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Statistics Canada Culture Subdivision

# 61818 (E) # 61821 (F).

# CULTURAL LABOUR FORCE PROJECT Information Manual January 1994

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## CULTURAL LABOUR FORCE PROJECT

#### **1. INTRODUCTION**

"Many thousands of Canadians ... devote most of their talents, efforts and lives to cultural activities ... whether as creators, designers, performers, impresarios, administrators, entrepreneurs, producers, directors, curators, technicians, translators, teachers, trainers and ... bureaucrats."<sup>1</sup>

Although their efforts are visible everywhere in such media as libraries, theatre, music and museum collections, it has long been recognized that Canada lacks good solid information on these individuals themselves. For example, we do not have a precise description of:

- how many artists and cultural workers there are;
- what their work and income patterns are;
- what qualifications they require;
- how they are being affected by social, political, economic and technological change.

Through the sponsorship of Employment and Immigration Canada and the assistance of the Canadian Conference of the Arts, the Department of Communications, and the Canada Council, Statistics Canada will be filling this information gap by conducting the first cross-occupational examination of these Canadian artists and cultural workers. The Cultural Labour Force Project will provide one way of measuring the social and economic value of artists and cultural workers. Most existing information sources, such as the series of surveys of Creative and Performing Artists, the Census of Population, or the Labour Force Survey, do not provide a detailed cross-sectional picture of the cultural labour force.

The Cultural Labour Force Project will integrate the information requirements of the cultural community: arts groups, individual artists, cultural workers, entrepreneurs, and government policy makers. The first step will be to talk to the cultural community about the project and their information requirements. Meetings and focus group discussions have taken place over the past few months. At the same time, Statistics Canada is assessing the best methods for collecting information from the cultural labour force in order to prepare the schedule for data collection.

The Cultural Labour Force Project will be of interest to everyone involved in the creation, production, performance, marketing, management and preservation of the arts in Canada. It will allow Statistics Canada to provide the cultural community with the best quality information possible about itself. Through discussions and continuous status reports, the sector will be involved in the project from beginning to end.

<sup>1</sup><u>Art Is Never A Given: Professional Training in the Arts in Canada</u>, Report of the Task Force on Professional Training for the Cultural Sector in Canada, p. 111

## 2. **PROJECT BACKGROUND**

Although the cultural labour force as a whole has never been defined, studies and surveys on the various groups within the cultural sector do exist.

Statistics Canada conducted a series of one-time surveys during the late '70s and early '80s which looked at specific types of creative and performing artists: visual artists, freelance writers, actors and directors, performing musicians and composers, and dancers and choreographers. Those surveys provided data on the unique characteristics of each group. However, the survey program ran out of funding before a full survey of Creative and Performing Artists could be conducted. The gap in defining the cultural labour force as an entity thus remained in place.

Even major existing Statistics Canada surveys provide no relief. The cultural labour force is characterized by an intermittent population that often works only part-time in the sector. Large surveys such as the Census of Population and the Labour Force Survey only measure peoples' <u>principal</u> occupation. As a result, the activities of many of the cultural sector's part-time participants are not measured.

In 1985, Statistics Canada and the Department of Communications studied the feasibility of conducting a full survey of Creative and Performing Artists. The idea was greeted with enthusiasm, but, unfortunately, no resources. A few years later, Employment and Immigration Canada resurrected the idea and asked Statistics Canada to put together a proposal. The Cultural Labour Force Project was accepted by an interdepartmental committee.

This project will produce the information upon which federal government cultural policy decisions can be based. This is its primary objective. In particular, its results will be used by Employment and Immigration Canada (EIC) and the cultural sector to create a labour force development strategy for the cultural labour force. As well, the information will be useful to provincial governments, educational institutions, cultural associations and unions, individual artists and cultural workers and others. While we hope to maximize on the spin-off benefits of this new initiative, it is important to stress that information requirements will have to be limited in order to match funding levels.

#### **3. OBJECTIVE AND MANAGEMENT STRUCTURE**

#### **Objective:**

The primary objective of the project is to obtain baseline information on artists and cultural workers: their career activities and work patterns, training, financial status and demographic characteristics. The survey will be oriented toward providing data for use in the application of Employment and Immigration Canada's programs and services.

In so doing, the survey will be required to:

- respond to the key data requirements of Employment and Immigration Canada
- respond to the data requirements of the cultural community
- focus on data that are not available from other current sources such as the Census or Labour Force Survey,
- develop a core of data that can be used as benchmark in future surveys and studies

#### Management Structure:

Steering Committee: representatives of Employment and Immigration Canada, Statistics Canada, the Canadian Conference of the Arts, the Canada Council, and the Department of Communications.

