



City of
Peterborough

TO: Members of the Arts, Culture & Heritage Advisory Committee (ACHAC)

FROM: Becky Rogers, Manager of Arts, Culture & Heritage

MEETING DATE: June 9, 2011

SUBJECT: Report ACHAC11-016
Cultural Access Pass

PURPOSE

A report to advise the Committee that representatives from the New Canadians Centre will make a presentation on the Cultural Access Pass.

RECOMMENDATION

That the Arts, Culture & Heritage Advisory Committee approve the recommendation outlined in Report ACHAC11-016 dated June 9, 2011 of the Manager of Arts, Culture & Heritage as follows:

That the presentation on the Cultural Access Pass be received for information.

BUDGET AND FINANCIAL IMPLICATIONS

There are no budgetary or financial implications as a result of approving the recommendation in Report ACHAC11-016.

BACKGROUND

Based on an idea born in the Art Gallery of Ontario in 2007, in April 2008 The Institute for Canadian Citizenship launched a program that offered new Canadian citizens free access to cultural institutions in the Toronto area. The Cultural Access Pass is a special program which invites new citizens “to experience and be inspired by Canada’s cultural institutions.” Valid for one year from the date of citizenship, new citizens can register for the pass online and pick it up at any number of registered cultural institutions. Since the launch of the program Citizenship and Immigration Canada has become a full partner, allowing the presentation of the Cultural Access Pass folder at official citizenship ceremonies.

The central idea of the Peterborough Region Cultural Access Pass Proposal is to create a similar pass (i.e. free admission for a year to participating Peterborough area cultural institutions) for newcomers who register as clients with the New Canadians Centre (NCC). The program would be administered through the NCC where passes would be designed, produced, and where information about all participating organizations would be housed and distributed. A key difference between this program and the Cultural Access Pass in Toronto is that Peterborough’s Cultural Access Pass would not be limited to Canadian citizens.

Based on the success of the ICC’s program (which has now expanded to include cities across Canada) there is evidence to support the idea that this project would be of great benefit to our community. Newcomers to Peterborough will gain a sense of social inclusion within the cultural spaces of the Kawartha Region. There will also be benefits to individual cultural institutions who can gain exposure with newcomers to the area.

The representatives from the New Canadians Centre will elaborate on the Cultural Access Pass and the objectives of this new initiative during their presentation.

Submitted by,

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