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KNOWING OUR CLIENTS: A PROFILE OF ARTS AND CULTURE IN CANADA

STRATEGY AND PLANS

STRATÉGIE ET PLANIFICATION

KNOWING OUR CLIENTS:
A PROFILE OF ARTS AND CULTURE IN CANADA

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Strategic Policy Planning
Strategy and Plans Branch
Communications Canada
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FOREWORD

Knowing our Clients: A Profile of Arts and Culture in Canada seeks to provide DOC senior management, as well as departmental advisors and policy-writers, with strategic information on Canadian arts and culture. The document thus presents a descriptive overview of arts and culture in the following areas: sound recording; film and video; book and periodical publishing; broadcasting; performing arts; visual arts and crafts; and museums, heritage and libraries. broadcasting.

The document provides a "big picture" of Canadian arts and culture, by focussing on certain key elements which are relevant to DOC, for instance: total revenues and expenses; Canadian content and\or ownership; regional breakdown of companies and employment; English vs. French-language production; and, whenever applicable or useful, types of productions.

Such an overview is the result of contributions from a number of employees across the Department, as well as from Statistics Canada. We wish to acknowledge these colleagues for their input and look forward to their continued cooperation in making this document useful for everyone.

DGSP, December 1992

CANADIAN CULTURAL SECTOR - OVERVIEW

The Canadian cultural sector includes the "cultural industries" -- sound recording, film and video, publishing, and broadcasting -- and also covers the areas of performing arts, visual arts and crafts, museums and heritage, and libraries.

Aggregate economic value

According to Statistics Canada, the direct impact of the arts and culture sector, as measured by the contribution to the National Gross Domestic Product (at factor cost) or GDP, is estimated at $11.3 billion (1989-90), or 1.97% of the GDP of the whole economy. Visual arts are not included in these numbers, as annual revenues and outputs of individual artists cannot be quantified.

More than $7.8 billion in wages, salaries and supplementary labour income were earned in 1989-90. Total direct employment generated by the cultural sector exceeded 309,950 jobs during that same year.

With its various interactions with other businesses, which supply necessary materials and services, the arts and culture sector generates considerable spending leading to indirect demand for goods and services from other industries. This indirect contribution is valued at $5.8 billion, bringing the total direct and indirect impact on the GDP to $17.1 billion in 1989-90, or 2.99% of the GDP of the whole economy.

The following tables provides 1990 aggregate data for the Canadian arts and culture sector:

Canadian cultural sector Direct impact (1989-90)			
	Wages & Salaries ($000,000)	**Jobs**	**GDP ($000,000)**
1. Written media	1,816.2	63,571	3,662.8
2. Film and video	419.4	40,089	710.1
3. Broadcasting	1,633.8	45,153	1,986.2
4. Sound recording	119.2	7,021	327.6
5. Wholesale	145.0	4,801	228.1
6. Retail	282.7	23,111	1,017.5
7. Performing Arts	179.1	6,103	175.7
8. Heritage	368.7	11,190	319.5
9. Public libraries	365.0	11,078	393.9
10. Other libraries	702.5	21,321	702.5
11. Government	1,801.8	78,330	1,801.8
TOTAL	**7,833.4**	**309,966**	**11,325.7**

N.B. Employment figures for the film, sound recording, written media and broadcasting industries include manufacturing and service activities directly related to these sectors. Employment totals for each sector are based upon aggregate wages and salaries and are thus meant to reflect real full-time jobs only, not part-time or otherwise.

Source: Statistics Canada, 1992

Canadian cultural sector Direct and indirect impact (1989-90)	Wages & Salaries ($000,000)	Jobs	GDP ($000,000)
1. Written media	2,942.2	101,714	6,153.5
2. Film and video	935.3	66,548	1,576.4
3. Broadcasting	2,385.3	81,727	3,038.9
4. Sound recording	170.5	9,127	491.4
5. Wholesale	188.5	6,289	250.9
6. Retail	356.2	24,295	1,343.1
7. Performing Arts	236.4	8,728	258.3
8. Heritage	416.6	13,204	380.2
9. Public libraries	412.5	13,072	468.7
10. Other libraries	793.8	25,159	836.0
11. Government	2,324.3	101,828	2,378.4
TOTAL	**11,161.7**	**451,689**	**17,175.8**

Source: Statistics Canada, 1992.

1. Cultural industries

Sound recording industry

In 1991, there were 181 sound recording companies in Canada, the majority of which were located in Ontario (50%) and Quebec (26%). Of the approximately 2,500 jobs in the industry, over 95% were concentrated in these two provinces.

Foreign-controlled sound recording companies dominated the market with 83% of total revenues and 80% of employment. Despite their relatively weak financial position and size, Canadian-controlled companies produced nearly 60% of Canadian-content sound recordings.

The sound recording industry showed sales of about $509 million, of which more than $407 million were generated by foreign-controlled companies.

Film and video industry

The film and video industry provides employment to more than 19,600 Canadians, of which nearly 60% are in the exhibition business (i.e. motion picture theatres). Actual production of film and video involves some 4,300 jobs; 76% of these jobs are situated in Ontario and Quebec, while British Columbia accounts for 17%. Other types of jobs in the industry are in the areas of distribution and laboratory\post-production services.

Total revenues for the film industry in 1989-1990 amounted to $2.5 billion, with profits of $207 million. This includes revenues of $588 million from production services, $1,093 million from distribution, $565 million from exhibition and $260 million from post-production services.

Foreign movies earn 95% of all revenues in both the movie theatre and video store markets.

Publishing industry

The Canadian book publishing industry consists of more than 300 firms: most of these are small Canadian firms, but foreign firms account for almost half of book sales in Canada. In 1990-91, the total domestic book and periodical market amounted to $2.1 billion and provided over 12,000 jobs. Imported publications accounted for 70% of the market. Canadian-controlled firms publish about 80% of all Canadian-authored books.

About two-thirds of book and periodical publishing firms are located in Ontario and Quebec.

Broadcasting industry

In 1990, the Canadian broadcasting industry consisted of more than 90 television stations, 470 radio stations (AM and FM), and 1700 cable systems. Annual revenues totalled over $4 billion. However, profitability has decreased steadily over the last five years, especially on the French-language side (which suffered net losses in 1989 and 1990).

Private radio and television stations currently provide some 19,000 jobs, while the CBC has 10,400 employees. The cable industry employs about 8,500 people.

2. Arts and heritage

Performing arts

Performing arts activities encompass four disciplines: theatre, music, dance and opera. In 1990-91, 395 performing arts companies produced about 38,700 performances across Canada, resulting in some 13.6 million sold tickets.

Total revenues were in the order of $373 million, half of these being derived from government grants, corporate sponsorships and other sources of donations. A cumulative deficit of $7.6 million was reached in 1990-91.

Two-thirds of all performances included Canadian content (i.e. Canadian creations). However, these figures vary widely from one discipline to another: 89% in dance; 73% in theatre; 25% in music; and 4% in opera.

Visual arts and crafts

Visual artists produce artwork in a wide variety of disciplines which include painting, drawing, printing, sculpting, fine art photography, textile, ethnic arts and crafts and fine crafts works.

Professional visual artists often work on their own, and many of them create on a part-time basis and hold other forms of employment. It is thus difficult to determine how many artists there are in Canada and, because the value of artwork is highly volatile and subjective, it is virtually impossible to estimate their average annual earnings.

However, on the basis of memberships to professional associations, it is estimated that there are at least 4,000 vocational artists across Canada. Recent surveys indicate that there are about 350 visual arts galleries and artist-run centres.

Heritage institutions

According to Statistics Canada, there are about 2,100 heritage institutions in the country. These include museums, archival institutions, historic sites, buildings and parks, exhibition centres, observatories and planetariums. Of the total number of heritage institutions, there are approximately 1,200 museums; more than half are very small, with annual operating budgets of less than $40,000.

In 1990, museums provided over 11,200 jobs and had more than 25,000 volunteer workers, while archival institutions provided employment for 2700 people. Total attendance at museums was over 24.5 million visits, i.e. 43% of attendance in all types of heritage institutions.

Libraries

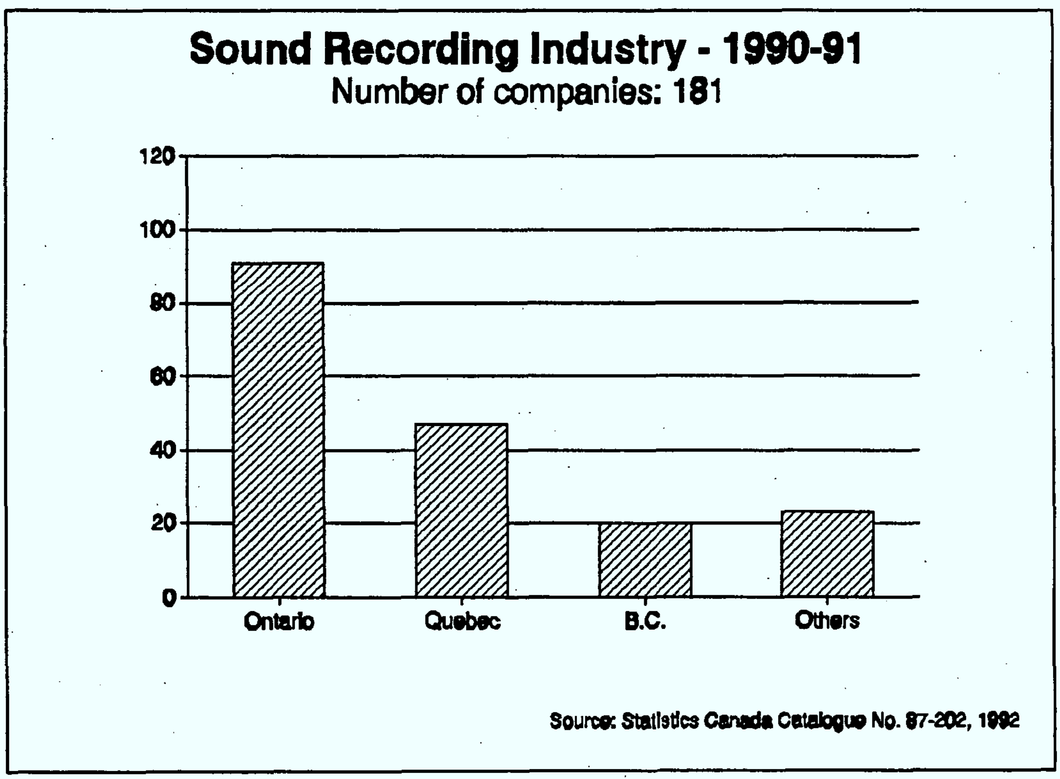
Nearly 13,000 Canadians work in more than 3,100 libraries, providing over 180 million direct loans (6.9 loans per capita) and 1.1 million interlibrary loans. The average population per library across Canada is roughly 8,400.