Working Group: representatives of Statistics Canada from the subject matter, methodology, informatics and processing divisions, and representatives of Employment and Immigration Canada and other organizations as work requires.

Advisory Committee: a small number of representatives from cultural organizations who will provide expert advice on the needs and capacities of the information users and suppliers.

The working group will report regularly to the Steering Committee for approval of processes and assistance in decision making. The Steering Committee will use the Advisory Committee on an ad hoc basis to obtain advice and additional expertise. The names and addresses of the members of the Steering Committee and the Working Group can be found in the appendices.

#### 4. DEVELOPMENT PLAN

The project's development involves five areas of activity to be undertaken by the working group under the review of the Steering and Advisory Committees. A summary of these five areas, as illustrated by the diagram, follows.



### A. Concepts and Definitions

In order to develop consistent, reliable and relevant data, it is essential to examine the concepts and definitions to be used by the cultural labour force project. To do this, a variety of methods will be used, including reviewing previous and current research on the subject and consulting with as many organizations in the cultural sector as possible either directly or through focus groups.

#### Focus Groups:

Focus groups are particularly well-suited for the research into issues identification and information needs, and to understanding the motivations, beliefs, attitudes and priorities of a particular group. Accordingly, to ensure that the views and interests of the cultural community are taken into consideration by the survey, twenty-three focus groups made up of members of this community were held across Canada during May and June, 1992. Specifically, the objectives of the focus group research were:

- to define the scope of the cultural labour force (CLF)--i.e., the population that the survey should cover;
- to refine the understanding of the issues to be addressed in the survey;
- to verify what data will address these issues and establish their availability;
- to determine what information on the CLF would be of immediate use to arts planners, policy officials, and the cultural community;
- to identify strengths and weaknesses of the existing information base on the CLF;
- to determine precise and accurate definitions and terminology for the questionnaire (for example, occupational definitions);
- to determine whether one unified questionnaire will work or whether there should be separate sections for different occupational groups;
- to identify available sources and lists for developing a complete sampling frame for the CLF;
- to determine the time frame for which income data are available;
- to determine respondents' willingness to provide sensitive data (such as income) through different collection techniques (i.e., mail, telephone, or personal interview);
- to clarify the benefits to respondents in participating in the survey;
- to identify concrete needs and mechanisms for using the information in consultation with the cultural community so they will see the extensive applications and impact of the survey and its analyses.

The focus group participants reflected the diversity of cultural activities across Canada. They included leaders of cultural organizations and associations, both government and private sector, as well as individual artists and cultural workers. Focus groups were held in St. John's, Charlottetown, Halifax, Fredericton, Québec City, Montréal, Ottawa, Toronto, Winnipeg, Saskatoon, Edmonton, Vancouver, Yellowknife and Whitehorse. An average of ten participants attended each focus group session. These sessions included representatives from the following sectors of the cultural community: broadcasting, crafts, dance, education, film, heritage/conservation, music, publishing, recording, theatre, visual and applied arts, and writing. Each focus group contained a mix of artists, cultural workers and representatives of cultural organizations from these various disciplines. The research involved the Francophone cultural community as well as some of the ethnic groups that could be identified as part of the cultural sector.

As well, twelve in-depth interviews were conducted with celebrities in the cultural sector and experts in the areas of research, policy development and advocacy for the cultural labour force. In-depth interviews were useful for interviewing representatives of cultural associations. They also permitted the involvement of participants who would not otherwise attend a focus group session. The in-depth interviews explored similar issues with the participants and helped to identify what the local issues might include.

Provision was made for Statistics Canada Working Group members, Employment and Immigration Canada personnel, and Steering Committee members to observe all focus group sessions.

The consulting company conducting the focus groups has skill and expertise in the following areas:

- conducting and moderating focus groups;
- the development and design of survey questionnaires;
- communication skills appropriate for carrying out this research and interfacing with Statistics Canada staff and study participants;
- knowledge and experience in labour force concepts and terminology;
- a proven track record of working with the cultural community;
- management skills and expertise appropriate to the successful implementation and execution of this project.

#### **Occupational Definitions:**

One of the most problematic aspects of the Concepts and Definitions area is the definition of the cultural labour force and the identification of those occupations about which more information is needed. This project will go beyond the strict concept of the creative and performing artists to encompass all cultural workers, including technical support staff. Indepth examination of the Standard Occupational Classification, the National Occupational Classification, and the definitions in the Canadian Classification and Dictionary of Occupations will be completed before a consensus is reached on the definition of the population for the survey. A cost/benefit analysis of the inclusion or exclusion of various occupations will also be performed.

