



Creative and Cultural Industries Funding Program Analysis

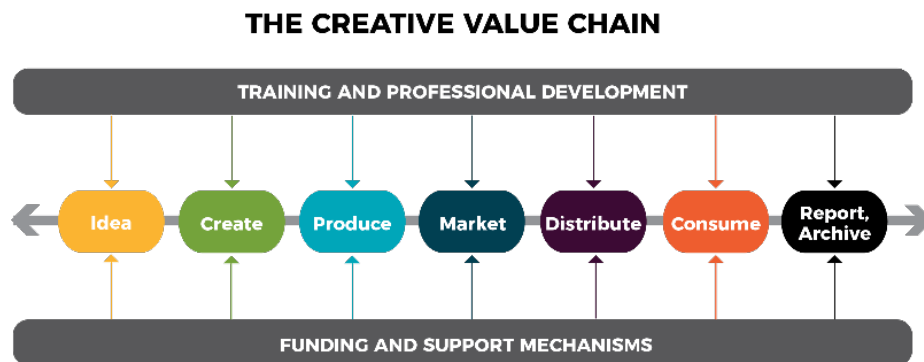
Introduction

As part of implementing action 1.1 of the *Creative Potential: Advancing the Yukon’s Creative and Cultural Industries* strategy, Government of Yukon contracted a review of funding available to these industries¹ in the Yukon. On March 21, 2023, Government of Yukon received the report “A Scan of the Funding Ecosystem for the Creative and Cultural Industries in Yukon”. The report analyzes the funding programs available to the Creative and Cultural Industries (CCI) in the Yukon and provides recommendations for improvements.

This program analysis report provides a:

- A macro-level scan of the full suite of arts and culture funding programs available in the Yukon;
- An analysis of funding available through the Department of Tourism and Culture;
- An assessment of current gaps and major challenges; and
- A list of recommendations and suggested implementation plan.

It took into account the creative value chain as part of the analysis, for example how well the existing funding opportunities support the various creative stages.



¹ We have used the definition of creative and cultural industries, as defined in Canada’s Culture Satellite Account, to inform the scope of the project to include, but is not limited to, sound recording, visual and applied arts, crafting, audio-visual and interactive media, film, photography, graphic design, architecture, live performance, theatre, written and published works, heritage and libraries as well as the labour force and institutions required to support them.

The analysis considered the following questions:

- What is successful?
- What are the challenges?
- What improvements should be made?
- Are there any barriers?
- Do the funding programs address all stages of the Creative Value Chain?

Recommendations & Implementation

The report includes recommendations for the Yukon government's consideration. The departments of Tourism and Culture, and Economic Development have reviewed these recommendations. Not all of the report's recommendations will be implemented, and/or some will be adjusted. Considerations for implementation include: capacity, cost, feasibility, timing, and impact.

The following recommendations are underway, or are planned for implementation over 1-3 years:

Recommendation	Actions
Offer alternative funding application methods	<ul style="list-style-type: none">• Outreach and communicate the acceptability of audio and/or video submissions as applications.
Adopt welcoming, inclusive approach for Indigenous applicants	<ul style="list-style-type: none">• Offer the option of in-person meetings in cultural spaces.• Continued mandatory Yukon First Nation training for all positions engaged in outreach and/or external communications.• Assemble an Indigenous advisory group.• Create and sustain the Indigenous Outreach Liaison position.
Clearly indicate multidisciplinary support	<ul style="list-style-type: none">• Review all program guidelines for references to disciplines to better determine where multidisciplinary supports are available.• Identify necessary changes and implement them.
Improve applicant process with guidance materials	<ul style="list-style-type: none">• Share professional bios of Art Advisors on yukon.ca.• Provide guiding documents (e.g. "Tips for Applying") for each fund.• Provide eligibility checklists and compatibility tests that will direct applicants to the best-fit funding program options.• Develop and circulate a one-pager and infographic of all funding programs available to the CCIs.

Support the provision of training workshops	<ul style="list-style-type: none"> • Identify topics for new and recurring workshops in response to the needs of the sector. • Seek opportunities with sector organizations to partner or support training offerings. • Improve coordination and communication of training opportunities to the CCIs.
Improve collaboration between the Government of Yukon departments	<ul style="list-style-type: none"> • Improve the SharePoint online intranet page for Government of Yukon departments to effectively collaborate and share files. • Maintain inter-departmental meetings every two months regarding the CCIs and the <i>Creative Potential</i> strategy.
Strengthen the Market Stage of the Creative Value Chain	<ul style="list-style-type: none"> • Design and establish a new dedicated sector-specific fund (action 1.4 in <i>Creative Potential</i>).
Develop baseline metrics for KPI (key performance indicators)	<ul style="list-style-type: none"> • Design measures and indicators with the Department of Finance to identify specific evaluation parameters. • Cooperate with the Yukon Bureau of Statistics in data identification. • Identify data gaps and determine viable data collection methods. • Establish a baseline of CCI growth, based on defined measures and indicators.
Offer alternative financing to creatives	<ul style="list-style-type: none"> • Implement the Creative and Cultural Career Advancement Fund. • Explore funding partnerships with the business community.
Map out how to improve funding program and supports	<p>Create action plans to:</p> <ul style="list-style-type: none"> • Infuse more funds into the CCIs. • Increase Arts Operating Funds (AOF) and consider merging with direct funding. • Invest in youth. • Review the funding supports for touring and travelling. • Provide accessibility support for applicants. • Improve adjudication process and consider compensation levels. • Create consistency in administering direct funding for arts organizations. • Fill gaps to support literary artists and emerging filmmakers.