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JUN 30 2023

Mr. Yves Giroux
Parliamentary Budget Officer
99 Bank Street, 9th Floor
Ottawa, Ontario
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Dear Mr. Giroux:

I am writing in response to Information Request IR0696 in which you requested the breakdown of actual, committed and planned funding of projects and initiatives that were or would be funded under the Creative Export Strategy (CES) between 2018-2019 and 2025-2026.

As you know, the CES was launched in June 2018 with an investment of \$125 million over five years to assist Canadian creative industries to maximize their export potential and stand out in the global market. The CES supports for-profit companies and not-for-profit organizations operating in the audiovisual, design, interactive digital media, music, performing arts, publishing, visual art, and artistic craft (added as of 2023-2024) sectors of the creative industries.

Under the original CES (2018-2023), Canadian Heritage (PCH) received \$18 million per year, and Telefilm received \$1M per year, with the remaining \$6 million per year allocated to Global Affairs Canada (GAC) to support trade and diplomacy activities in the creative sector.

The original CES was implemented across three key pillars of activities:

1. Boosting export funding in existing PCH programs (i.e., Canada Arts Presentation Fund, Canada Book Fund, Canada Music Fund and Canada Periodical Fund) and Telefilm Canada to position creative industries for export and sales in foreign markets. (PCH and Telefilm lead)
2. Increasing and strengthening the presence of Canadian creative industries abroad by promoting Canadian artists and culture internationally and offering direct services to companies. (Global Affairs Canada lead)
3. Growing Canada's creative industries by:
 - funding export-ready projects through the Creative Export Canada program, which provides funding for export-ready creative industries projects from Canadian companies and organizations to generate export revenues (PCH lead); and

- building the necessary relationships to make business deals through trade missions, events, partnerships, and Canada's Guest of Honour year at the Frankfurt Book Fair in 2020 and 2021 (PCH lead).

Going forward, PCH will receive \$19 million per year (between 2023-2024 and 2025-2026), while GAC's Trade Commissioner Service will receive \$5 million over two years (2023-2024 and 2024-2025) to deliver the following elements of the renewed CES:

1. The Creative Export Canada program, which now has two funding streams: the Export-Ready Stream (continuation of original program) and the new Export Development Stream, which provides funding to Canadian companies and organizations to build capacity and develop new or existing business networks and markets (PCH lead);
2. Continued creative industries-focused international trade missions and events, where Canadian Heritage provides access to opportunities to build business-to-business relationships in key international markets (PCH lead);
3. A Creative Export Advisory Service where advisors help companies and organizations navigate their export journey through the provision of sector expertise, advice and market research (PCH lead); and
4. Offering direct services to Canadian companies through the Trade Commissioner Service to help them prepare for international business, find global opportunities and qualified contacts, and resolve business problems abroad (GAC lead).

In the attached table, you will find the breakdown of actual, committed and planned funding of projects and initiatives that were or would be funded under the CES between 2018-2019 and 2025-2026, including funding reallocations. The following details are outlined for each project or initiative, where possible: fiscal year, industry supported, geographic region, purpose, evaluation and outcome/result.

Canadian Heritage officials remain open to working with your office and maintaining ongoing dialogue regarding the objectives and administration of the CES.

Yours sincerely,



Isabelle Mondou