

# COUNTING ON CULTURE

IMPACTS AND INDICATORS  
2018

Co-chairs of the Ottawa  
Culture Research Group

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# WHO WE ARE AND WHAT WE DO

## **Ottawa Culture Research Group (OCRG)**

- Informal collaboration of community, academic and government partners formed in May 2016

## **Mandate**

- To analyze and share reliable information and data about the state of Ottawa's cultural sector

## **Purpose**

- To provide better information for cultural planning, evaluation, development, priority setting, resource allocation, and decision making.

# MEMBERS OF THE OTTAWA CULTURE RESEARCH GROUP

**Marke Ambard**, Department of Canadian Heritage

**Diana Carter**, OCRG Co-Chair, Ottawa Cultural Alliance, Ottawa Museum Network

**Stuart Clarkson**, City of Ottawa, Archives

**Monique Désormeaux**, Ottawa Public Library

**Ben Dick**, OCRG Project Manager, City of Ottawa

**Lee Dunbar**, Ottawa Cultural Alliance, Ottawa Festivals

**Jing Feng**, Ottawa Employment Hub

**Bruce Harvey**, Ottawa Film Office

**Jamie Hurst**, City of Ottawa, Economic Development

**Nik Ives-Allison**, Ottawa Music Industry Coalition

**Chayanika Lutes/ Kristine Hart**, Ottawa Community Foundation

**M. Sharon Jeannotte**, OCRG Co-Chair, University of Ottawa

**Caroline Obeid**, City of Ottawa, Shenkman Arts Centre

**Paramjit Rai**, Social Planning Council of Ottawa

**Eva Walrond**, City of Ottawa, Research and Forecasting

## WHY DEVELOP INDICATORS?

- To provide insights about cultural value at the local level
- To obtain a clearer idea of:
  - The scope of cultural activity and employment
  - The strategic and practical issues faced by the sector
  - The way culture fits into the overall framework of municipal governance
  - The contributions that culture makes to the lives of local residents, businesses and visitors.

# HOW WE DEFINE CULTURE

(SOURCE: STATISTICS CANADA)

**Figure 1**  
**Domains in the Canadian Framework for Culture Statistics**

Culture Domains					
A. Heritage and libraries	B. Live performance	C. Visual and applied arts	D. Written and published works	E. Audio-visual and interactive media	F. Sound recording
Core Culture Sub-domains					
<ul style="list-style-type: none"> <li>Archives</li> <li>Libraries</li> <li>Cultural heritage</li> <li>Natural heritage</li> </ul>	<ul style="list-style-type: none"> <li>Performing arts</li> <li>Festivals and Celebrations</li> </ul>	<ul style="list-style-type: none"> <li>Original visual art</li> <li>Art reproductions</li> <li>Photography</li> <li>Crafts</li> </ul>	<ul style="list-style-type: none"> <li>Books</li> <li>Periodicals</li> <li>Newspapers</li> <li>Other published works</li> </ul>	<ul style="list-style-type: none"> <li>Film and video</li> <li>Broadcasting</li> <li>Interactive media</li> </ul>	<ul style="list-style-type: none"> <li>Sound recording</li> <li>Music publishing</li> </ul>
Ancillary Culture Sub-domains					
		<ul style="list-style-type: none"> <li>Advertising</li> <li>Architecture</li> <li>Design</li> </ul>	<ul style="list-style-type: none"> <li>Collected information</li> </ul>		
Transversal domains					
G. Education and training					
H. Governance, funding and professional support					
Infrastructure domains					
I. Mediating products					
J. Physical infrastructure					

# FRAMEWORK FOR OTTAWA CULTURAL INDICATORS

## **Support**

- Government grants for the local cultural sector

## **Presence**

- Number of cultural resources in Ottawa – e.g. festivals and events, heritage designations

## **Participation**

- Number of people working in cultural disciplines in Ottawa
- Diversity of the Ottawa cultural workforce

## **Impact**

- Culture's contribution to Ottawa's Gross Domestic Product (GDP)
- Case study of benefits provided by Ottawa Public Libraries
- Average employment income of cultural workers in Ottawa

