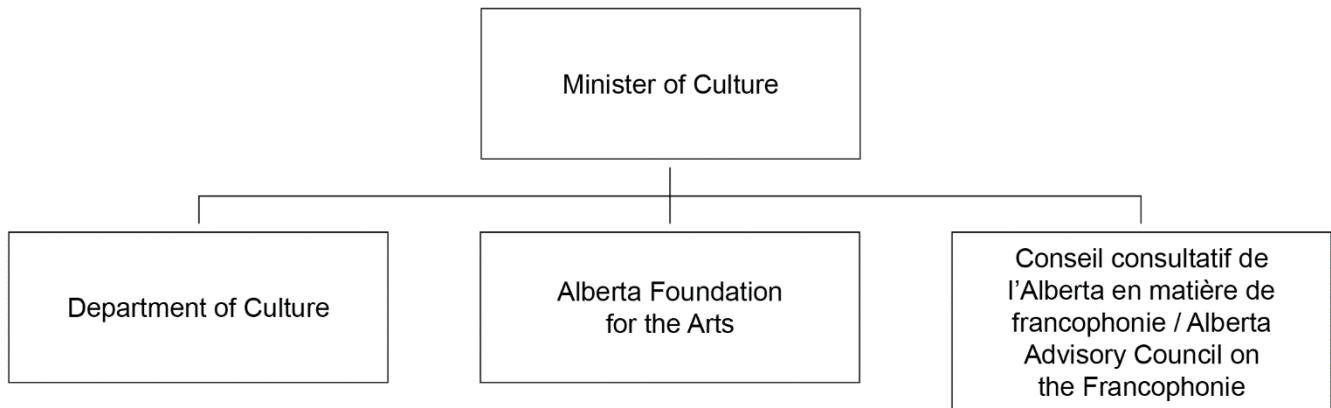
## Business Plan 2023-26

### Ministry Fact Sheet – Mandate and Structure

The ministry consists of the Department of Culture, Alberta Foundation for the Arts, and Alberta Advisory Council on the Francophonie. Culture is committed to building a vibrant cultural sector by supporting the development and sustainability of Alberta's creative and cultural industries; artists and the arts community; heritage sites; government services in French; physical activity, recreation, and sport; and the non-profit and voluntary sector. The ministry is also committed to increasing gender equality, preventing gender-based violence and supporting women's participation in the economy.

These areas form the foundation of Alberta's rich and unique identity. Culture continues to develop programs and services that support our heritage, arts, and culture. Alberta's western heritage, combined with the contributions of Indigenous peoples and others who have come here from all over the world, make this province strong and resilient. Reinforcing that unique identity and sharing it proudly with the rest of Canada and the world showcases Alberta as a great place to live, invest, and do business.

The Ministry of Culture plays an integral role in Albertans' quality of life and physical and mental health — allowing Albertans to fully engage in everything their communities have to offer. The Government of Alberta is prioritizing a fiscally responsible approach to ensure sustainable, high-quality public services are provided to those who need them, when they need them, and Culture's programs support that goal.



A more detailed description of the Ministry of Culture and its programs and initiatives can be found at: <https://www.alberta.ca/culture.aspx>

The Ministry of Culture remains committed to regulatory approaches and program delivery that reduces unnecessary government oversight and emphasizes outcomes, in order to improve access to government services, attract investment, support innovation and competitiveness, and grow Alberta businesses.

Ministry business plans should be considered in conjunction with all budget documents - including the Fiscal Plan, Government Strategic Plan, and Estimates - which work together to provide a complete overview of government's commitment to responsible fiscal management.

# 2023-26 Business Plan

## Outcome 1

### **Creative and cultural industries, civil society and Alberta’s heritage sector flourish and grow in an environment that stimulates innovation, investment and economic growth**

Alberta’s strong, unique and innovative cultural sector supports new and existing industries, job-creation and Albertans’ livelihoods, and contributes to the country’s prosperity. The ministry will continue to build on successes; attracting investment opportunities, building partnerships and creating new economic opportunities for our sectors by both growing our reputation on the world stage and supporting local, made-in-Alberta initiatives. Culture is committed to supporting the sectors the ministry serves to ensure clients and stakeholders receive support and are able to benefit from Canada’s economic growth.