Attached is a table of data from the 1986 Census which includes 39 occupation codes. The census data will be examined in more detail, as will additional occupation codes. The project will also pursue industry and occupation information from the Labour Force Survey, the Labour Market Activity Survey, the Canadian Occupational Projection System, and other identified sources.

#### **B.** Methodology

Every effort will be made to identify which issues and information requirements of the cultural community can best be addressed through this project and, specifically, through a survey. A survey will be the principle mechanism used to provide the substantial data that are currently not available. Existing data will also be assessed and made available if they can be used to satisfy information requirements.

All possible options for identifying the individuals working in the cultural sector will be examined in detail. From this analysis, an appropriate and cost effective frame (lists of potential respondents) will be developed. From this frame, in turn, it will be possible to select a statistically representative sample of individuals to be included in the survey.

Other methodological considerations in the survey development include the various sample design options and the sensitivity of the issues to be addressed by the project.

#### Data Collection Techniques:

Data collection techniques to be considered include Computer Assisted Telephone Interviews (CATI), mail out / mail back questionnaires, and Computer Assisted Personal Interviews (CAPI). The options of conducting interviews from Statistics Canada's Ottawa offices versus regional offices will also be examined.

CULTURE LABOUR FORCE BY OCCUPATION

	Total			
	1			
	1			
	Nu	mber t	Average Inc	ome*
	L	ł	T	
CANADA	1980	1985	1980	1985
TOTAL LABOUR FORCE	12,495,345	13,074,460	19,311	18,733
CULTURE LABOUR FORCE	289,480	322,145	n.a n.a	n.a n.a
as a 🕏 of Total Labour Force	2.34	2.54		
ARCHITECTS & ENGINEERS (214/215) 2141 Architects	7,655	8,510	35, 598	32,072
LIBRARY, MUSEUMS & ARCHIVAL SCIENCES (235)	25,620	27,160	18,943	18,453
2350 Supervisors	2,005	2,120 18,225	<b>23,976</b> 20,757	22,169 20,024
2351 Librarians & Archivists	16,280 3,850	3,150	16,967	16,781
2353 Technicians 2359 Other, n.e.c.	3,490	3,665	8,854	8,701
	1	1		
OTHER TEACHING & RELATED OCCUPATIONS (279) 2792 Fine Arts Teachers, B.e.C.	20,650	24,005	11,235	12,130
ARTISTIC, LITERARY, PERFORMING ARTS & RELATED (33)	1			
FIRE & CONMERCIAL ART, PHOTOGRAPHY & RELATED (331)	60,500	72,615	17,022	16,080
3311 Painters, Sculptors and Related Artists	8,105	8,945 24,580	10,964 17,127	10,760 15,855
3313 Product 6 interior Designers	22,080	24,530	18,812	17,867
3314 Advertising 4 Illustrating Artists 3315 Photographers 6 Cameramen	9,210	11,490	18,857	17,361
3319 Other, n.e.C.	2,185	3,070	13,923	13,075
PERFORMENC & AUDIO-VISUAL ARTS (333)	41,740	47,965	18,424	17,477
1330 Producers 6 Directors	9,505	12,160	28,727	26,773
3331 Conductors, Composers & Arrangers	985 13,430	1,310 12,790	16,691 13,225	11,889
3332 Musicians, Singers	1,255	1,315	10,735	9,423
3333 Husic related, n.e.c. 3334 Dancers & Choreographers	1,065	1,605	12,523	12,792
3335 Actors/Actresses	3,295	4,010 7,095	16,131 21,389	12,747 21,377
3337 Radio & Television Announcers 3339 Other, n.e.c.	6,180	7,675	15,219	. 14, 091
3339 001001, 0.0000	37,805	43,125	22, 373	21,974
WRITING (335)	29,715	34,270	22,841	22,358
3351 Writers & Editors 3355 Translators & Interpreters	6,685	7,450	21,497	21,128
3359 Other, n.e.c.	1,400	1,405	18,733	15,732
PRINTING & RELATED (951)	74,570	76,365	19,408	19,219
9510 Foremen	6,885 10,090	6,380	27,788 16,691	28,424 18,686
9511 Typesetting and Composing	23,560	9,780 23,845	· 22,460	22, 385
9512 Printing Press 9514 Printing/Engraving - Except Photoengraving	3,445	3,435	29,254	30,667
9515 Photoengraving and Related	2,710	2,570	23,830 13,209	25,219 13,171
9517 Bookbinding and Related	10,750	9,480	201607	
9518 Labouring, Other Elemental Work, Printing & Related	4,385	4,125	10,526	10,756
9519 Other, a.e.c.	12,615	16,705	13,545	13, 590
ELECTRONIC & RELATED COMMUNICATIONS	10,420	10,740	<b>n.</b> a	D.4
EQUIP. n.e.c. (955)	1,400	1,420	32,608	35,122
9550 Foremen 9551 Radio & TV Broadcasting Equipment Operators	4,110	4,755	22,300	24,824
9555 Sound & Video Recording & Reproduction Equipment	2,360	2,405	21,463 21,822	20, 138 21, 380
9557 Motion Picture Projectionists 9559 Other, n.e.c.	1,720 830	815	21,508	21, 369
OTHER CRAFTS & EQUIPMENT OPERATING (959)	10,520	11,660	15,693	14,458
9590 Foremen	1,020	845	26,520	21,250
9591 Photographic Processing	8,765	9,950	14,458	13,723 16,412
9599 Other, n.e.c.	735	860	16,385	24/ 746

