

Ministry of Tourism, Culture and Sport

**TELLING OUR STORIES,
GROWING OUR ECONOMY:**
Developing a Culture Strategy for Ontario

Discussion Paper

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Overview

Ontario's First Culture Strategy

This Discussion Paper invites you to contribute your ideas to help us develop Ontario's first Culture Strategy.

The Culture Strategy will set out a vision for culture in Ontario. With your input, we will identify what Ontarians value—what *you* value—about culture in your own life and in the life of your community. We will develop the Culture Strategy based on what is important to you and to other Ontarians.

The Culture Strategy will also identify principles and priorities to guide the government's support to

culture in the future. In 2014-15, the Ministry of Tourism, Culture and Sport's total spending on culture was about \$800 million. The Culture Strategy is an opportunity to take a fresh look at how we invest this funding to continue to build a strong and dynamic culture sector in Ontario.

Culture in Ontario

Culture is all the ways we remember, tell, and celebrate our stories, and present and interpret the stories of others.

Across Ontario, people participate in culture in many different ways. We attend concerts, performances, exhibits, readings, screenings, festivals, and events. We get involved in community theatre or the local museum. We visit our public library. We take classes in dance or sculpture, go to movies, and play video games.

We tell our stories in many ways—through film and television, recorded and live music, literature, visual arts, media arts, theatre, dance, and crafts, as well as through our value systems, traditions, and beliefs.

Our stories are also embodied in artifacts, heritage buildings, places, and landscapes across Ontario. Art galleries, public libraries, museums, and archives act as storehouses of culture, knowledge, and memory, giving us unique insights into Ontario's past and present.

Culture encompasses all of these expressions and experiences and much more.

The Ministry of Tourism, Culture and Sport currently supports four culture sectors:

- The arts, including craft, dance, literary arts, media arts, music, opera, theatre, and visual arts;
- Cultural industries, including film and television production, interactive digital media (e.g., video games, apps), the music industry, and book and magazine publishing;
- Public libraries; and
- Cultural heritage, including built heritage, cultural heritage landscapes, archaeology, and museums.

Ontario supports 12 culture agencies and attractions:

- Art Gallery of Ontario
- McMichael Canadian Art Collection
- Ontario Arts Council
- Ontario Heritage Trust
- Ontario Library Service – North
- Ontario Media Development Corporation
- Ontario Science Centre
- Ontario Trillium Foundation
- Royal Botanical Gardens
- Royal Ontario Museum
- Science North
- Southern Ontario Library Service

The Ministry also supports many cultural festivals and events through the Celebrate Ontario program, such as the Scotiabank Toronto Caribbean Carnival, the Passport to Unity multicultural festival, Afrofest 2015, the Bloor West Village Toronto Ukrainian Festival, Franco-fête de Toronto, Festival Kompa Zouk Ontario, and the Festival of India Ottawa.

Discussion Questions

- *What does culture mean to you and your community?*
- *What is the greatest cultural experience you have had in Ontario? What made it great?*
- *How do you and members of your household (if applicable) participate in culture?*
- *Are you participating as much as you would like? If not, why?*

Why Culture Is Important

Culture shapes and profoundly enriches our lives and communities. Engagement in cultural activities strengthens empathy, cross-cultural understanding, and sense of community.

Participating in cultural (and leisure) activities is one of the indicators of wellbeing in the Canadian Index of Wellbeing that measures quality of life.¹ A growing body of research shows that participation in arts and culture improves confidence and physical and mental health, particularly among seniors.

Cultural engagement is a catalyst for creative thinking and innovation—essential qualities in the knowledge economy. Through the many arts

education and lifelong learning opportunities provided by arts organizations, galleries, museums, and public libraries, culture helps develop the talents and skills of Ontarians.

Heritage buildings and landscapes enhance the sense of place and pride in our communities. Repurposing heritage buildings stimulates revitalization and supports local businesses. It also cuts down on landfill waste, protects greenfield land, and can reduce greenhouse gas emissions.