### **Key Objectives**

- 1.1 Grow Alberta’s cultural industries over the next decade through targeted grants to the film and television industries to develop home-grown content, supporting local communities and economic diversification.
- 1.2 Stand up for Albertans by advocating for equitable federal funding for Alberta’s arts, culture, sport, and heritage sectors and increased federal funding for the provision of government services and programs in French.
- 1.3 Support artists and non-profits by connecting them with the philanthropy and business sectors through the Creative Partnerships Alberta program.
- 1.4 Enhance the capacity of non-profit organizations through facilitation, capacity-building services and promoting the importance of volunteerism through volunteer recognition programs.
- 1.5 Outline a strategy to invest in our cultural and heritage sites and to ensure Albertans and international visitors experience Alberta’s unique heritage at a world-class level.
- 1.6 Support women’s participation in Alberta’s economy, including continued support of women pursuing careers in science, technology, engineering, and mathematics (STEM) fields where they are underrepresented.

### **Initiatives Supporting Key Objectives**

- The Alberta Made Screen Industries Program will make \$4 million in additional funding available to eligible Alberta-made film productions in 2023-24.
- Culture is supporting non-profit organizations to access social finance and innovation resources by investing \$2.3 million in initiatives such as Crowdfunding Alberta, UCEED Social Impact Fund and the Social Impact Lab.
- In 2023-24, \$50.7 million will support stewardship of Alberta’s heritage resources and operation of provincial heritage facilities such as the Royal Alberta Museum and Royal Tyrrell Museum of Palaeontology.

## Performance Metrics

### 1.a Performance Measure: Percentage of Albertans attending and participating in events and organized activities

The Survey of Albertans has been revised and modernized. Data for this measure is now collected through an online survey rather than by telephone and the new results are not directly compatible with the old results. These targets have been set conservatively based upon the lower end of the margin of error after analyzing historical results and trends combined with the anticipated impact of programs and services encouraging the public to return to fully participating in arts and sport.

In 2021-22, 32.8 per cent of adult Albertans attended arts activities or events and 25.5 per cent of Albertan adults and 49.2 per cent of children participated in organized sport. (2021-22 Source: Culture and Status of Women Survey of Albertans)

Targets <sup>1</sup>	2023-24	2024-25	2025-26
Arts	34.0%	35.0%	36.0%
Adult Sport	25.0%	26.0%	27.0%
Child Sport	53.0%	54.0%	55.0%

<sup>1</sup>The methodology for the data source for this performance measure (Survey of Albertans) was changed in 2022 from a telephone to online survey.

### 1.b Performance Indicator: Total expenditures of Alberta's registered charities (\$ billions) (Source: Canada Revenue Agency via the Office of Statistics and Information Alberta)

	2017	2018	2019	2020
Expenditure of Alberta's Registered Charities (\$ billions)	32.8	35.3	25.1	38.0

### 1.c Performance Indicator: Gross Domestic Product (GDP) of Alberta's creative and cultural industries (\$ billions) (Source: Statistics Canada. Table [36-10-0452-01](#))

	2017	2018	2019	2020
GDP of Alberta's creative and cultural industries (\$ billions)	5.10	5.15	5.26	4.73

## Outcome 2

### All Albertans have the opportunity to enjoy and benefit from vibrant, inclusive, and active communities through cultural and recreational opportunities and services that enrich their lives

The ministry promotes an inclusive Alberta where culture, heritage, language, sexual orientation and gender are valued, respected, and supported — a province where every person feels welcome, safe, and free to be their authentic self. Albertans take pride in our culture and achievements. The ministry creates opportunities to celebrate the shared experiences that unite all the diverse communities that make this province uniquely Albertan.

Culture supports a number of rich, diverse sectors that strive to make lives better for all Albertans. The ministry invests in a range of financial supports and programs to support Alberta's communities. Ministry programming is focused on strengthening the capacity of civil society, which plays a foundational role in building vibrant, active and resilient communities; fostering the development and contributions of Alberta's arts and culture, recreation, sport, and heritage sectors; and providing Albertans with access to world-class entertainment, a range of culturally-diverse activities, and opportunities to perform in premier venues. The ministry also serves as a vital link between government

and the province’s Francophonie, developing and promoting government services for French-speaking Albertans and their communities.

**Key Objectives**

- 2.1 Support affordable access to sport and recreation opportunities through delivery of sport, physical activity, and recreation programming in order to improve Alberta youth and families’ health and wellbeing.
- 2.2 Seek opportunities to promote and celebrate Alberta’s unique cultural identity, including implementing a building naming policy that exemplifies Alberta’s culture.
- 2.3 Support victims of domestic violence through work with other government ministries and the implementation of the National Action Plan to End Gender-Based Violence.
- 2.4 Ensure the Alberta Foundation for the Arts places priority on Alberta artists, art, and cultural materials.
- 2.5 Continue to support and engage with Alberta’s Francophone communities through the French Policy and by working with government partners on programs and projects that enhance the vitality of the Francophonie.