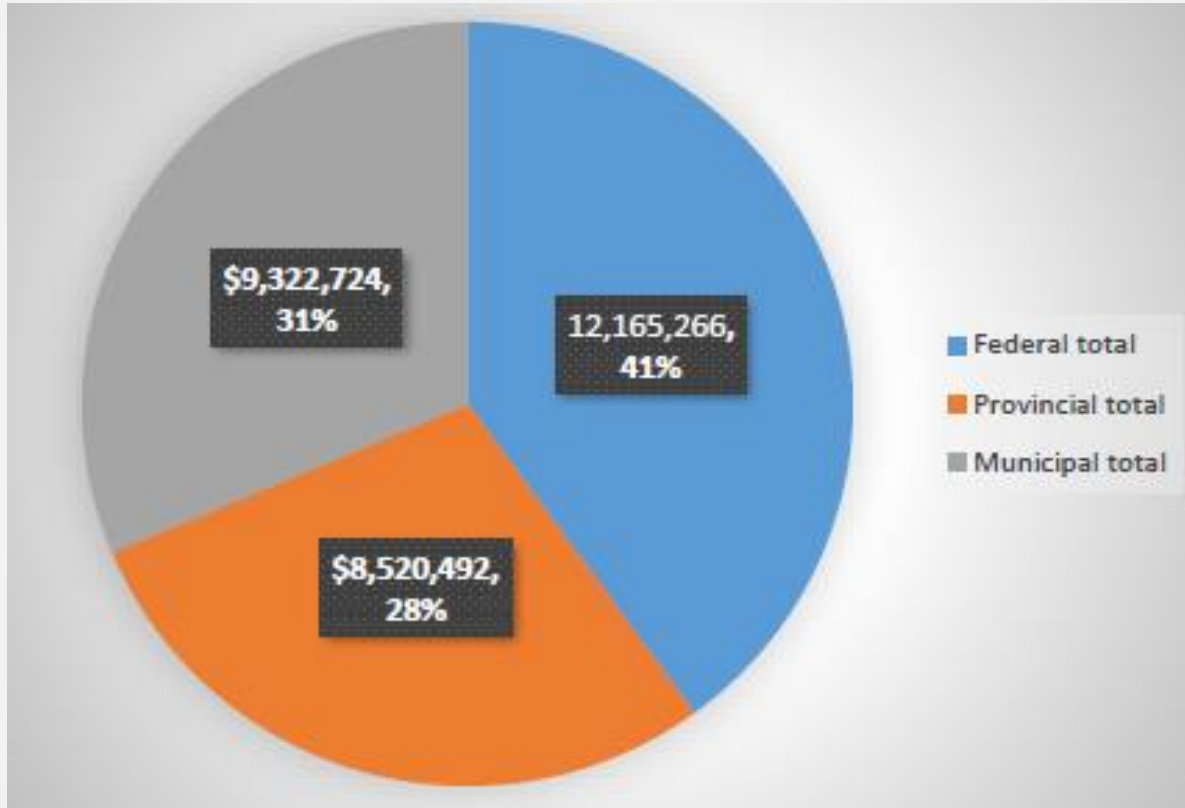


# SUPPORT

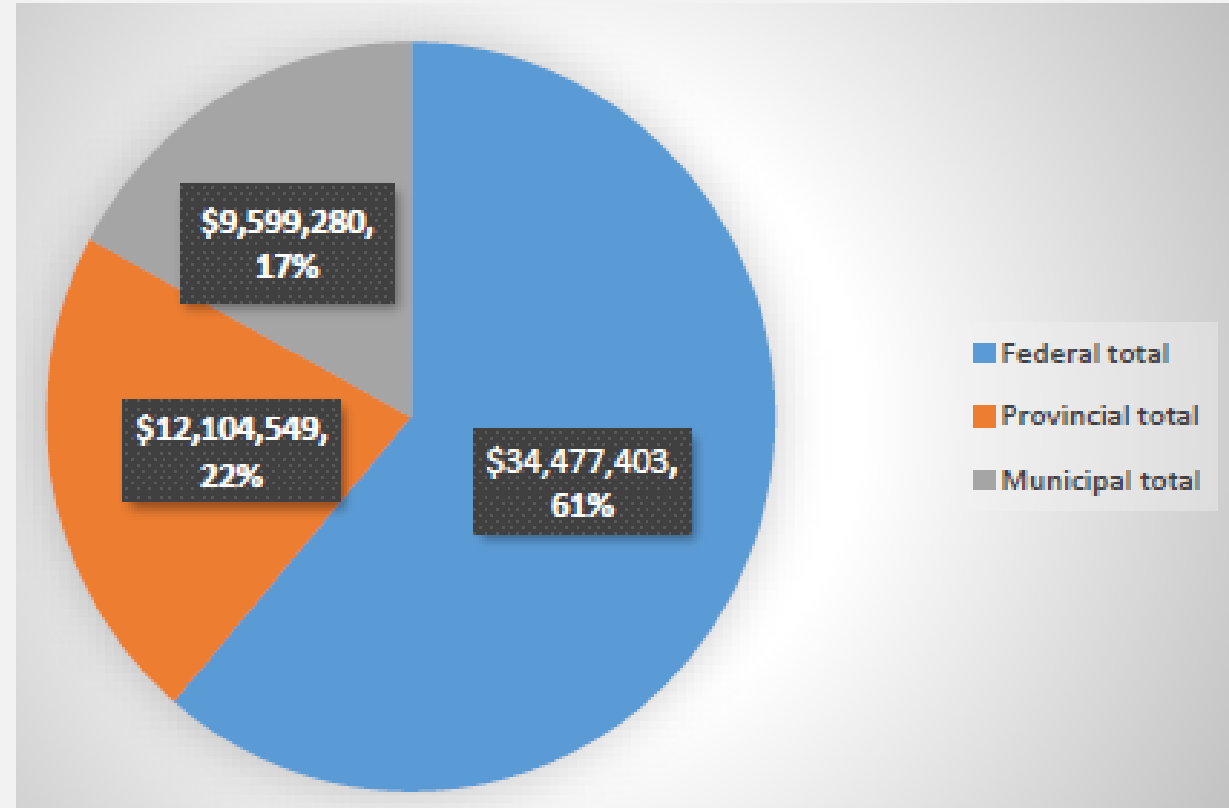
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SUPPORT

# TOTAL GOVERNMENT GRANTS TO THE OTTAWA CULTURAL SECTOR



2015



2016



# CANADIAN HERITAGE FUNDING PER CAPITA 2016-2017

City	Population (2016)	# of Contributions	Total Funding Awarded	Funding Awarded Per Capita	% Change
<b>Quebec City</b>	569,715	93	\$11,423,816	\$20.05	116.76%
<b>Montreal</b>	1,942,045	457	\$110,949,474	\$57.13	60.03%
<b>Ottawa</b>	934,245	99	\$29,708,836	\$31.80	256.10%
<b>Toronto</b>	2,731,575	400	\$103,713,121	\$37.97	131.38%
<b>Winnipeg</b>	705,245	137	\$32,427,744	\$45.98	361.18%
<b>Calgary</b>	1,239,220	84	\$18,207,451	\$14.69	176.13%
<b>Edmonton</b>	932,550	90	\$12,171,995	\$13.05	91.91%
<b>Vancouver</b>	631,490	176	\$33,677,205	\$53.33	180.24%
<b>Mean</b>			\$44,034,955.34	\$34.25	174.24%