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- figures may not add due to rounding -Source: 1986 Census of Canada, Statistics Canáda Catalogue NO. 93-116

\* in constant (1985) dollars

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#### C. Questionnaire

For the survey, a questionnaire will be developed to collect information about artists and cultural workers that is not currently available. It will address the discipline-specific issues that were identified through the consultations and focus groups held with the cultural community. Both content and design issues will be addressed through the development stage of the project.

#### Content:

The questionnaire will collect information on the following:

- demographic background
- education and training
- employment/artistic activities
- occupational classifications
- industrial classifications
- finances
- career paths
- professional development needs
- many additional questions to cover other issues

#### Design:

The following are options for consideration in developing the questionnaire:

- one questionnaire with sections for different occupations
- different questionnaires for each occupational group
- developing questionnaires for computer use

#### **D. Cultural Community Relations Strategy**

The Canadian Conference of the Arts (CCA) is coordinating communications for the project. The CCA Days, which were held in each of the ten provinces during the months of April, May and June, offered the opportunity for Statistics Canada and Employment and Immigration Canada to present the project to the cultural community and obtain their initial input. The CCA is preparing a brochure to be mailed to 10,000 individuals and organizations who are potential users of the information from the Cultural Labour Force Project. They will also prepare a newsletter to keep the interested individuals informed of developments in the project, and when the data is released. Other methods of publicizing information about the project will include the Culture Statistics Program's communication network and newsletter Focus on Culture, and The Canada Council's newsletter.

#### E. Strategy Report

A summary of the investigations to date on concepts and definitions, scope and methodology and the questionnaire, as well as recommendations on approaches will comprise a Strategy Report. Cost estimates of options and an implementation schedule will be included in the report. The decisions concerning approaches will be made by the Steering Committee in consultation with the cultural community where necessary. The Strategy Report will form the basis for the next round of consultations on the questionnaire and issues relating to information collection.

#### 5. CONSULTATIONS

In an effort to identify as many of the issues and concerns in the cultural sector as possible, Statistics Canada and Employment and Immigration Canada have conducted consultations with a wide variety of organizations. Consultations will be or have been done with employees of Employment and Immigration Canada, Statistics Canada, the Department of Communications, the Canada Council, the Canadian Conference of the Arts, the Canadian Museum Association, provincial ministries responsible for culture and as many others as is possible.

Following the completion of the focus group report and the strategy report, further consultations will occur to ensure that the information to be collected and the approaches to collecting the information meet the expectations of the cultural community. Consultations will continue concerning the questionnaire, other data sources to be used in the project, data dissemination and analyses of survey results.

### 6. ISSUES AND INFORMATION NEEDS

The following are issues that have been identified as significant by members of the cultural community through the focus groups and consultations. They are accompanied by examples of the types of information which could possibly be helpful in addressing these issues. The list is by no means complete and has been included in order to encourage further discussion.

ISSUES	INFORMATION NEEDS
Adequacy of funding levels	•Number of applicants for and recipients of grants and low interest loans
Availability of educational and training opportunities	•Description of existing education and training levels and requirements
Employment equity	•Identification of barriers to entry and advancement
Gender/Age/Ethnic composition of the cultural labour force	•Demographic characteristics of the cultural labour force
Job satisfaction and mobility	•Description of work experience and mobility
Underemployment	<ul> <li>Levels of secondary employment among cultural workers</li> <li>Levels of employment of cultural workers outside the cultural sector</li> </ul>
Heavy reliance upon volunteers	•Number of volunteers •Types of work performed by volunteers
Appropriateness of remuneration from cultural activities	•Income levels in the cultural labour force
Stability of employment in the cultural sector	•Number of self-employed and part-time workers in the cultural labour force

#### 7. WHY YOU SHOULD BE INVOLVED IN THIS PROJECT

With your help it will be possible to provide the information that is needed by the cultural community to create a better understanding of this sector.