SOUND RECORDING INDUSTRY 1990-1991

TOTAL REVENUES:	$716 MILLION
EMPLOYMENT:	2,466
ANNUAL GROWTH RATE: (1987 - 1991)	13.2 %

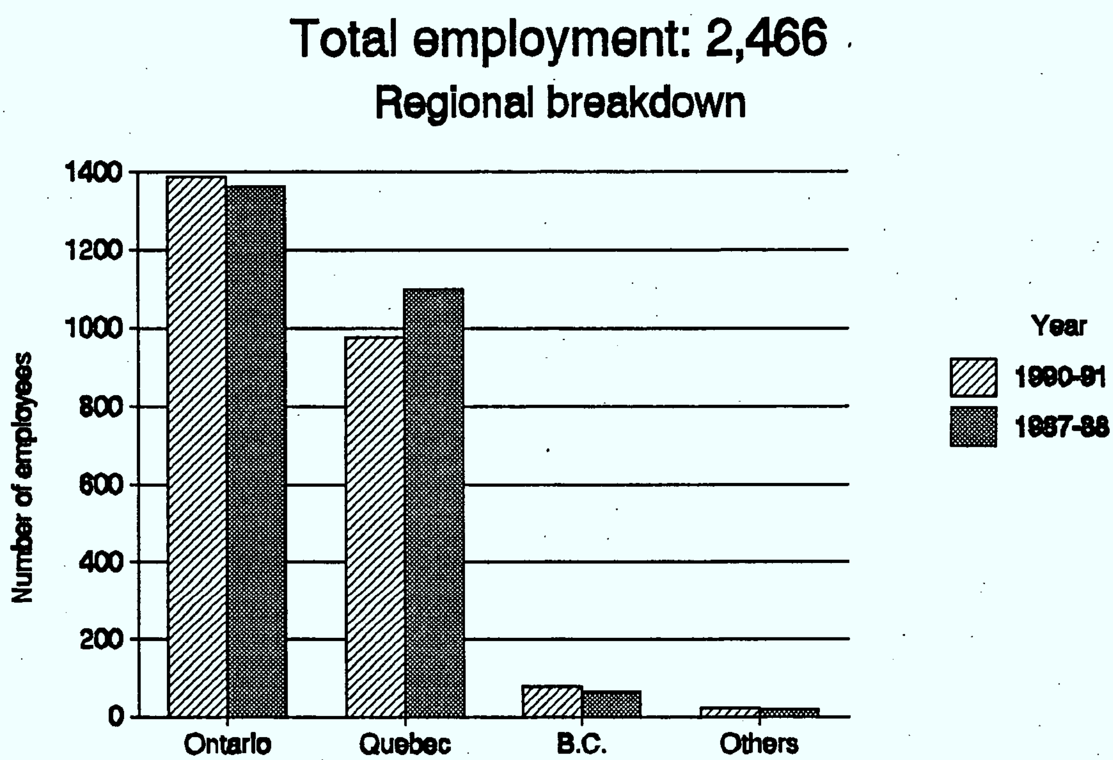
The sound recording industry comprises four categories of activities: production, manufacturing, distribution and retail. The production sector is the most important component, as producers of sound recordings are also very much involved in overseeing the manufacturing of sound recordings and ensuring their promotion and distribution. The data in this chapter thus refer to sound recording production, i.e. record label companies.

In 1991, there were 181 record label companies in Canada, i.e. sound recording producers. The majority of record label companies were located in Ontario (91). Quebec had 47 companies; British Columbia, 20; and the rest of Canada, 23. The number of companies and their location in Canada has not changed significantly since 1987-88.



Employment

In 1990-91, there were 2,466 sound recording production employees across Canada. Ontario had the largest share, with 1,390. Quebec had 976 employees, British Columbia 77, and the other regions only 23. Since 1987-88, Quebec employment declined significantly, from a high of 1,100 employees at that time.



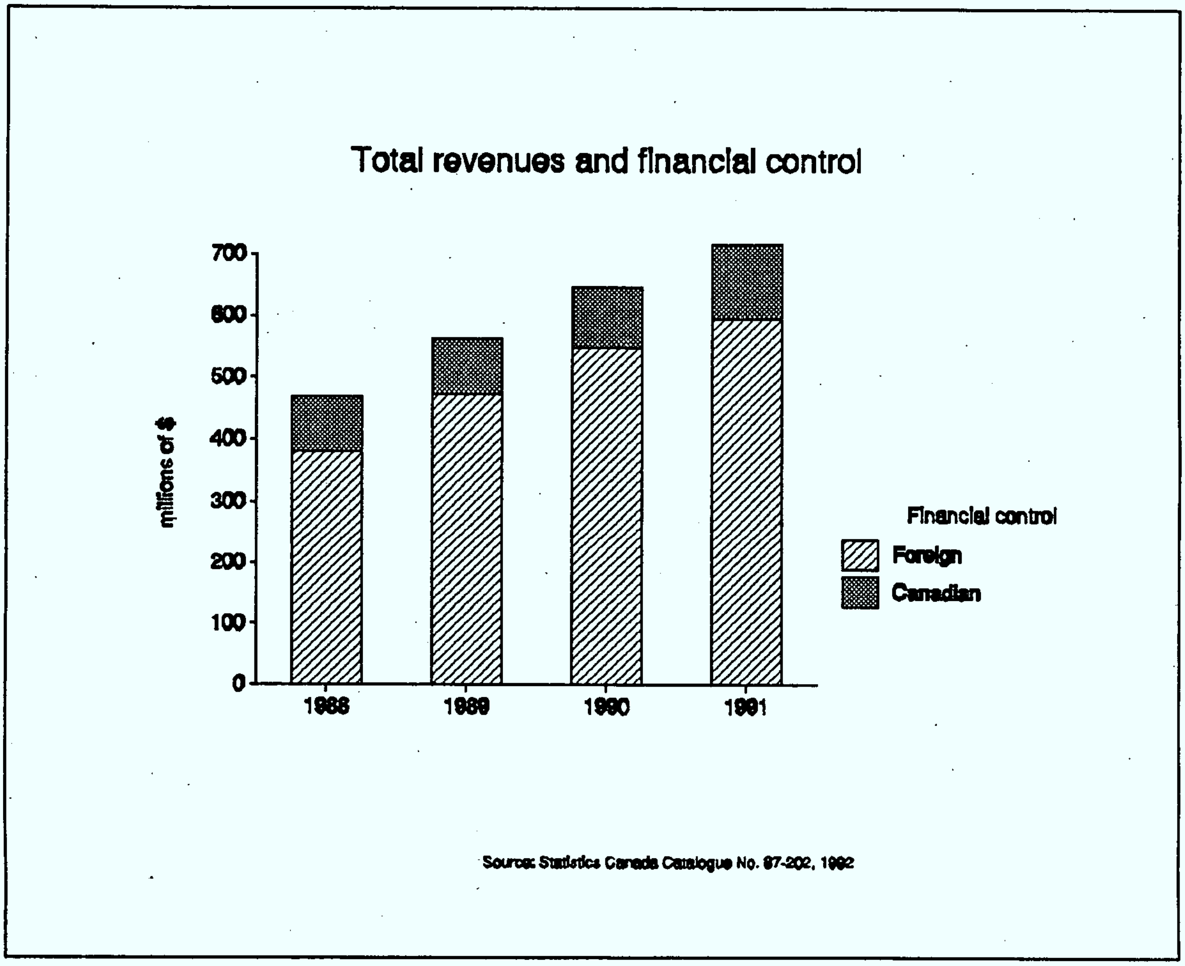
Source: Statistics Canada Catalogue NO. 87-202, 1992

Financial control

Foreign-owned companies dominated the market in 1991, with roughly 80% of sales ($407 million out of $509), employment and new recordings. Six foreign multinational corporations dominate the production sector: BMG, Thorn EMI, MCA, CBS Records, Warner Communications and Polygram.

Total revenues reached $716 million, of which 83% went to foreign-owned companies. These companies accounted for over 95% of the total profits of $116.3 million. Companies located in Ontario accounted for 75% of total revenues, while Quebec-based companies were responsible for 23%.

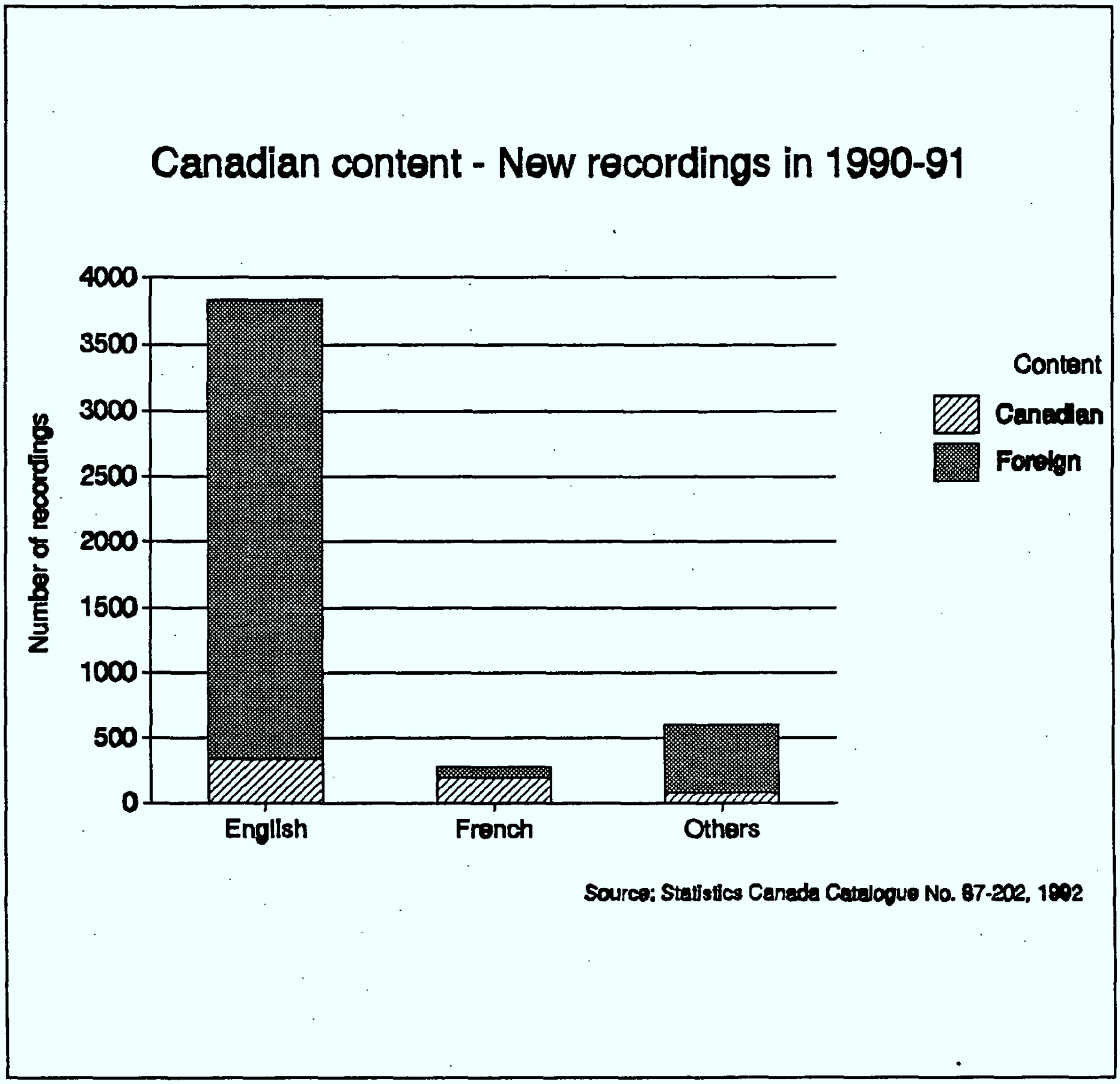
Revenues increased steadily each year from 1987 to 1991 and the share of Canadian ownership remained relatively stable. However, foreign-owned companies increased their profit margins from 15.2% to 18.6%, while Canadian-owned companies' profits remained rather stable but low -- ranging between 4% and 6% during that period.



Canadian content - English and French

Only 13% of new sound recordings in 1991 contained Canadian content (618 out of 4,047), of which 71% were released by Canadian-controlled companies.

71% of French-language recordings (275 in total) included Canadian content, while only 9% of English-language recordings (3,782 in total) included Canadian content. Other recordings, e.g. instrumental music, had close to 13.5% in Canadian content (82 recordings out of 608).