¹ Canadian Index of Wellbeing. (2014). *How are Ontarians Really Doing? A Provincial Report on Ontario Wellbeing*. Waterloo, ON: Canadian Index of Wellbeing and University of Waterloo, with the support of the Ontario Trillium Foundation.

Communities where arts, culture, and heritage thrive attract skilled and talented people to live and work there. Sixty-nine municipalities, representing nearly three-quarters of Ontario's population, have developed cultural plans that integrate culture into decision-making to help achieve broader priorities such as job creation and tourism.

Culture contributes to economic prosperity and job creation. In 2010, culture contributed about \$22 billion, or nearly four per cent, to Ontario's Gross Domestic Product (GDP), supporting about 280,000 jobs.²

Ontario's world-class arts and cultural institutions, museums, heritage sites, festivals, and events infuse our communities with vitality. They also bring economic benefits and tourism dollars. Spending by arts and culture tourists from home and around the world generates about \$3.9 billion in GDP and supports about 61,000 jobs in Ontario.³

The 2015 Pan Am and Parapan Am Games brought sport, tourism, and culture together on an epic scale. Over the 38 days, more than 1.4 million residents and visitors participated in games-time arts and culture events. Over 40 per cent of sport spectators took in at least one of these events.

Discussion Question

- *How can we strengthen and grow the culture sector in Ontario so that it continues to contribute to our social and economic wellbeing?*

² Statistics Canada. (2010). "Provincial and Territorial Culture Satellite Account, 2010."

³ Statistics Canada. (2012). Generated by the Ministry of Tourism, Culture and Sport from "Travel Survey of Residents of Canada" and "International Travel Survey."

Youth and Cultural Engagement

Young people are the future creators and consumers of culture in Ontario.

In early years activities, at school, and through after-school and community-based arts and culture programs, children and youth develop creativity, life skills, and confidence. Along with techniques for self-expression, youth often learn leadership, entrepreneurial, and professional skills.

Engagement in arts and culture, particularly for at-risk youth, is linked to improved social and problem-solving skills and higher academic achievement.

The Remix Project provides top-notch alternative programs, facilitators, and facilities for youth considered “at risk” in the Greater Toronto Area to help them enter the creative industries, such as music and fashion, or further their formal education. In just a few years, Remix has emerged as a state-of-the-art arts and education centre.

Cultural industries are an attractive career choice for youth, and Ontario’s post-secondary educational institutions are offering high-quality training programs, including courses in video game design.

Technology has shaped the way young people connect with, create, and consume culture. In response, cultural organizations are increasingly using digital tools, including apps and social media, to engage young people in participatory cultural experiences.

Through the Culture Strategy, we want to make sure we support culture programs that inspire and resonate with youth.

Discussion Question

- *How can we inspire more youth to create, consume, and participate in Ontario culture?*

Looking Ahead

Much has changed in Ontario since the development of many of the Ministry's culture programs, including the demographics of the province, the digital transformation, and the need to ensure sustainability in an uncertain economic environment. These factors will continue to have a profound impact on the culture sector in the years to come.

Diverse landscapes, diverse cultures

The vast and varied Ontario landscape spans more than a million kilometres. Over 13 million people live in our many different urban, rural, and northern communities.

Ontario is Canada's most culturally diverse province. The Indigenous peoples were the first inhabitants and today, Ontario's combined First Nations, Métis, and Inuit population of over 300,000 is the largest in the country.

Celebrating 400 years of French presence in Ontario, our Francophone population of about 600,000 is the largest in North America outside Quebec and includes people from many countries.

Ontario's stories continually evolve as our population grows and changes. More than 40 per cent of all newcomers to Canada settle in our province. Ontarians come from more than 200 ethnic backgrounds and speak about as many different languages.

About two million Ontarians are age 65 and over, and that number is expected to more than double by 2041. Fifteen per cent of Ontarians are people with disabilities, and as our population gets older, that percentage will grow.