<b>Ottawa/Mean</b>				92.84%	152.53%
<b>WA</b>				\$36.37	121.05%
<b>Ottawa/WA</b>				87.44%	219.69%

# CANADA COUNCIL FUNDING PER CAPITA 2016-2017

City	Population (2016)	# of Contributions	Total Funding Awarded	Funding Awarded Per Capita	% Change
<b>Quebec City</b>	569,715	182	\$6,876,523.00	\$12.07	29.51%
<b>Montreal</b>	1,942,045	1559	\$44,411,379.00	\$22.87	24.43%
<b>Ottawa</b>	934,245	178	\$4,768,567.00	\$5.10	24.69%
<b>Toronto</b>	2,731,575	1275	\$40,819,552.00	\$14.94	19.23%
<b>Winnipeg</b>	705,245	177	\$7,673,464.00	\$10.88	24.77%
<b>Calgary</b>	1,239,220	141	\$5,616,006.00	\$4.53	30.92%
<b>Edmonton</b>	932,550	99	\$4,095,933.00	\$4.39	19.95%
<b>Vancouver</b>	631,490	619	\$19,094,067.00	\$30.24	31.19%
<b>Mean</b>		529	\$16,669,436.38	\$13.13	25.59%
<b>Ottawa/Mean</b>		34%	29%	39%	96.51%
<b>WA</b>				\$13.77	24.09%
<b>Ottawa/WA</b>				37%	102.83%