FILM AND VIDEO - 1989-1990

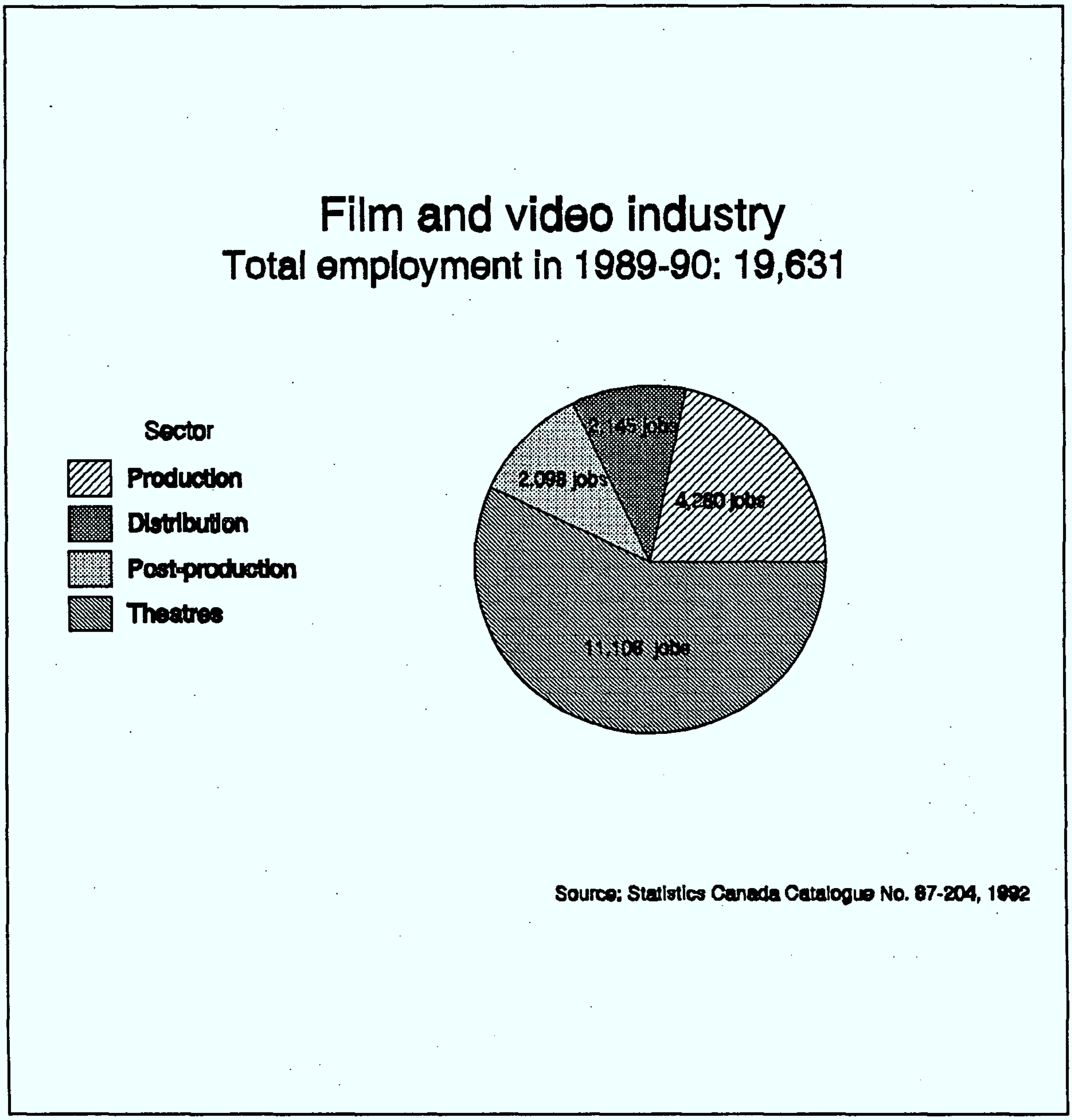
TOTAL REVENUES:	**$2.5 billion**
EMPLOYMENT:	**19,631**
GROWTH RATE: (from previous year)	**19%**

The Canadian film and video industry consists of four major sectors: production, post-production services, distribution and exhibition. Producers assemble the necessary creative elements (e.g. script, actors, director and technicians), obtain the required financing and arrange for effective distribution both in Canada and international markets.

The distributors provide a source of supply for exhibitors and retailers and determine what can be marketed. In recent years, pay television and home video have become significant markets for films and videotapes in Canada. Production and post-production services include editing, special effects, sound recordings, film and video transfers and animation.

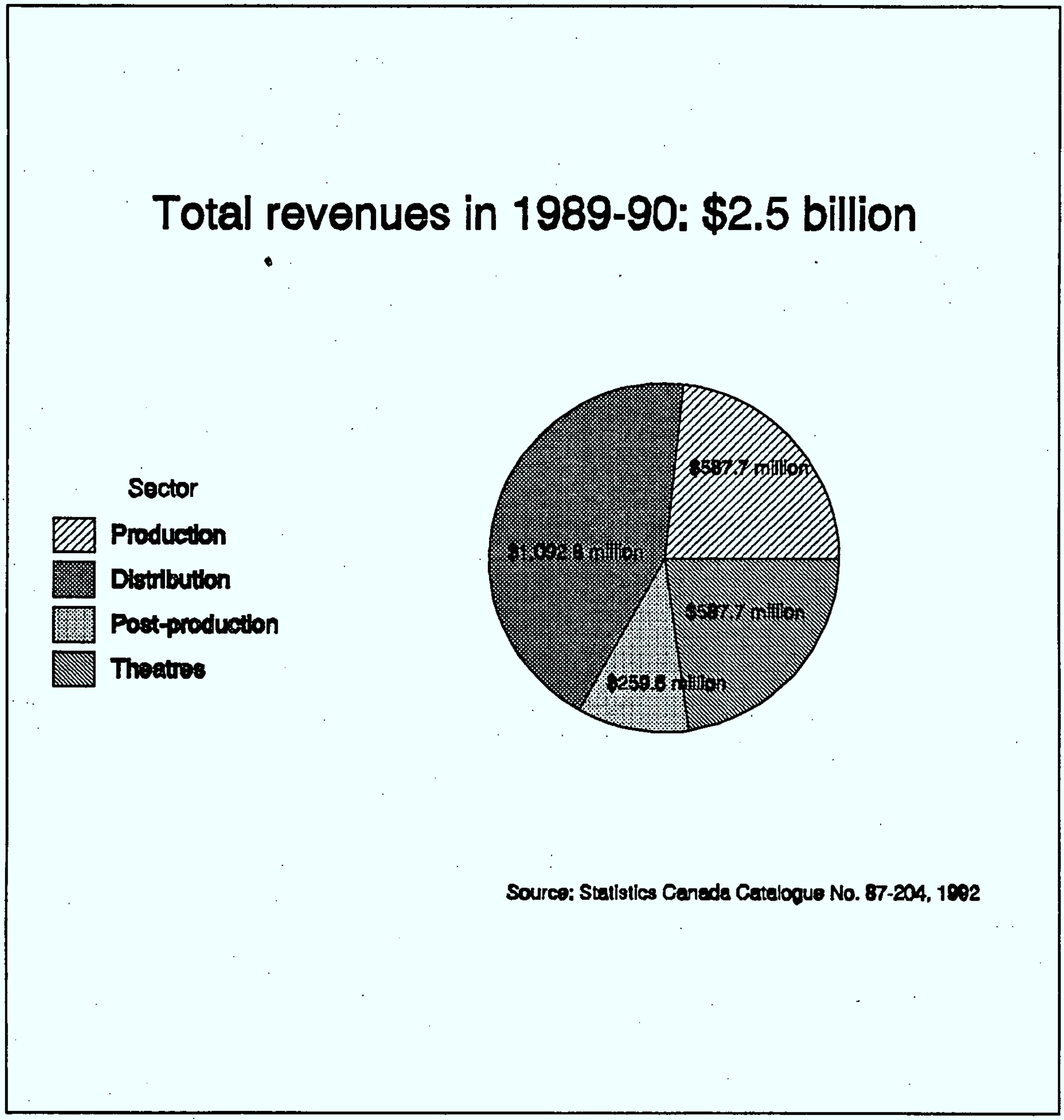
Employment

The film and video industry provided a total of 19,631 jobs in 1989-90. Of this total, 57% of jobs went to motion picture exhibition theatres, 22% to production and approximately 10% to distribution and post-productions services respectively.



Total revenues

The film and video industry generated approximately $2.5 billion in revenues in 1989-90. Almost one-third of revenues came from distribution activities; distribution accounted for 28%; exhibition theatres, 26 per cent; and post-production services, 12 per cent.



Film, Video and Audio-Visual Production

In 1989-90, 602 production companies operating in Canada reported total revenues of $588 million, a 6% decrease from the previous year. Profits were down by 31 per cent ($15.5 million). On a provincial basis, only Ontario and British Columbia producers showed an overall profit.

Mosts production companies are situated in central Canada. Ontario and Quebec together held 76% of total production revenues, with British Columbia accounting for 17%.

Region	Number of Firms	Revenues	Profits or Losses
Atlantic	30	$ 8.2 million	(-) $2.2 million
Quebec	144	$138.5 million	(-) $3.7 million
Ontario	269	$317.6 million	(+) $23.6 million
Manitoba	17	$2.6 million	(-) $375,000
Saskatchewan	15	$5.2 million	(-) $614,000
Alberta	32	$13.2 million	(-) $2.7 million
B.C.	95	$102.3 million	(+) $1.6 million
TOTAL	**602**	**$587.7 million**	**(+) $15.5 million**

Types of productions

Canadian film and video productions consisted mainly of short presentations of less than thirty minutes and television commercials. A total of 48 theatrical productions were made.

Category	TOTAL	ONTARIO	B.C.
T.V. Commercials*	4,728	1,556	1,039
Music videos	157	35	45
30 minutes or less**	6,381	3,811	581
75 min. or longer (theatrical productions) ?	3,363	989	923
	48	14	4
75 min. or longer (other productions)	568	423	65

* The Atlantic region produced 456 television commercials, while Saskatchewan produced 273 and Alberta 213.

** Alberta made 345 such productions; the Atlantic region, 241; and Saskatchewan, 181.

English-language productions totalled 12,861; French-language productions amounted to 3,953.

The number of Canadian theatrical feature films increased to 48 from 46 the year before; 26 of these features were produced by Quebec companies.

Film and video distribution

The 142 film distributors reported total revenues of $689 million for 1989-90, an increase of 35% over the previous year. Total profits amounted to over $94 million.

The proportion of revenue generated by foreign-controlled distribution companies remained stable at 59 per cent.

	Number of Distributors	**Revenues ($000's)**	**Profits or Losses ($000's)**
Canadian ownership	121	300,997	(+) 5,844
Foreign ownership	21	388,280	(+) 88,620
TOTAL	**142**	**689,278**	**(+) 94,464**
Regional Breakdown			
Ontario	81	612,664	(+) 95,616
Quebec	40	53,039	(+) 6,560
Other provinces	19	23,507	(-) 7,725

The percentage or revenues for Canadian films of all categories distributed was 8%, down from 9% for the previous year.

Theatrical distribution (i.e. commercial distribution of films to motion picture theatres) revenues rose by 42% to $225 million and accounted for 34% of all distribution revenues. The proportion of revenues from foreign-controlled theatrical distribution companies increased to 86%, compared to 84% for the previous year. Canadian films accounted for only 4% of all theatrical distribution revenues.

Home entertainment distribution (i.e. conventional, cable and pay T.V. and home video) maintained 62% of the total distribution market. The home entertainment market increased by 36% to $415 million. The conventional television market took up the largest share of distribution as a whole, providing $309 million or 46% of all distribution. Revenue for Canadian productions represented 9% of the conventional television market, a 2% increase in relation to the previous year.

Laboratories and post-production services

In 1989-90, motion picture laboratory and post-production service companies reported revenues of $260 million, an increase of 14% from the previous year. However, overall profits decreased by 15%, as a result of a 23% increase in expenses.

	Employment	Revenues ($'000s)	Profits ($'000s)
Ontario	1,473	194,931	36,217
Quebec	487	50,879	7,081
Other Regions	117	13,825	2,608
TOTAL	**2,067**	**259,635**	**45,908**

Motion Picture Theatres

773 regular and drive-in motion picture theatres exhibited films in Canada during 1989-90, a 2% drop from the previous year. Despite this decline, the total number of screens increased by 3% to 1723.

Total revenue increased by 13% for regular theatres to $540 million and by 9% for drive-ins to $24 million.