About two and a half million young adults between the ages of 18 and 30 live in Ontario. First Nations, Métis, and Inuit people are the youngest population in the province, with almost half under age 30.

Ontario's diversity fuels creativity and innovation. It is one of our greatest strengths. Through the Culture Strategy, we want to build on that strength by reaching and reflecting all Ontarians.

Discussion Question

- *How can we help ensure that support for culture reflects Ontario's diverse regions, communities, and populations?*

Digital transformation

Digital technologies have radically and rapidly changed the way we consume, create, innovate, collaborate, communicate, and educate.

While opening up seemingly endless possibilities for cultural expression and new ways to reach audiences and customers, digital technologies are also creating challenges and increased competition.

Ontario's digital products must vie for attention in a vast selection of global offerings. Telling our stories in a borderless world depends on our ability to stand out, find and be found by audiences, and adapt and innovate on the fly.

The digital revolution has affected all culture sectors, and they are responding. For example:

- Artists and arts organizations, early adopters of digital technology as a creative tool, are exploring its potential for reaching new audiences.
- Music companies, first of the cultural industries to feel the digital impact, are transforming the way they release music and interact with fans.
- Magazines are pioneering digital platforms to strengthen their relationship with audiences.
- Public libraries are continually adapting to make new technologies and digital resources available.
- Museums and heritage organizations are embracing technology to expand access to their collections and improve visitor experiences.

Discussion Question

- *How can we help the culture sector respond to digital challenges and opportunities?*

A sustainable culture sector

The possibilities of culture are endless, but our resources are finite. With the meaning and role of culture constantly changing, we must continue to work together to ensure that this important part of our province's identity will remain sustainable and relevant.

Many culture organizations are seeking new sources of revenue to sustain or grow their operations and to meet capital needs, such as repairing aging buildings. Some are partnering with other organizations in the culture sector, with business, or other sectors, to develop audiences, expand donor or investor bases, and achieve shared goals.

Jurisdictions around the world are facing the challenge of investing limited resources in cultural programs in the most effective way possible. Ontario is no different. Across government, ministries are working together to make sure that every dollar invested in programs and services is effective and serves a clear public interest.

To develop the Culture Strategy, we need your input on the key priorities for supporting culture within existing funding. Working together, we can make the most of our resources and build a culture sector that is thriving and meaningful for generations to come.

Discussion Questions

- *In a time of scarce resources, what key culture priorities should the Ontario government support? How can your organization (if applicable) work in partnership with the government to support these priorities?*

First Nations, Métis, and Inuit Cultures

The Government of Ontario is setting a new course to build constructive, collaborative relationships with First Nations, Métis and Inuit peoples, working in a spirit of mutual respect toward a better future for Indigenous communities.

Culture is integral to Indigenous peoples' everyday lives and represents distinct identities and heritage. Indigenous culture is deeply rooted in the land and in traditions handed down through oral teachings. The cultural traditions encompass a holistic range of physical, intellectual, and spiritual resources.

The Truth and Reconciliation Commission of Canada exposed the legacy of racism and marginalization in Canada's colonial past that continues to affect First Nations, Métis, and Inuit communities today.

The residential schools created a tragic break between generations. We have learned from First Nations, Métis, and Inuit leaders that education to reconnect children and youth with their traditional cultures and languages is a foremost priority. There is a sense that time is critical, as knowledge is at risk of being lost with the passing of a generation of Elders and Knowledge Keepers.

A strengthened sense of identity is seen in the vibrancy of today's First Nations, Métis, and Inuit arts and culture sector, in both traditional and contemporary art forms in all genres. Mainstream audiences are increasingly appreciating the creative contributions of Indigenous artists, from Norval Morrisseau to A Tribe Called Red.

Recently, Métis visual artist Christi Belcourt led the design of the Toronto 2015 Pan Am and Parapan Am competition medals. In media arts, the

imagineNATIVE Film + Media Arts Festival is an international focal point for creative excellence and innovation, promoting film, video, radio, and digital media works by Canadian and international Indigenous artists.