# PRESENCE

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PRESENCE

CULTURAL ORGANIZATIONS IN OTTAWA  
(SOURCE: OTTAWA XYZ - [HTTP://OTTAWAXYZ.OTTAWA.CA/](http://ottawaxyz.ottawa.ca/))

**1295**

Businesses in the culture industries in Ottawa

**175**

Non-profit organizations delivering arts, heritage, festival  
and fairs

**39**

Ottawa Public Library branches, bookmobiles and kiosks

# FESTIVALS AND MUSIC VENUES

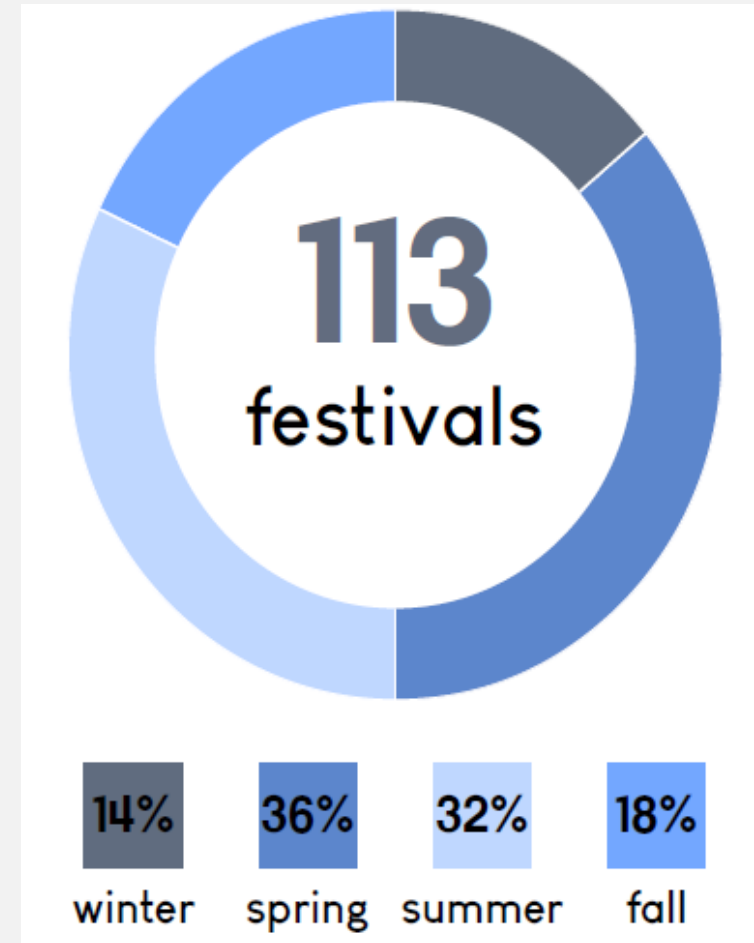
(SOURCE: OTTAWA XYZ - [HTTP://OTTAWAXYZ.OTTAWA.CA/](http://ottawaxyz.ottawa.ca/))

**113**

Festivals that celebrate art,  
heritage and identity

**219**

Performance venues hosting  
live public and artistic  
performances



## HERITAGE AND PUBLIC ART

(SOURCE: OTTAWA XYZ - [HTTP://OTTAWAXYZ.OTTAWA.CA/](http://ottawaxyz.ottawa.ca/))

**98**

Museums, galleries, exhibition spaces, and interpretive centres

**481**

Buildings, sites, and areas of historical, cultural, or natural value

**175**

Public artworks in the City of Ottawa's collection



OTTAWA CULTURE  
RESEARCH GROUP

Ottawa's  
throwing a party  
Canada's bringing  
the music.