	Theatres	Revenues ($'000s)	Profits ($000's)	Employment
Nfld/PEI	24	7,262	1,547	207
Nova Scotia	26	13,233	1,687	318
New Brunswick	24	7,043	1,223	238
Quebec	119	100,616	17,045	1,611
Ontario	268	243,245	34,341	4,983
Manitoba	44	221,024	2,621	428
Saskatchewan	65	15,790	2,510	506
Alberta	97	70,834	9,422	1,219
B.C.	102	84,838	9,327	1,598
Yukon/NWT	4	x	x	x
TOTAL	**773**	**563,934**	**79,734**	**11,108**

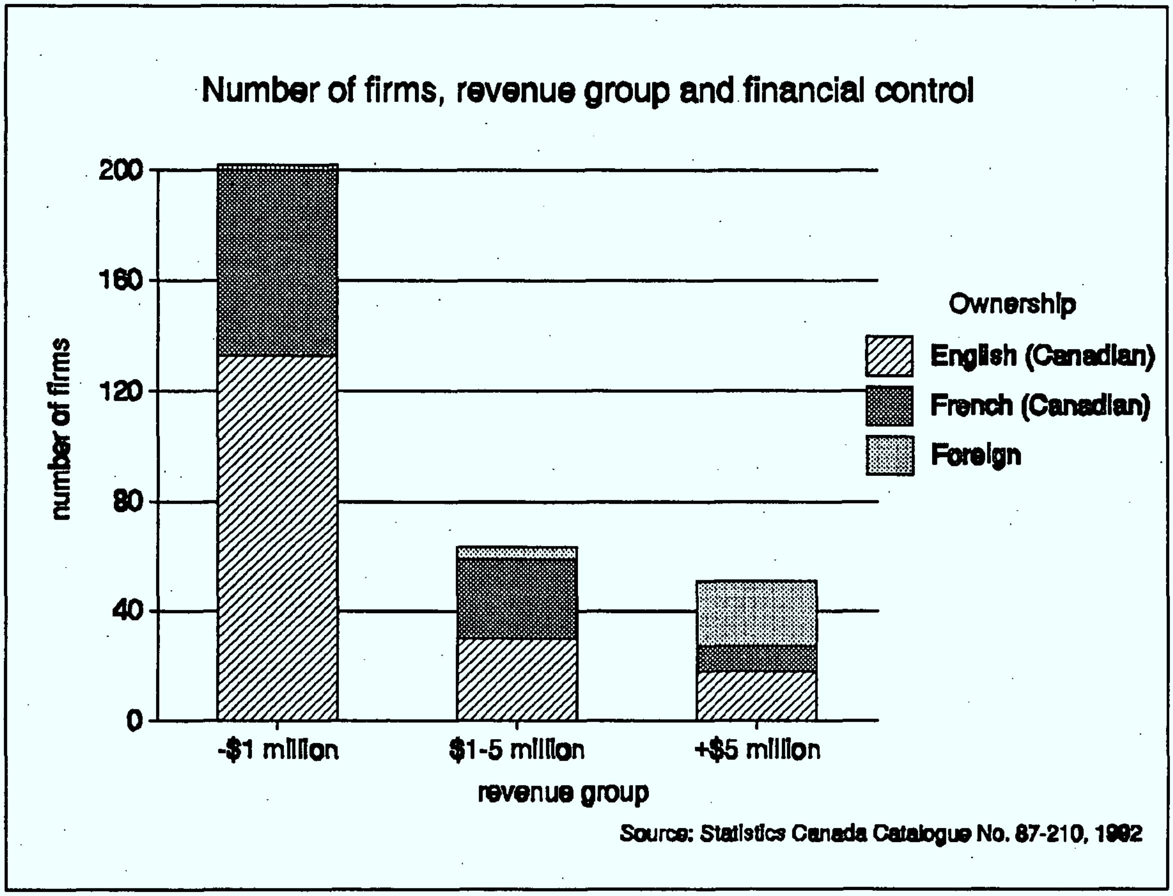
Source: Statistics Canada Catalogue No. 87-204, 1992

BOOK AND PERIODICAL PUBLISHING 1990-91

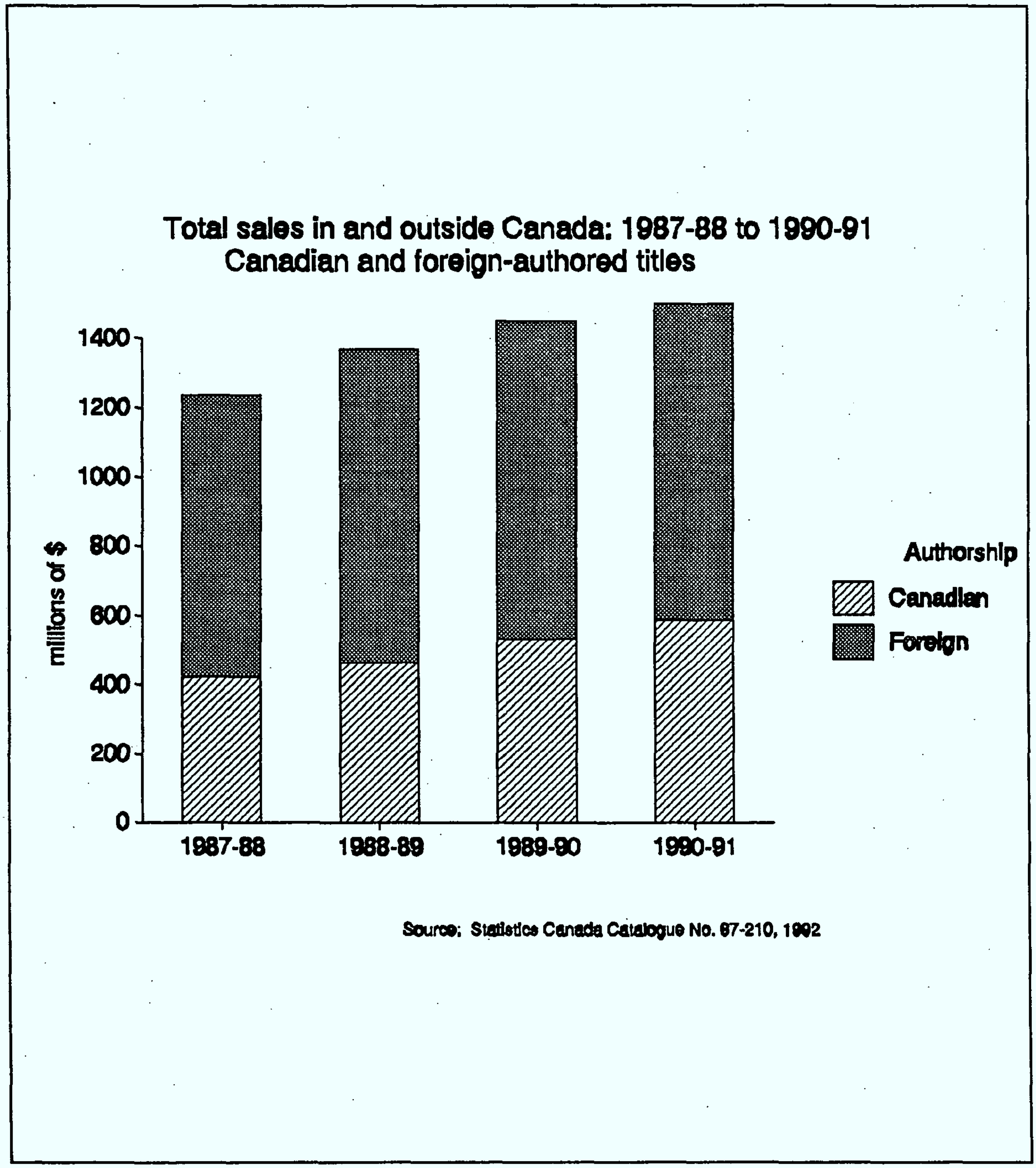
TOTAL REVENUES:	**$2.1 billion**
EMPLOYMENT:	**13,848**
ANNUAL GROWTH RATE: (1988- 1991)	**4%**

BOOK PUBLISHING

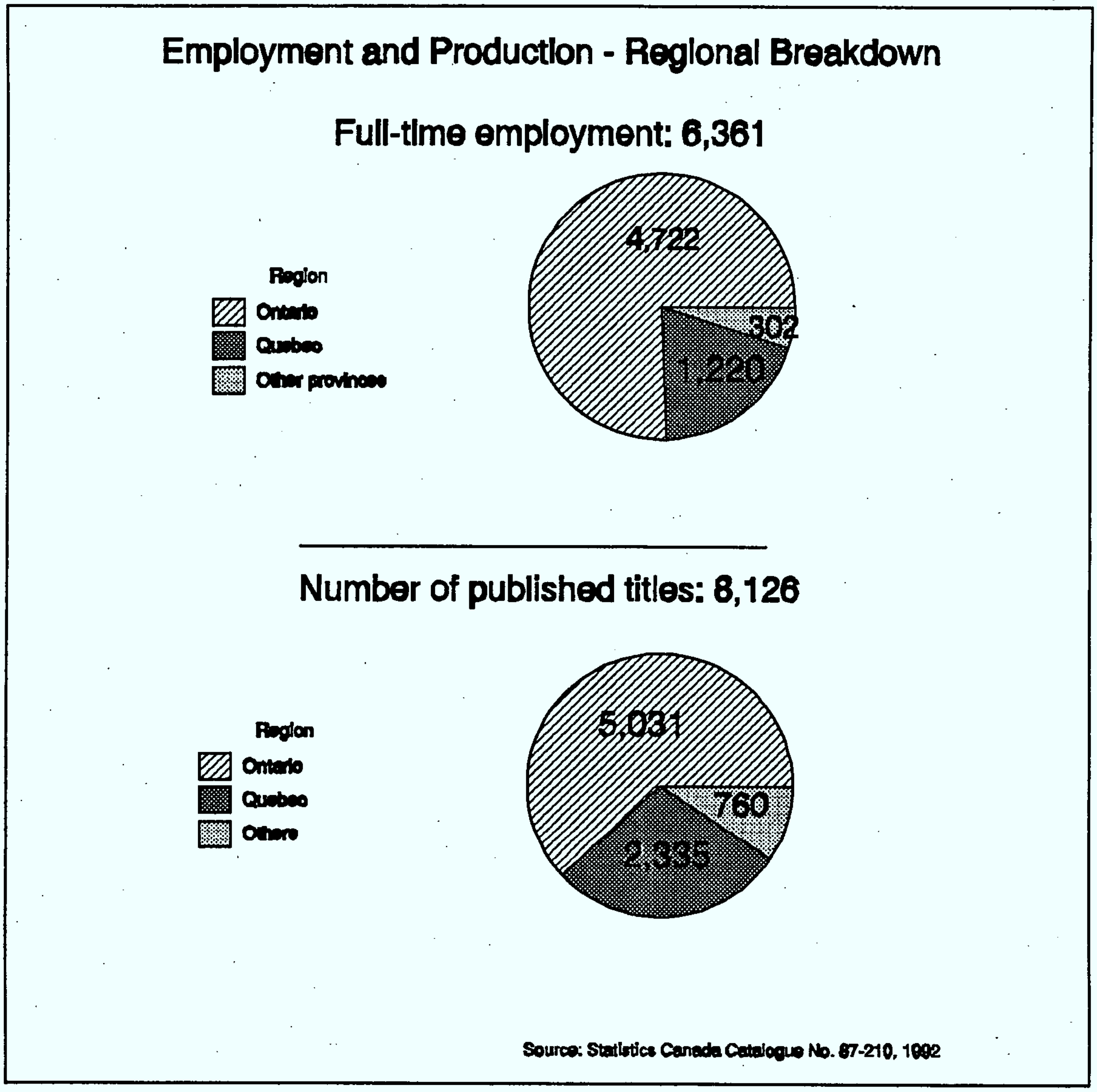
In 1990-91, there were 314 publishing firms in Canada and 50 exclusive agents. Most publishing firms were Canadian-owned (286), but only 27 Canadian firms had annual revenues above $5 million (18 English-language and 9 French-language firms). Of the 28 foreign-owned firms, 22 had annual revenues above $5 million.



In 1990-91, book sales in Canada totalled $1,256 billion, while sales outside Canada reached another $243 million. Total sales of Canadian-authored publications, both in Canada and abroad, reached $588 million: $463.5 million for English-language and $124.5 for French-language publications. The share of Canadian-authored publications increased significantly in recent years, from 34.2% in 1987-88 to 39.2% in 1990-91.