Ontario supports Indigenous cultures through a range of programs and initiatives. Some are designed specifically for First Nations, Métis, and Inuit communities. Other programs incorporate Indigenous communities within the scope of broader arts and culture.

In 2013, the Ontario Heritage Trust and the University of Toronto partnered with the Huron-Wendat Nation to create the Thonnakona Ossuary and rebury the remains of 1,760 Huron-Wendat Ancestors—the largest reburial of Indigenous ancestral remains ever undertaken in North America.

The Ministry is holding a separate community engagement process in collaboration with First Nations, Métis, and Inuit partners to discuss how relationships can be enhanced to support priorities for culture.

Guiding Principles

We propose a set of principles to help guide Ontario's support for culture.

Creativity and innovation

Culture exposes us to new ideas, inspires new ways of thinking, and fosters creativity and innovation. Support for culture should help enrich our lives, animate our communities, and build a dynamic business environment in Ontario.

Quality of life and economic development

Culture contributes significantly to both quality of life and economic development in Ontario. Support for culture should maximize both the social and economic benefits of culture for individuals and communities.

Diversity and inclusiveness

Ontario's rich diversity is one of our province's greatest strengths. People in all parts of Ontario, and from all of our communities, broadly defined, should have the opportunity to enjoy and benefit from cultural experiences according to their individual interests and abilities.

Respect for First Nations, Métis, and Inuit peoples

First Nations, Métis, and Inuit perspectives on culture and heritage represent distinct identities, histories, and ways of life. Ontario is committed to strengthening and transforming its relationship with First Nations, Métis, and Inuit peoples, and to implementing changes that reflect First Nations, Métis, and Inuit priorities.

Public value and accountability

Government investment in culture will be guided by what Ontarians value and what makes a positive difference in the lives of individuals and communities. The Ministry, its agencies, and the organizations that receive funding through us are accountable for achieving the best possible outcomes within available resources.

Discussion Questions

- *Do the guiding principles reflect what is important to you? Are there others we should consider?*

Current Government Support to Culture

The Arts

The arts engage our senses, inspire our imaginations, and challenge our minds. They animate our communities and help make Ontario the place we want to live.

“The arts” include disciplines like dance, literature, media arts, music, theatre, and visual arts, and newer forms like digital arts and inter-disciplinary collaborations.

Almost all Ontarians take part in arts activities. For example, 99 per cent of Ontarians engage at least once a year in music activities (e.g., listening to music, playing an instrument, attending a concert), 98 per cent participate in visual arts, crafts, or films, and 64 per cent take part in theatre activities.⁴

The *Status of Ontario's Artists Act* recognizes the contributions artists make to Ontario's economy, quality of life, and sense of identity. Our artists tell our diverse and evolving stories, at home and around the world. Ontario has more than 58,000 self-identified working, professional artists—43 per cent of all of Canada's artists.

Artists and arts organizations connect with audiences in theatres, galleries, and concert halls, as well as in schools, community centres, parks, and less-traditional venues like hospitals. More and more, artists and arts organizations also connect with audiences virtually.

Ontario's Culture Strategy will include an Arts Policy Framework. The Framework will help ensure that the needs and contributions of artists and arts

organizations are considered in other policy and program areas across government.

Many of our arts organizations and institutions offer learning programs for all ages. There are about 100 public art museums and galleries throughout Ontario that engage the public with visual art and artists and serve as important gathering spaces for their communities.

Some of the key ways Ontario supports the arts:

- The Ontario Arts Council provides grants, awards, and services to Ontario artists and arts organizations, and supports touring, arts education, and community arts activities.
- The Ontario Trillium Foundation supports community-based programs and small infrastructure projects that connect more people with arts and culture.
- The Ontario Cultural Attractions Fund invests in Ontario-based organizations to help them develop, promote, and present new or expanded arts and culture events.
- Ontario also provides funding for provincial attractions, such as the Art Gallery of Ontario, and invests in other not-for-profit organizations.