**Initiatives Supporting Key Objectives**

- Culture will spend \$1 million in 2023-24 to expand supports for rural sexual assault survivors and survivors of gender-based violence and increase women’s participation in Alberta’s economy, including continued assistance for women pursuing careers in fields where they are underrepresented.
- Provincial sport, recreation, and physical activity organizations will receive \$8.5 million in operating grants in 2023-24 to support these organizations in delivering safe, inclusive and quality programs to Albertans.
- To increase affordable access to sport, physical activity and recreation for Alberta kids and families, Culture will invest \$8 million in the Every Kid Can Play program in 2023-24.

**Performance Metrics**

**2.a Performance Measure: Percentage of adult Albertans who visited a heritage facility in Alberta**

The Survey of Albertans has been revised and modernized. Data for this measure is now collected through an online survey instead of by telephone and the new results are not directly compatible with the old results. Targets have been set conservatively based upon the lower end of the margin of error after analyzing historical results and trends combined with the anticipated impact of programs and services encouraging Albertans to return to Alberta’s heritage facilities.

In 2021-22, 16.8 per cent of adult Albertans visited a heritage facility. (2021-22 Source: Culture and Status of Women Survey of Albertans)

<b>Targets</b>	<b>2023-24</b>	20.0%	<b>2024-25</b>	22.0%	<b>2025-26</b>	24.0%
----------------	----------------	-------	----------------	-------	----------------	-------

**2.b Performance Indicator: Rate of police-reported intimate partner violence for Alberta women (per 100,000 population)** (Source: Statistics Canada. Table [35-10-0202-01](#))

	<b>2019</b>	<b>2020</b>	<b>2021</b>
Total	627.17	625.97	610.24

## STATEMENT OF OPERATIONS

(thousands of dollars)

	Comparable		2023-24 Estimate	2024-25 Target	2025-26 Target
	2022-23 Budget	2022-23 Forecast			
<b>REVENUE</b>					
Transfer from Alberta Heritage Scholarship Fund	80	80	<b>80</b>	80	80
Transfers from Government of Canada	34,058	24,146	<b>42,578</b>	15,589	1,390
Investment Income	100	100	<b>100</b>	100	100
Premiums, Fees and Licences	12,315	12,315	<b>12,983</b>	13,193	13,210
Other Revenue	18,618	16,018	<b>16,518</b>	17,018	15,018
Ministry Total	65,171	52,659	<b>72,259</b>	45,980	29,798
Inter-Ministry Consolidation Adjustment	(80)	(80)	<b>(80)</b>	(80)	(80)
Consolidated Total	65,091	52,579	<b>72,179</b>	45,900	29,718
<b>EXPENSE</b>					
Ministry Support Services	7,680	7,680	<b>7,705</b>	7,750	7,750
Community and Voluntary Support Services	147,015	145,328	<b>174,172</b>	123,868	89,695
Cultural Industries	12,005	14,850	<b>16,440</b>	16,375	16,215
Arts	30,930	27,930	<b>28,005</b>	28,530	27,030
Francophone Secretariat	1,375	1,375	<b>1,390</b>	1,395	1,395
Heritage	49,015	49,940	<b>50,740</b>	51,005	50,882
Sport, Physical Activity and Recreation	19,840	19,840	<b>27,930</b>	27,960	27,960
Status of Women	3,975	4,750	<b>4,030</b>	4,050	4,050
Ministry Total	271,835	271,693	<b>310,412</b>	260,933	224,977
Inter-Ministry Consolidation Adjustment	(3,300)	(3,500)	<b>(3,300)</b>	(3,300)	(3,300)
Consolidated Total	268,535	268,193	<b>307,112</b>	257,633	221,677
Net Operating Result	(203,444)	(215,614)	<b>(234,933)</b>	(211,733)	(191,959)
<b>CAPITAL INVESTMENT</b>					
Cultural Industries	385	185	<b>385</b>	385	385
Heritage	1,946	776	<b>1,946</b>	1,946	1,946
Ministry Total	2,331	961	<b>2,331</b>	2,331	2,331
Consolidated Total	2,331	961	<b>2,331</b>	2,331	2,331