Full-time employment in the book publishing industry is concentrated mostly in Ontario (74%), which holds 41% of all firms. Ontario-based firms accounted for 62% of published titles in Canada in 1990-91. Quebec firms provided 19% of employment and 28% of published titles. The Atlantic provinces published 176 titles, the Prairies, 242; and British Columbia, 342.



Over 6,000 Canadian-authored titles were published in 1989-90 (a 9% increase over the previous year), accounting for 73% of total titles published. Of the 8,249 new titles, 58% belonged to the "general literature" category, while school textbooks accounted for 24.5% of new titles.

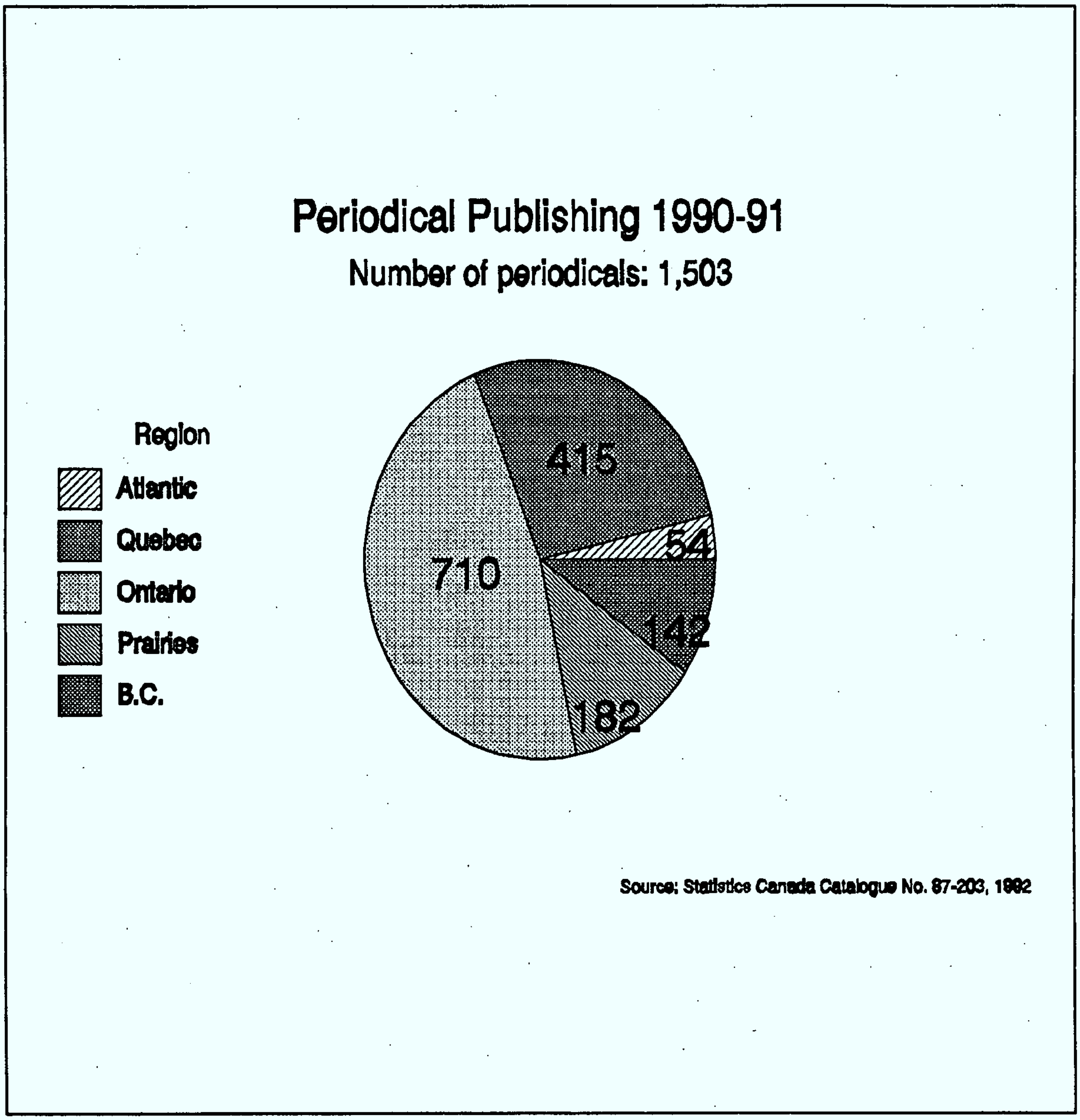
PUBLISHED TITLES - 1990-91

Category	Total	Canadian	English	French
School texbooks	2,012	1,960	1,174	786
General literature	4,505	2,378	1,527	851
Scholarly	276	256	208	48
Reference	283	243	141	102
Professional and technical	1,050	1,017	865	152
TOTAL	**8,126**	**5,854**	**3,915**	**1,939**

Source: Statistics Canada, Catalogue No. 87-210, 1992

PERIODICAL PUBLISHING

In 1990-91, nearly 1,100 publishers across Canada produced a total of 521 million copies (1,503 periodicals). 47% of periodicals originated from Ontario, 28% from Quebec, and 9.5% from British Columbia.



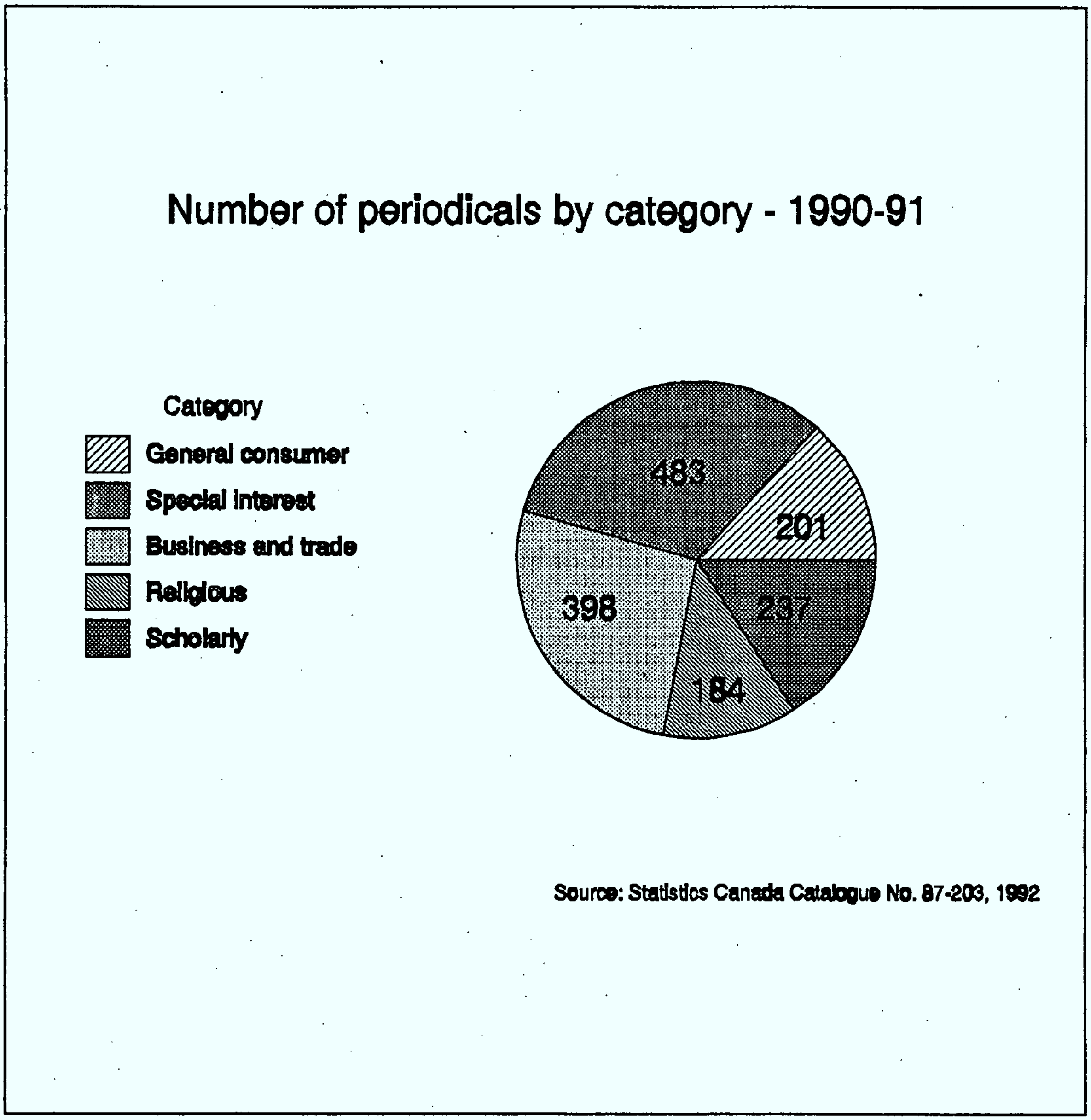
In 1990-91, the total annual circulation of Canadian periodicals declined slightly for the second year in a row. Circulation declined for periodicals published in all provinces except in Quebec and British Columbia, which had increases of 28% and 7% respectively. British Columbia's output has grown steadily over the last five years, with an average annual growth of 11 per cent.

Annual circulation dropped 4% from the previous year in Atlantic provinces, 5% in Manitoba, 8% in Alberta, 11% in Ontario and 13% in Saskatchewan.

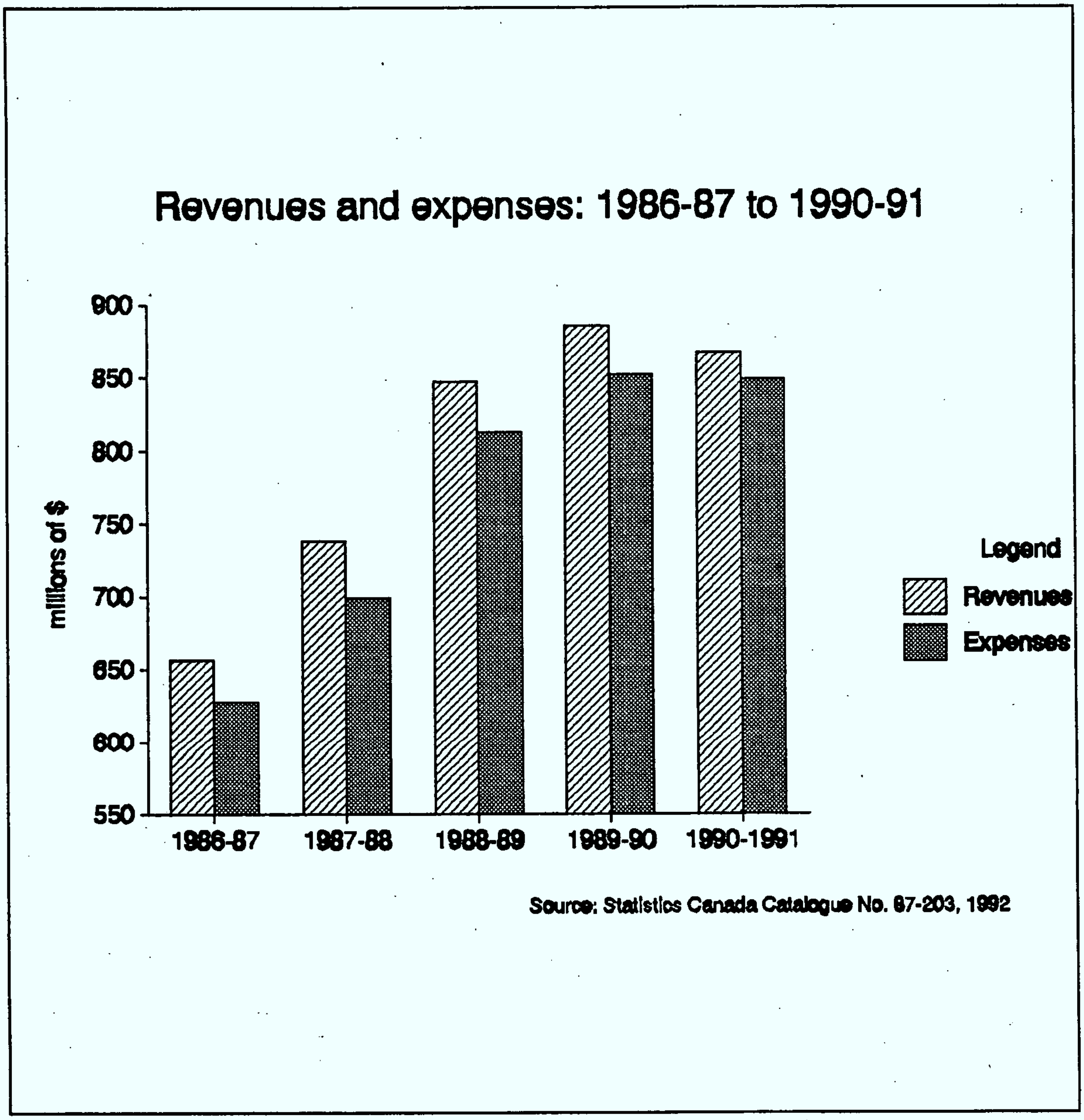
Total annual circulation - 1987-88 to 1990-91
(000'000)

