



Summary of the brief

In this consultation by the Government of Canada on the digital economy, the Regroupement québécois de la danse (RQD) has responded to issues raised in Sections 4 and 5 of *Strategies for Sustainable Development: Canada's Digital Content* and **Building Digital Skills**.

High-definition Canadian content

In support of RQD's reflection on a strategy to optimize the contributions of creators, producers and disseminators of artistic and digital content, it has drawn from the achievements and aspirations of Quebec's professional dance sector. Considering the challenges faced by dance artists and organizations due to the globalization of the live performance economy and the digital revolution, other disciplines in the performing arts are sure to see many parallels with their own experience. The same can be said of RQD's efforts to promote the inescapable contribution made by dance artists and cultural workers in the research and development of innovative artistic content, independent of the medium or dissemination platform. Encouraging and supporting the creation, production and dissemination of creative content with a strong Canadian identity represents the first condition for a winning strategy to position Canada's digital infrastructure in the global digital economy. This objective can only be attained by making strategic investments that foster synergies between cultural industries and nonprofit arts organizations as well as a sharing of the inherent risks and benefits. In this respect, the changes to the *Canadian Copyright Act* will need to be coherent.

Strategic commitments

As for building digital skills, we believe that an effective training and professional development strategy must be based on accurate knowledge of the needs and realities of the various clienteles affected. Our thoughts are therefore founded in the organizational and economic realities of the Quebec dance sector and its need for qualified labour. The goal is to make the most of opportunities created by the global live performance and digital economy. Making it possible for dance organizations to have access to labour that is qualified in different management functions, as well as in the use of digital technologies, will broaden the range of opportunities for careers in dance, improve the living conditions and conditions of practice of artists and cultural workers, diversify sources of funding and revenues, and put in place mixed models for the production and dissemination of creative content. In order to encourage on-the-job training and career reorientation among a large, well-educated and specialized dance labour force, greater flexibility will be required in employment integration and support programs, as well as in financial incentives for intergenerational transfers of knowledge and know-how. For optimal use of opportunities to create, produce and disseminate digital content, it will be essential to have access to leading-edge ICT equipment and expertise.

Finally, our recommendations invite the Government to show vision in its commitments by adopting strategies that will represent investments in sustainable cultural prosperity.