Discussion Questions

- *What is the Ontario government doing well to support the arts sector? What would you like to see changed? Are there best practices that Ontario could learn from and adapt?*

⁴ WolfBrown. (September 2011). “Ontario Arts Engagement Study.” Results from a 2011 province-wide study entitled “Arts Engagement Patterns of Ontario Adults,” commissioned by the Ontario Arts Council.

Cultural Industries

In the cultural industries, artists and businesses come together to create, produce, and distribute world-class products to inform and entertain audiences at home and around the globe.

Ontario's cultural industries include film and television production, interactive digital media, the music industry, and book and magazine publishing. Their products have enduring cultural value and drive economic activity and job creation.

Our cultural industries are enriched by the creativity of artists, technicians, and entrepreneurs from diverse cultures who choose Ontario as their home. They also give Ontario a competitive advantage in reaching out to global partners and audiences.

Film and television production

From independent films to blockbusters, Ontario has built a reputation for offering a total package of talent, infrastructure, and a competitive business environment.

Film and television are key cultural and economic contributors to Ontario. In 2013-14, production accounted for \$2.3 billion in expenditures and supported over 44,410 direct and indirect jobs.⁵

Domestic production accounted for 81 per cent of the province's total film and television production in 2013-14.⁶ This robust level of domestic production helps us tell our stories and creates distinctive Canadian content for markets here and abroad.

⁵ Canadian Media Production Association. (2014). *Profile 2014: Economic Report on the Screen-based Media Production Industry in Canada*, p. 12.

⁶ Ibid. Calculations based on Exhibit 1-7, Exhibit 2-25, Exhibit 3-5, and Exhibit 4-4.

Ontario is home to over 35 film festivals, including the Hot Docs International Documentary Festival, Reel Asian International Film Festival, the Toronto Youth Shorts Film Festival, and the Toronto International Film Festival, which welcomes over 400,000 people annually to view the best in Canadian and international cinema.

Interactive digital media

Interactive Digital Media (IDM) is a world of rapidly evolving choices in content, like video games, apps, and eLearning tools, as well as choices in platforms and types of interfaces (mobile, smart TV, console, computer).

With digital games at its core, IDM is the fastest-growing entertainment sector in Ontario and is poised to be an important driver of new jobs.

At the 2014 Canadian Videogame Awards, Ontario's Copybara Games took home Best Game Innovation for their console game *Super Time Force*. Vagabond Dog's *Always Sometimes Monsters* won Best Indie Game and Best Writing. In 2013, DrinkBox Studios received awards for Best Indie Game and Best Downloadable Game for *Guacamelee!*.

The music industry

Ontario's music industry is the largest in Canada, one of the most diversified in the world, and a leading North American centre for production and performance.

The industry includes artist entrepreneurs, Canadian-owned record labels and publishers ("indies"), foreign-controlled record labels ("majors"), live music businesses (agents, music managers, music festivals, promoters, and presenters), and music distributors (e.g., radio, streaming services).

The live music sector is a prime driver of growth in the music industry. Festivals like Northern Lights Festival Boréal in Sudbury, North by Northeast (or NXNE) in Toronto, Guelph's Hillside Festival, the RBC Royal Bank Bluesfest in Ottawa, and Festival franco-ontarien Banque Nationale in Ottawa are just some of the musical experiences Ontario has to offer for every musical taste.

Book and magazine publishing

Ontario's book publishers discover and develop literary talent and generate nearly two-thirds of the industry's national revenues. The majority of book publishers, including seven Francophone publishing houses, are headquartered here.

Ontario also has the largest magazine industry in Canada, and is home to most national magazines. In 2014, the number of digital magazine readers in Canada was up 57 per cent from the year before.⁷

Some of the key ways Ontario supports the cultural industries:

- The Ontario Media Development Corporation provides business support to the cultural industries through innovative programs, services, and funding.
- The Ontario Music Fund drives activity and investment to support Ontario's music companies and organizations.
- The Interactive Digital Media Fund provides Ontario-based companies with funding for high quality, original IDM content.
- Ontario provides a competitive suite of business supports, such as tax credits, to encourage film and television, special effects and computer animation, IDM production, and book publishing.