Region	1987-88	1988-89	1989-90	1990-91
Atlantic	10.2	10.7	10.8	10.4
Quebec	129.9	131.4	125.6	160.3
Ontario	303.7	307.3	302.5	268.0
Manitoba	8.2	8.8	7.7	7.4
Saskatchewan	7.1	7.4	8.1	7.1
Alberta	23.9	25.7	22.7	20.9
British Columbia	34.6	39.6	44.3	47.3
TOTAL	**517.6**	**530.9**	**521.7**	**521.4**

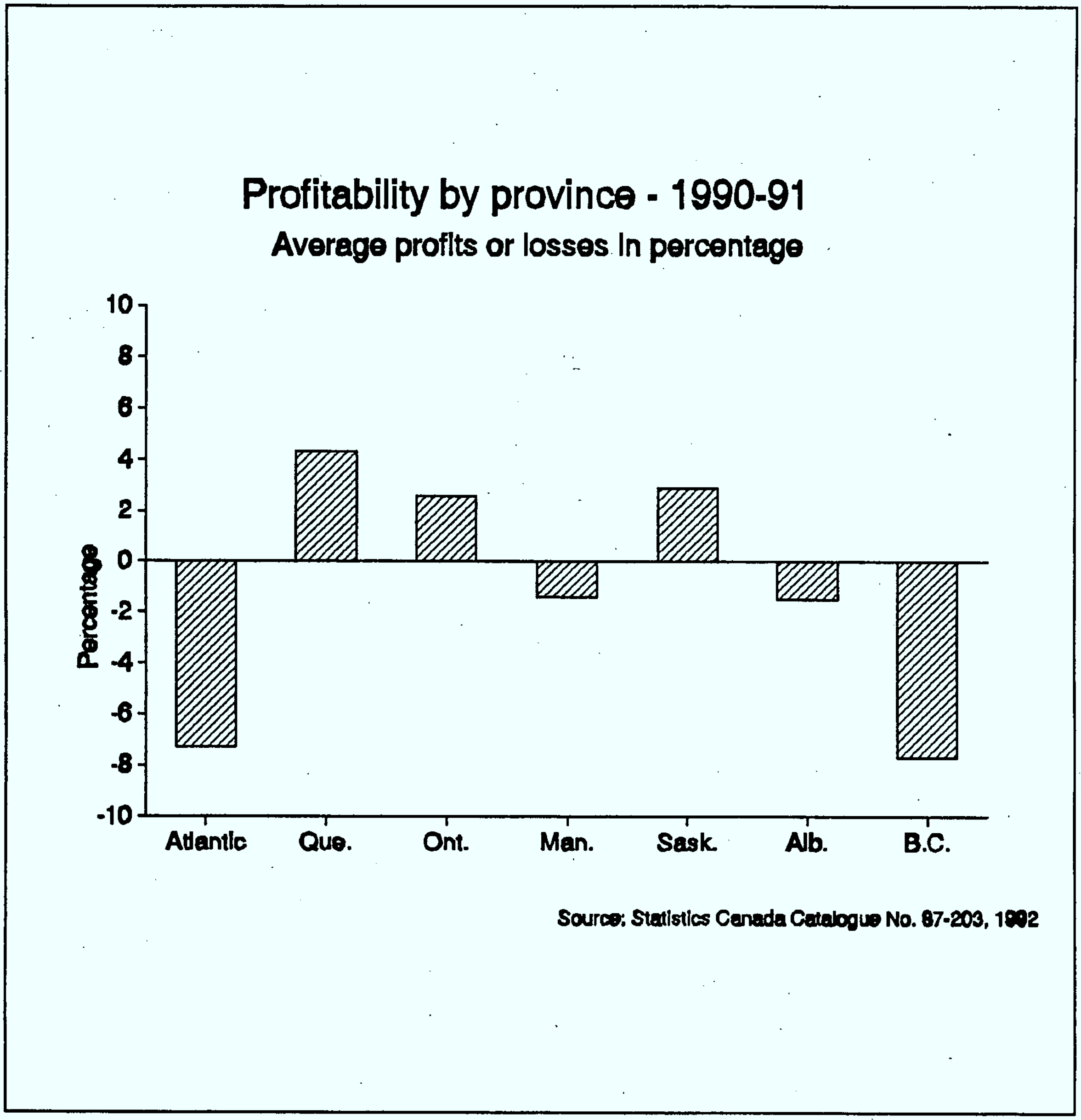
Of the 1,503 periodicals published in 1990-91, 13% were devoted to the general consumer (examples: Saturday Night, Macleans, L'Actualité); 32% to special interest consumers, including farm periodicals; 26% to business and trade; 12% to religious purposes; and 16% to academic communities.



Profit before taxes as a percentage of total revenue declined to 2.1% in 1990-91, from 3.8% the previous year and from 5.2% in 1987-88. The overall profit for the industry was $18.1 million, a 53.5% decline from the previous year's profit. Total revenues reached $867 million, while expenses stood at $849 million.



Average profits or losses, as a percentage of total revenues, varied widely according to the originating region of periodicals. Losses were most severe in the Atlantic region (7.3%) and British Columbia (7.7%), while Quebec and Ontario showed profits of 4.3% and 2.6% respectively.



The periodical publishing industry employed 6,384 persons in 1990-91, a 2.3% increase from the previous year. 57% of these are employed in Ontario, 23% in Quebec. The industry also had nearly 4,000 volunteer workers (500 less than in 1989-90.)

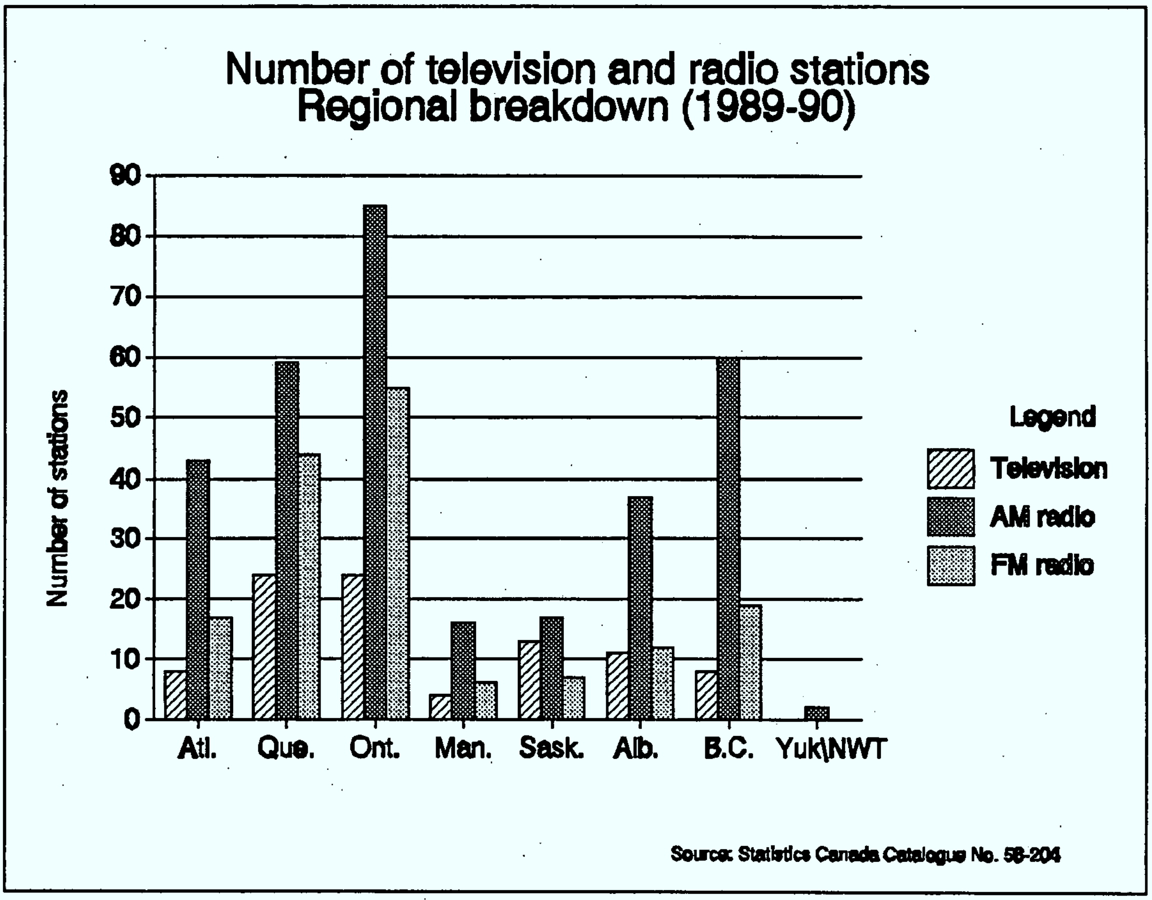
Employment in periodical publishing: 1990-91		
	Full-time	**Part-time**
Atlantic provinces	92	60
Quebec	1,063	524
Ontario	2,557	724
Manitoba	118	95
Saskatchewan	46	30
Alberta	270	92
British Columbia	511	202
TOTAL	**4,657**	**1,727**

Source: Statistics Canada Catalogue No. 87-203, 1992

RADIO AND TELEVISION BROADCASTING - 1989-1990

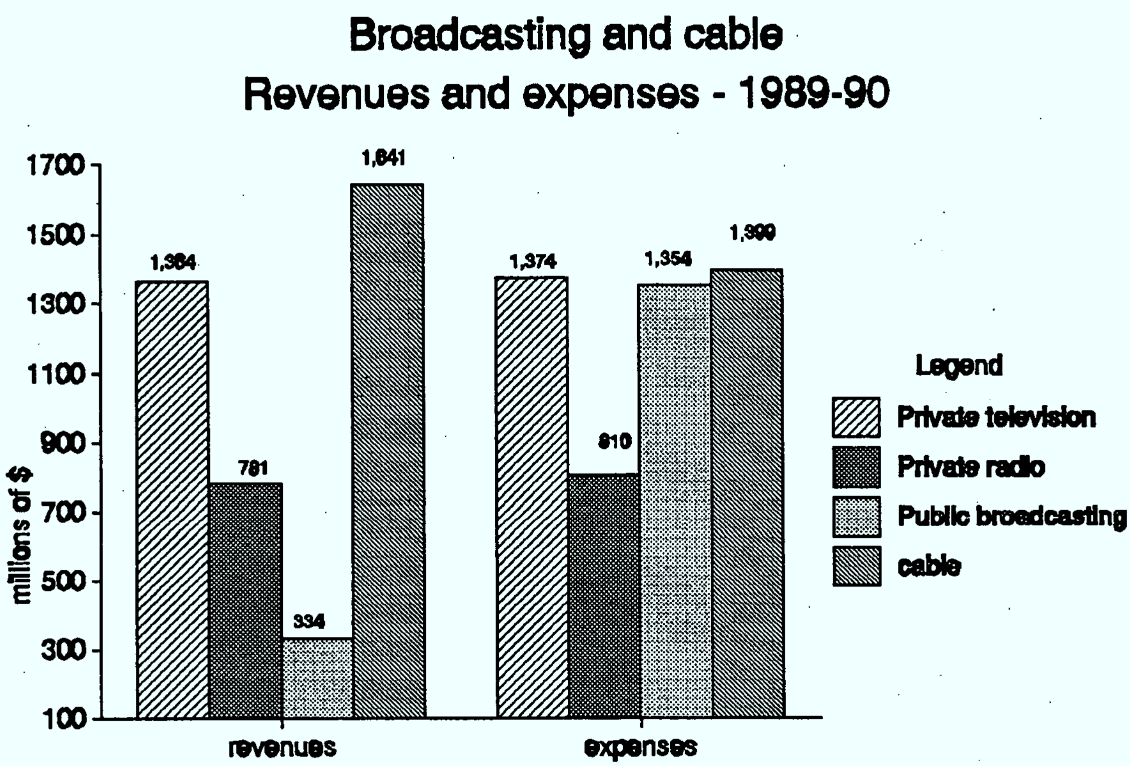
TOTAL REVENUES:	**$4,120 billion**
EMPLOYMENT:	**38,333**
GROWTH RATE: (from previous year)	
- RADIO AND TELEVISION:	**5%**
- CABLE	**30%**

In 1989-90, Canada had 92 television stations (24 in both Quebec and Ontario), 317 AM-radio stations (85 in Ontario, 60 in British Columbia and 59 in Quebec), and 157 FM-radio stations (55 in Ontario and 44 in Quebec).



