

How can you support the CRAFT sector?

The craft sector is a major contributor to the cultural GDP, bringing in \$2.8 billion in 2010*.

That's more than performing arts at 1.7, architecture at 1.2, books at 1.1 and photography at 1.

(* *The Canadian Culture Satellite Account, 2010, Statistics Canada, released in September 2014*)

The sector is broad, with professional craft artists working in different mediums, from jewellery and ceramics to glass and woodworking, textiles and new media crossovers. Craft artists are pushing the boundaries of art, creating beautiful sculptures and contemporary designs that speak to the Canadian aesthetic, reflect the culture of our country, and support the most important aspects of industry today: local, sustainable, authentic, and made in Canada.

As you celebrate the craft in Canada with us during Craft Year 2015, we ask that you consider the many ways you can support the craft sector, helping us to grow stronger in today's changing economy:

- Support the Canadian Crafts Federation's (and the [Canadian Arts Coalition's](#)) request to increase funding for the Canada Council for the Arts by \$35 million in 2015
- Acknowledge the significant contributions the craft sector makes to the Canadian economy
- Recognize that craft objects are a part of Canada's culture, through the design, creation, use and sharing of craft objects, we connect. They are a reflection of our daily lives, style and values.
- Encourage the federal government to extend income splitting rights to all artists, not just artists in a family unit. Artists at all stages of their lives and careers, particularly senior artists, would benefit greatly from the tax relief of income splitting. This is especially important when faced with the reality that the average income of an artist in Canada is under the poverty line.
- Increase financial support for craft based educational programming in Canada, in public schools and for post-secondary education.
- Increase support for the production, sale and presentation of craft by:
 - shopping at retailers (boutiques and galleries) who sell Canadian made art and products
 - partnering with Canadian retailers/galleries to purchase Canadian made gifts or promotional products that represent your community and constituency
 - encouraging regional/tourism gift shops to have 25% of their inventory as handmade in Canada, so that the presence of your region is truly represented in the tourism industry
 - commit to promoting craft as a viable art and culture activity, and recognize that craft artists and studios are culturally driven small businesses that support a local economy
 - increase focus in your life on quality over quantity, for the social good - find the importance in non-disposable products to support a truly green system and society.

Stay in touch with the Canadian Crafts Federation and help us celebrate Craft Year 2015 online at [Facebook](#) and [Twitter](#). It's an easy way to keep in the loop about all the activities going on nationally.