# PARTICIPATION

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PARTICIPATION

# WORKERS IN CORE AND ANCILLARY CULTURAL OCCUPATIONS, 2006 AND 2016

(SOURCE: CENSUS OF CANADA)

Cities (CMA)	2006			2016		
	Total number of workers in culture occupations	% of the total labour force	% of the Canadian cultural labour force	Total number of workers in culture occupations	% of the total labour force	% of the Canadian cultural labour force
Canada	797,525	4.73%		902,370	4.94%	
Quebec City	21,915	5.53%	2.75%	24,825	5.76%	2.75%
Montreal	125,890	6.54%	15.79%	145,360	6.83%	16.11%
Ottawa-Gatineau	50,720	8.09%	6.36%	53,070	7.48%	5.88%
O-G (Ontario only)	39,735	8.48%	4.98%	42,460	7.97%	4.71%
Toronto	176,975	6.42%	22.19%	216,660	6.89%	24.01%
Winnipeg	18,190	4.78%	2.28%	18,300	4.39%	2.03%
Calgary	34,225	5.24%	4.29%	37,350	4.67%	4.14%
Edmonton	24,270	4.00%	3.04%	27,295	3.66%	3.02%
Vancouver	74,770	6.50%	9.38%	97,010	7.29%	10.75%



**DEMOGRAPHIC COMPOSITION OF CULTURE  
WORKFORCE IN THE OTTAWA-GATINEAU CMA  
2006 AND 2016**

(SOURCE: CENSUS OF CANADA)

<b>Ottawa-Gatineau CMA</b>	<b>Cultural workers % in 2006</b>	<b>Cultural workers % in 2016</b>	<b>Artists % in 2006</b>	<b>Artists % in 2016</b>
<b>Females</b>	45.48%	44.50%	58.44%	55.62%
<b>Linguistic minorities</b>	48.06%	45.65%	32.34%	31.81%
<b>Immigrants</b>	23.30%	23.98%	20.29%	17.77%
<b>Recent immigrants</b>	2.57%	2.69%	1.20%	3.03%
<b>Visible minorities</b>	15.86%	20.24%	8.21%	13.50%
<b>Indigenous</b>	1.28%	2.32%	1.03%	2.64%



**IMPACT**  
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IMPACT

# GROWTH IN EMPLOYMENT INCOME FULL-TIME CULTURE WORKERS 2006-2016

(SOURCE: CENSUS OF CANADA)

CMA	All Culture Occupations (%)	Ratio	Core + Ancillary Culture Occupations (%)	Ratio	Artist Occupations (%)	Ratio	All Occupations (%)
Canada	29.49%	1.02	26.42%	0.92	26.41%	0.92	28.85%
Quebec City	32.56%	1.24	23.99%	0.91	29.22%	0.91	26.25%
Montreal	26.73%	1.06	22.86%	0.91	19.77%	0.91	25.16%
<i>Ottawa-Gatineau</i>	22.81%	1.06	18.10%	0.84	31.02%	0.84	21.50%
<i>O-G (Ontario only)</i>	21.65%	1.03	18.57%	0.89	33.19%	0.89	20.97%
Toronto	24.81%	1.08	23.21%	1.01	18.72%	1.01	23.05%
Winnipeg	29.21%	0.84	27.24%	0.79	18.03%	0.79	34.66%
Calgary	44.79%	1.24	45.53%	1.26	28.85%	1.26	36.03%
Edmonton	34.90%	0.83	30.66%	0.73	27.78%	0.73	42.25%
Vancouver	32.86%	1.27	28.53%	1.11	34.29%	1.11	25.78%

**EMPLOYMENT INCOME, ALL CULTURAL  
OCCUPATIONS, (FULL-TIME)  
OTTAWA-GATINEAU, 2016**  
SOURCE: CENSUS OF CANADA

**HIGHEST EMPLOYMENT INCOME**

<b>Occupations</b>	<b>Average employment income</b>
<b>Software engineers and designers</b>	\$112,998
<b>Library, archive, museum and art gallery managers</b>	\$95,308
<b>Managers - publishing, motion pictures, broadcasting and performing arts</b>	\$92,352