Combined revenues for private radio and television stations reached $2.145 billion in 1989-90 (up 5%); total expenses were $2,184 billion (up 10%), for combined losses of $39 million. Private radio stations lost over $29 million in 1989-90. The CBC, for its part, generated $334 million in revenues, but had $1.3 billion in expenditures, for a $1 billion deficit.

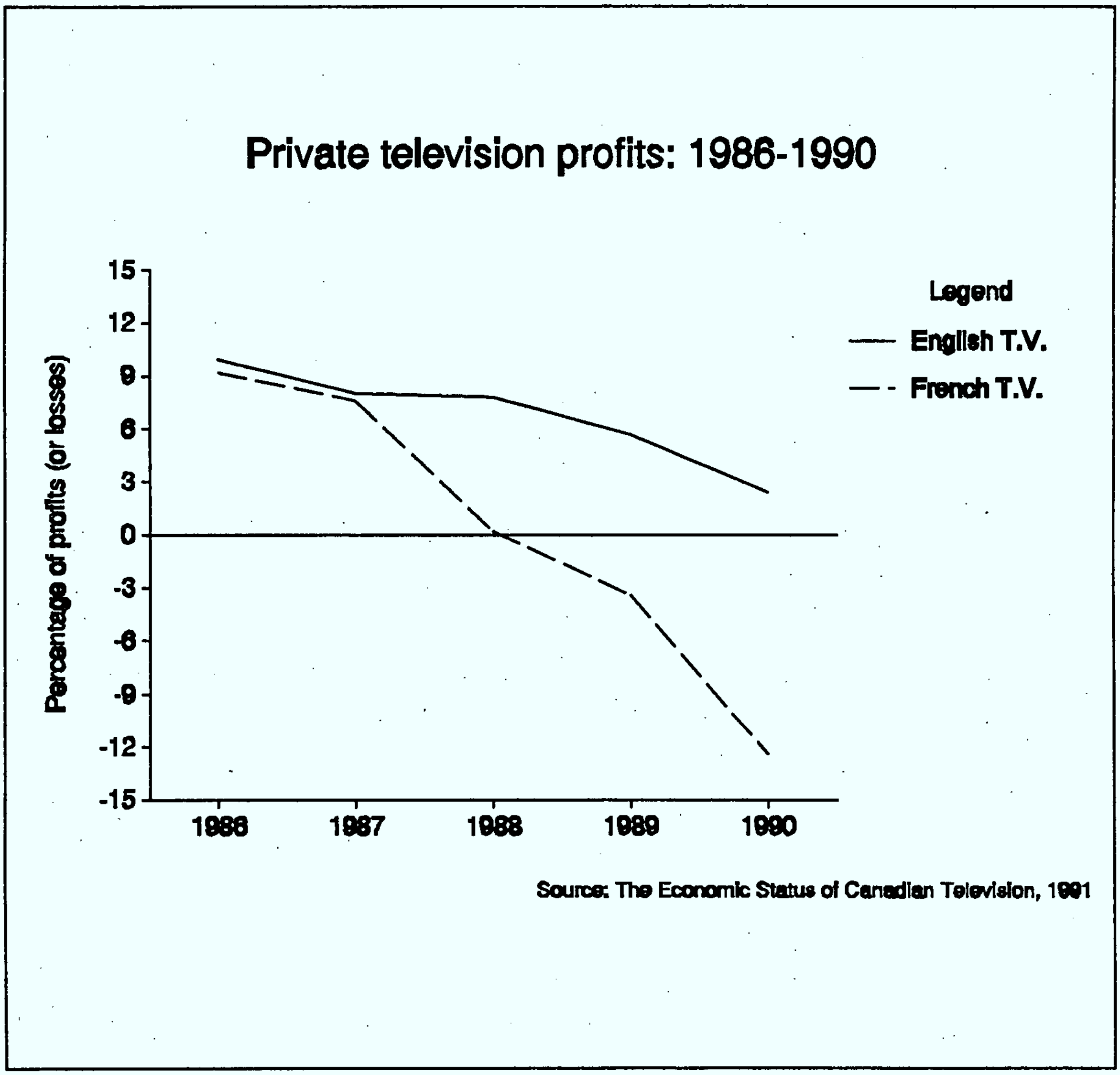
Meanwhile, net profits (after income taxes) for the cable industry were $181.4 million. Despite the cable industry's relative health, these profits were down 16.7% from the previous year.



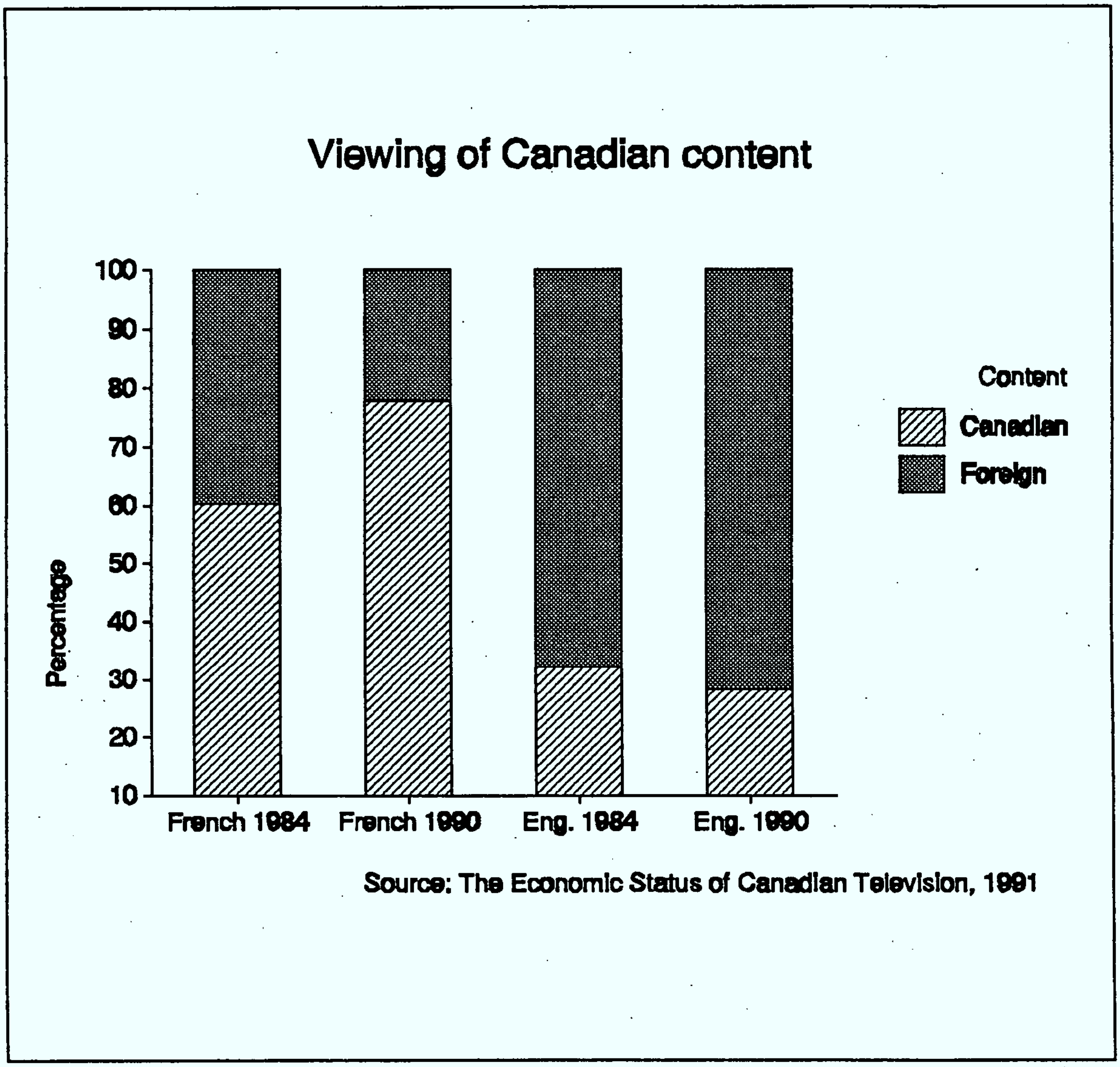
Source: Statistics Canada Catalogue, No. 56-204 and 56-205, 1992

Private television's profitability has suffered a dramatic decline over the past five years. While combined revenues increased by 7.1% each year between 1986 and 1990 (from $1.01 billion to $1.36 billion), expenses grew by 12.4% per year during that same period (form $849 million to $1.37 billion). Net profits, both before and after taxes, dropped an annual average rate of 20% in relation to revenues.

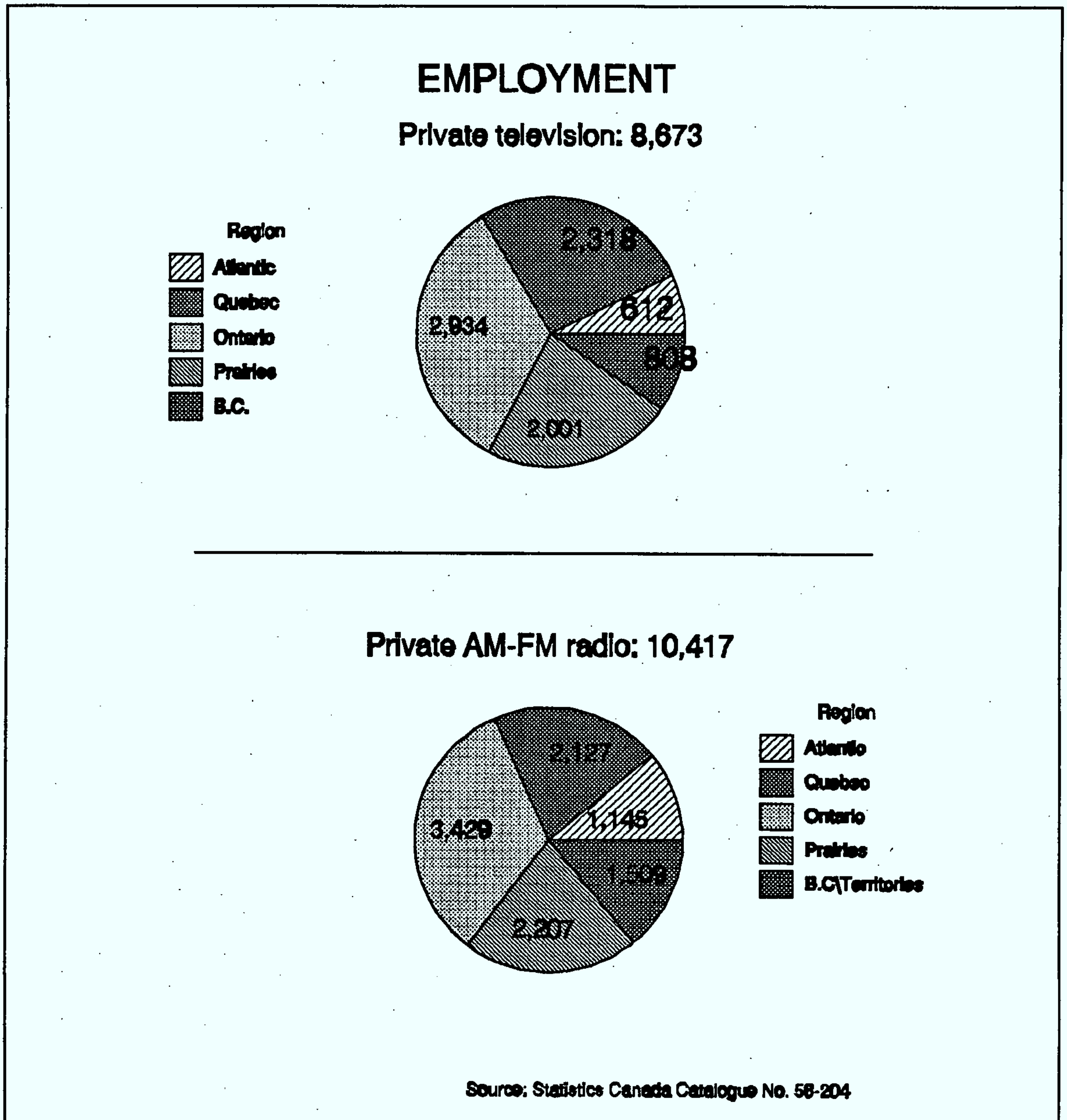
The financial decline of the television industry has been particularly noticeable on the French-language side.