Discussion Questions

- *What is the Ontario government doing well to support the cultural industries sector? What would you like to see changed? Are there best practices that Ontario could learn from and adapt?*

⁷ Magazines Canada. (October 2014). *Number of Canadian Digital Magazine Readers Up 57%*. http://www.magazinescanada.ca/advertising_news/pub:3073/Number-of-Canadian-Digital-Magazine-Readers-Up-57.

Public Libraries

Public libraries give us free access to knowledge, information, and enjoyment, and have evolved into essential spaces for cultural experience, community life, and access to services.

Ontario's *Public Libraries Act* enables municipalities to establish public library boards and ensures that library resources are free of charge to everyone. Over 99 per cent of Ontario's population is served by 265 public libraries and 45 First Nation public libraries.

Nearly five million Ontarians are active library cardholders. In 2013, Ontarians made over 70 million visits to public libraries and visited public library websites 110 million times to access online resources.⁸

For some Ontarians, their only access to the Internet is through their public library. Libraries put new technologies and digital resources within reach of most Ontarians.

Some libraries are offering "makerspaces" to support skills development, creativity, innovation, and entrepreneurship. These are hands-on, do-it-yourself spaces where people can use technology, such as 3D printers and audio and video recording equipment, to create and present art, school projects, or products for small businesses.

Increasingly, public libraries are community hubs,⁹ meeting a broad range of needs such as

employment and small business support, newcomer programs, health services, and access to government information and services. ServiceOntario centres are located in 120 public libraries across the province.

Library design is reflecting this new role with flexible, multifunctional spaces, often shared with museums, coffee shops, theatres, and schools. Libraries also use design, along with technology, to help eliminate barriers for people with disabilities.

Some of the key ways Ontario supports public libraries:

- The Southern Ontario Library Service and Ontario Library Service-North help increase cooperation and coordination among public library boards and assist them with training and development.
- The Ontario Trillium Foundation supports capital improvements to library spaces in small municipalities, where libraries are important venues for arts, culture, and heritage activities.
- The Public Library Operating Grant provides annual operating funding to all public and First Nation public libraries.
- The Ontario Libraries Capacity Fund helps libraries improve and expand IT and service capacity and encourages research and innovation in the library sector.

Discussion Questions

- *What is the Ontario government doing well to support the public libraries sector? What would you like to see changed? Are there best practices that Ontario could learn from and adapt?*

⁸ Ministry of Tourism, Culture and Sport. (2013). "Ontario Library Statistics Summary Comparisons." www.mtc.gov.on.ca/en/libraries/statistics2013/Summary_and_Comparison_Report_2013.pdf

⁹ Government of Ontario. (2015). *Community Hubs in Ontario: A Strategic Framework and Action Plan*. <http://www.ontario.ca/page/community-hubs>.

Cultural Heritage

Cultural heritage connects us to where we live, to the people who came before us, and to the stories that have shaped Ontario. It inspires and enlightens us today, and it is what we want to conserve for future generations.

Cultural heritage resources may be heritage buildings or structures such as bridges, cultural heritage landscapes, downtown main streets, natural areas, industrial sites, archaeological artifacts, collections held by museums, or stories, knowledge, and traditions.

The *Ontario Heritage Act* enables municipalities to designate properties or areas that are of value to their communities to conserve them for future generations. About 7,800 heritage properties and 121 heritage conservation districts have been designated, contributing to sense of place, quality of life, economic development, and tourism.

Archaeological sites can include the remains of camps and villages, battlefields, pioneer homes, burial grounds, and shipwrecks. Over 24,000 archaeological sites have been registered and hundreds more are found every year. More than 80 per cent of archaeological sites in Ontario are Indigenous in origin. Some are more than 10,000 years old and are an important source of information about the lives of the people who left them behind.