**LOWEST EMPLOYMENT INCOME**

<b>Occupations</b>	<b>Average employment income</b>
<b>Binding and finishing machine operators</b>	\$38,164
<b>Other performers, not elsewhere classified</b>	\$33,206
<b>Painters, sculptors and other visual artists</b>	\$25,245

# IMPACT OF THE OTTAWA PUBLIC LIBRARY

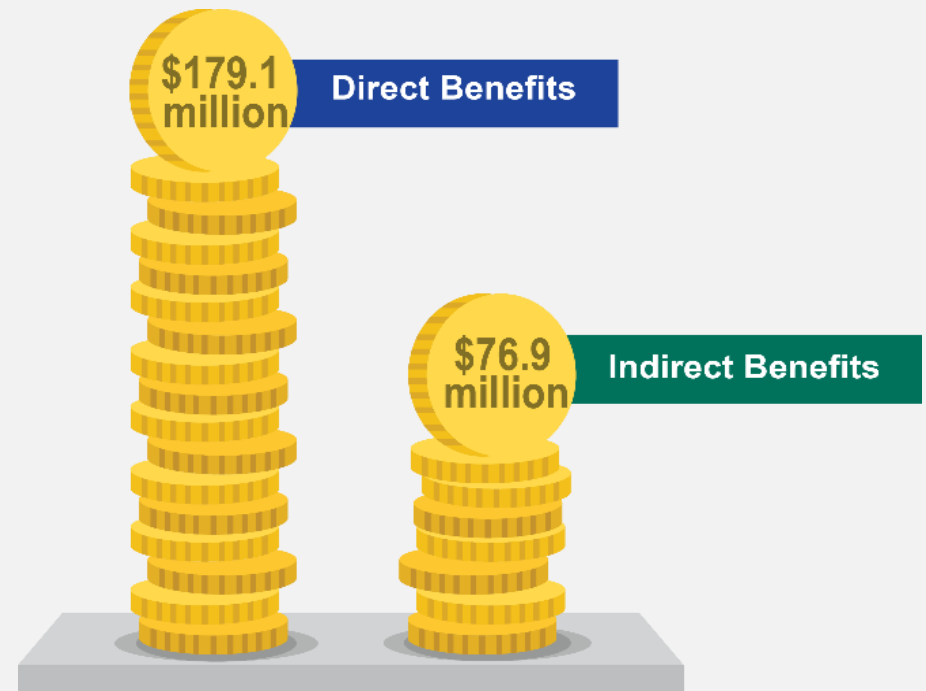
(SOURCE: "CHECK OUT THE BENEFIT: THE ECONOMIC BENEFITS OF THE OTTAWA PUBLIC LIBRARY", 2015)

## Direct benefits \$179,100,000

- Collection use (\$172.9 million);
- Programs (\$1.8 million);
- Reference and database services (\$1.8 million);
- Technology access (\$1.8 million)

## Indirect benefits \$76,900,000

- Employment (\$48.8 million)
- Operations (\$16.4 million)
- Materials (\$6.1 million)
- Capital (\$5.6 million)



# OTTAWA'S CULTURE GROSS DOMESTIC PRODUCT

(SOURCE: STATISTICS CANADA CULTURE SATELLITE ACCOUNT)

Ottawa's 2016 Culture GDP = \$3.4 billion - \$3,667 per Ottawa resident

Ontario's 2016 Culture GDP = \$25.7 billion - \$2,043 per Ontario resident

<b>Ottawa Culture GDP by cultural domain</b>	<b>Gross Domestic Product (GDP)</b>
<b>Heritage and libraries / Governance, funding and professional support*</b>	\$1,272,827,441
<b>Live performance</b>	\$39,840,420
<b>Visual and applied arts</b>	\$243,481,555
<b>Written and published works</b>	\$176,529,484
<b>Audio-visual and interactive media</b>	\$740,087,954
<b>Sound recording</b>	\$7,330,378
<b>Education and training</b>	\$159,515,796

THANK YOU!

Counting on Culture: Impacts and Indicators Report

<https://www.spcottawa.on.ca/Counting-on-Culture>

OCRG YouTube video

[https://youtu.be/4CT5F\\_wCXnl](https://youtu.be/4CT5F_wCXnl)

OCRG Podcast

<https://massculture.ca/podcasts/>

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