The information from this project will be used to develop a labour force strategy for the long-term development of the cultural sector. However, there are many other ways the information from the project can be used. For example:

- Up and coming artists will gain a better understanding of the current level of expertise in their field, and of the general training requirements needed for entry into the field.
- The cultural labour force will be able to recognize artistic activities that most often lead to part-time work, or longer term careers.
- Cultural organizations, unions or associations may use the project's information on economic impact to lobby for funding, tax concessions or subsidies.
- Cultural policy makers will use the project's information to justify largely qualitative estimates of skill shortages, needs for special schools, or new programs to encourage cultural activities.

You can help to shape and inform the project. Through your participation, you can influence your own future and that of the cultural community at large.

#### 8. LONG RANGE PLANS

The following is a tentative summary of plans for the Culture Labour Force Project:

- There will be a continuous effort to keep the cultural community informed and upto-date on the latest activities of the project on an ongoing basis. This effort will continue for the duration of the project.
- Initial consultations with the cultural community on issues: April August 1992
- Focus Groups: April 1992 June 1992
- Focus Group Report: August 1992
- Strategy Report on Findings from Consultations and Focus Groups: September 1992
- Development of the Pretest for the Cultural Labour Force Survey: Fall 1992
- Pretest: Fall 1992 / Winter 1993
- Results of Pretest: Winter / Spring 1993
- Survey Development: Spring / Summer 1993
- Cultural Labour Force Survey: Fall 1993 / Winter 1994
- Investigation of Other Sources of Information: on-going

A chart outlining these activities is attached.

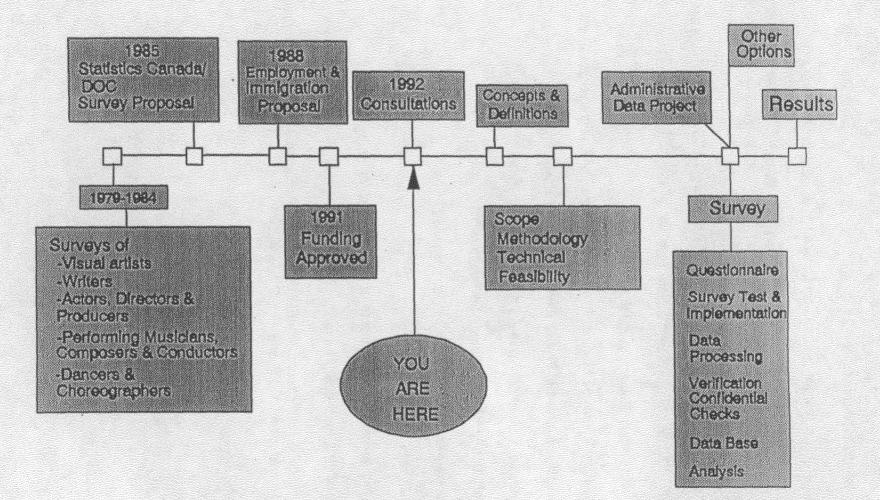
With Steering Committee acceptance of the Strategy Report in August, a more precise plan of activities and associated timelines will be available.

# **CREATING A NATIONAL SURVEY**

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#### 9. HOW YOU CAN HELP

Over the next few months we will be collecting opinions, issues and anything related to the Cultural Labour Force. Any input you may feel relevant will be given consideration in this project. To assist you in providing us with your comments, we have included the following questionnaire:

## **Cultural Labour Force Project Questionnaire**

Please attach a business card or fill in the appropriate information:

Name: Address: Affiliation:

Postal Code: Business Phone: Home Phone: Fax:

We would welcome your comments concerning the inclusion or exclusion of certain occupations as part of the cultural labour force as well as any issues that you would like to see addressed in the Cultural Labour Force Project:

1. What less common cultural occupations would you include in the cultural labour force in the broadest sense?

2. What issues have you had to address concerning the cultural labour force in the last year?

3. What information could you have used to address these issues?

4. From what information sources were you able to obtain some information to address these issues?

5. Additional Comments?

#### Please return to the following address:

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# APPENDIX II: CULTURE LABOUR FORCE PROJECT WORKING GROUP MEMBERS

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