



## **Cultural Policy**

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### ***Cultural Policy for British Columbia***

Governments have a responsibility to protect the cultural heritage and promote the artistic expression of their citizens. The British Columbia Cultural Policy affirms the basis for the Province's commitment to our cultural life. It establishes the values the Province supports and its goals.

### ***The Province's Cultural Values***

The province believes that culture is intrinsically valuable and worthy of public support. Culture creates the only truly lasting record of our society and its aspirations. Through culture, we grow in understanding of ourselves and our fellow British Columbians. Artistic creativity is key to our development as individuals.

The arts also promote social cohesion by providing a bridge between the diverse groups who have made their homes in British Columbia. Culture shapes our sense of identity and uniqueness as British Columbians. And cultural activities provide a forum for constructive social comment and public debate.

The cultural sector is recognized as an economic good which is expanding and is consistent with the emerging economy. Culture is providing an increasing number of jobs in a knowledge-based, sustainable sector where employment is personally rewarding and satisfying. Culture is also a key part of the tourists' experience of British Columbia.

### ***The Province's Cultural Goals***

Our cultural life depends on the creators supported by volunteers, institutions,

all levels of government, infrastructure and private individuals. Within this framework a set of formal and informal relationships has evolved. The Province recognizes that it is a partner in a sector where artists and arts organizations have the leadership role in artistic creation. The Province has a supporting role through funding programs and as an advocate for the arts and culture.

The Province's goal is a cultural sector where competing needs are fairly assessed and where the elements - employment and training, innovation and public demand, production and distribution - are balanced.

The Province believes in a cultural sector which is primarily self-reliant, where funding resources are diversified and which lives within its means.

A sustainable cultural sector will provide the necessary stability for artistic growth and appropriate working conditions for practitioners.

The Province's overall goal is sustainability: a cultural sector which contributes fully to the province's social and economic objectives, provides stable employment to its practitioners and a stable financial environment to its stakeholders.

The Province's goals for each aspect of the sector are:

**INNOVATION:** the creation of new cultural work by British Columbians. The creation of new cultural work is the foundation of the cultural sector.

Without it we simply perform and participate in the work of other cultures and other times. Participation in new work is recognized as an essential part of a working artist's life.

New cultural products are essential to the on-going renewal of the cultural cycle.

**TRAINING:** training of talented British Columbians and the development of experienced British Columbians to enable them to advance in their profession and to maximize their employment opportunities.

While talent cannot be created at will, talent cannot express itself fully without training. The sector requires both institutional and alternative training modes.

**PRODUCTION:** the production of sufficient British Columbia cultural experiences to meet the demands of British Columbia cultural consumers.

Creative ideas become a performance or a cultural product through production. This requires an infrastructure of facilities and on-going support organizations.

**DISTRIBUTION:** the movement of artistic production from urban centres to

the rest of British Columbia.

While artistic creation and production are largely urban, distribution brings the artistic product to the consumer outside of the urban centres. This does not negate the value of creativity outside of the urban centres but recognizes the reality that a concentration of talent and audience is required for some art forms.

**COMMUNITY DEVELOPMENT:** a support network for culture outside of urban centres through leadership, training and support for community cultural organizations.

Community arts councils and other local organizations support local artists and provide framework to bring other cultural opportunities into the local community.

**EQUAL ACCESS:** a cultural sector which reflects all aspects of British Columbia society in its governing bodies, in its artistic expression and in its public participation and outreach to groups who have not participated fully in the cultural life of the province.

The Province has a leadership role to develop a cultural sector which truly reflects all aspects of British Columbia life.

## ***Cultural Services Branch***

The Cultural Services Branch is responsible for:

- ensuring the complete and orderly management of all B.C. Arts Council programs,
- consulting with arts organizations, individuals and other government agencies to exchange information pertaining to programs, guidelines, and ministry policy,
- preparing regular reports on the effectiveness of programs and policies, needs of the arts community, and administrative procedures, and
- coordinating all Arts Council activities including notice of meetings, agendas, meeting minutes, Council meetings, and Advisory Committee meetings.

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