Cultural heritage landscapes can include both natural and cultural features. The West Montrose Cultural Heritage Landscape in Woolwich encompasses several stone buildings, a cemetery, open fields, and the West Montrose covered bridge—the last of its kind in Ontario. Views of the bridge and river valley are also protected as important parts of the landscape.

Museums and heritage organizations conserve and promote our heritage through their collections and programming. Ontario's museums range from the Royal Ontario Museum, Canada's largest museum of world cultures and natural history, to smaller community museums across the province.

Museums support learning by helping students and learners of all ages develop critical thinking skills, creativity, and collaboration. Museums are also knowledge creators and important contributors to research that has a global impact.

Community museums are finding new and exciting ways to engage the public. The Oakville Museum offers a self-guided bike tour to sites with historic ties to the Underground Railroad, ending in a visit to the Underground Railroad Exhibition at the museum. The Hamilton Workers Arts and Heritage Centre has a “Workers’ City” app for exploring the city’s industrial and labour history.

Some of the key ways Ontario supports cultural heritage:

- The Ontario Heritage Trust conducts research and runs programs, such as Doors Open, to promote appreciation of our heritage. The Trust also enters into agreements with heritage property owners and acquires land to help protect our cultural and natural heritage.
- The Ontario Trillium Foundation supports infrastructure and programming to connect more people to Ontario's rich and diverse heritage.
- The Community Museum Operating Grant and the Heritage Organization Development Grant

provide operating funding to community museums and heritage organizations. The Ministry also provides operating funding to umbrella heritage organizations (Provincial Heritage Organizations).

Discussion Questions

- *What is the Ontario government doing well to support the cultural heritage sector? What would you like to see changed? Are there best practices that Ontario could learn from and adapt?*

Discussion Questions

Below is a list of the questions from this paper. Feel free to answer any or all of the questions or tell us about other issues you think are important to culture in Ontario.

1. What does culture mean to you and your community?
2. What is the greatest cultural experience you have had in Ontario? What made it great?
3. How do you and members of your household (if applicable) participate in culture?
4. Are you participating as much as you would like? If not, why?
5. How can we strengthen and grow the culture sector in Ontario so that it continues to contribute to our social and economic wellbeing?
6. How can we inspire more youth to create, consume, and participate in Ontario culture?
7. How can we help ensure that support for culture reflects Ontario's diverse regions, communities, and populations?
8. How can we help the culture sector respond to digital challenges and opportunities?
9. In a time of scarce resources, what key culture priorities should the Ontario government support? How can your organization (if applicable) work in partnership with the government to support these priorities?
10. Do the guiding principles on page 9 reflect what is important to you? Are there others we should consider?
11. What is the Ontario government doing well to support the arts, cultural industries, public libraries, and cultural heritage sectors? What would you like to see changed? Are there best practices that Ontario could learn from and adapt?

Share Your Views

You can provide input into the development of the Ontario Culture Strategy in different ways:

Public Town Halls

Throughout the fall of 2015, the Ministry of Tourism, Culture and Sport is holding public town halls across the province. No registration is needed. Check the Culture Strategy website ontario.ca/culturetalks for the schedule and locations.

Culture Talks

You can provide your feedback and join in the discussion on the digital platform Culture Talks at: ontario.ca/culturetalks

Written submissions

You can send your comments in writing in one of the following ways:

- Through Ontario's Environmental Registry:
www.ebr.gov.on.ca
- By email to: CultureTalks@ontario.ca
- By mail/delivery to:
Ontario Culture Strategy Consultation
Ministry of Tourism, Culture and Sport
Hearst Block, 9th Floor
900 Bay Street
Toronto, ON M7A 2E1
- By fax to: 416-314-7854

All input must be submitted by December 7, 2015.

The feedback we receive from all sources will help shape the final Culture Strategy. In 2016, we will release a report highlighting the key themes we heard in the public consultations.

Join the conversation on Twitter: [#ONculture](https://twitter.com/ONculture)

For more information, visit ontario.ca/culturetalks.