The audience share of Canadian programs on English television decreased from a high of 32.1% in 1984 to 28.3% in 1990. French-language Canadian programs have been especially successful in attracting audiences: 77.9% of the French-speaking audience in 1989, compared to 60.4% in 1984. One percentage point translates into about $20 million of annual advertising revenues.



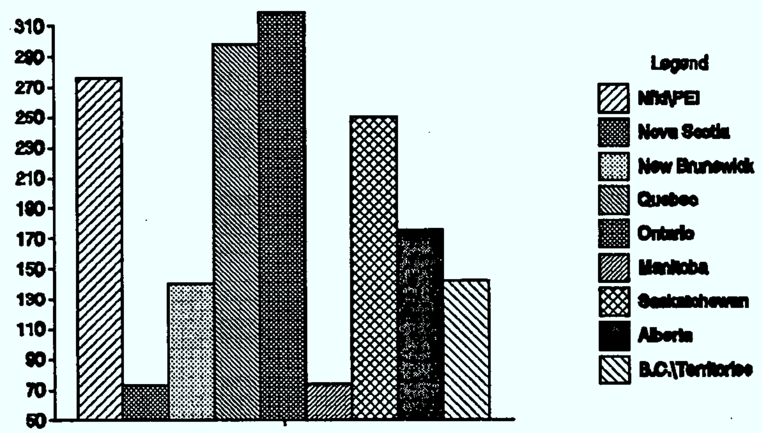
In 1990, private stations provided 19,077 jobs (10,404 in radio and 8,673 in television) and 10,733 persons worked at the CBC. The number of employees working in the private sector decreased by 0.6% (i.e. 109 jobs), while CBC employees increased by 1.2% (610 jobs).



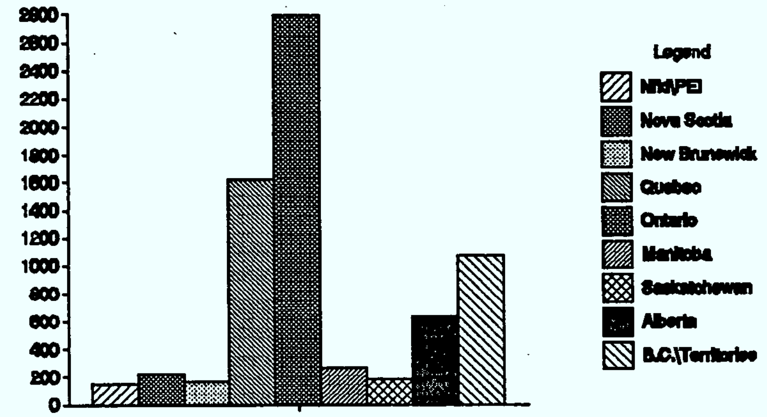
CABLE TELEVISION 1989-90

During 1990, there were 1,747 licensed cable systems in operation. Over 7 million Canadians were directly or indirectly subscribed to cable television, representing an increase of 3.9% over the previous year.

NUMBER OF CABLE SYSTEMS IN CANADA



NUMBER OF SUBSCRIBERS (000'S)



Source: Statistics Canada Catalogue 56-205, 1991

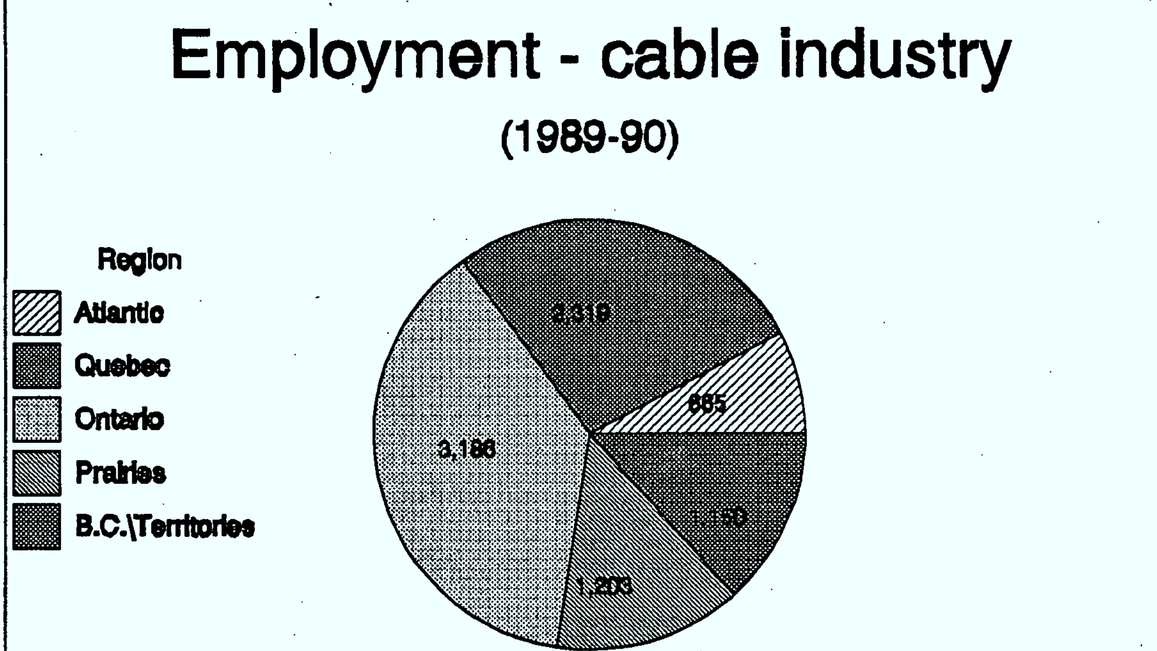
In the latter part of the 1980s, the cable industry's pre-tax profit grew at an annual average rate of 25.8%. Revenues for the entire cable television industry totalled $1.641 billion in 1990, an increase of 13.1% over 1989.

Expenses for the industry were $1.4 billion, a 20% increase over the previous year. Net profits after income taxes for the cable television industry were $181 million, down 16.7% from 1989.

Affiliation payments rose to $278 million, from $142 million in 1989, an increase of 95% per cent. This large increase can be attributed to two factors: the transfer of specialty services such as "The Sports Network" and "Much Music" from discretionary to basic tier status in many cable systems, and the introduction of a number of new non-discretionary specialty services such as "Newsworld".

Type of Service	**Revenues** (000's)	**Expenses** (000's)	**Profits** (000's)
Basic cable service:	1,356.6	1,173.5	134.9
Discretionary services: (including pay TV)	284.5	225.9	46.4
TOTAL	**1.641.1**	**1,399.4**	**181.4**

In 1990, the cable television industry employed 8,523 Canadians. 37% of employment occurred in Ontario, 27% in Quebec, 14% in the Prairies, 13% in British Columbia, and 8% in the Atlantic region.



Source: Statistics Canada Catalogue No. 56-205, 1991

PERFORMING ARTS 1990-91

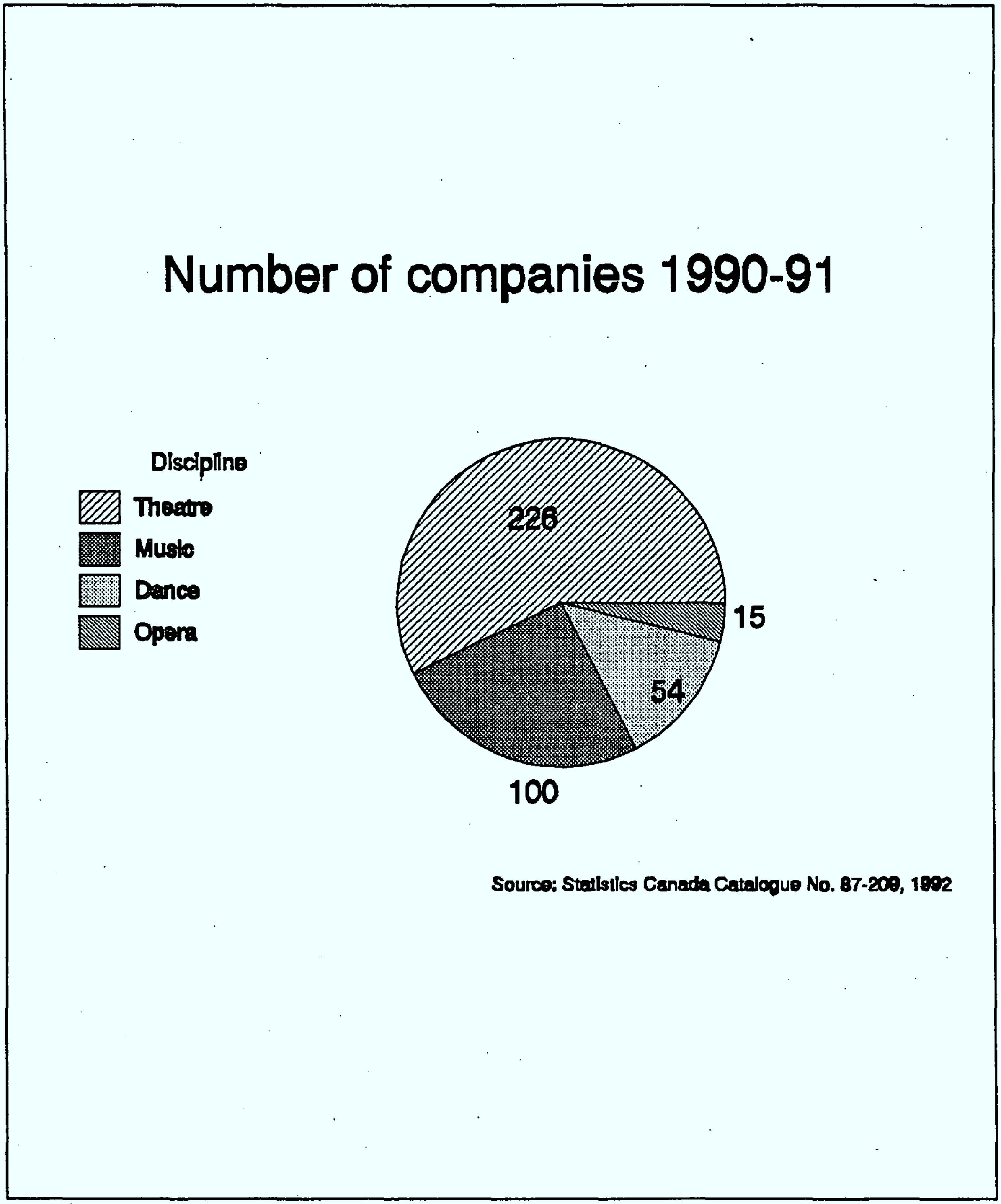
TOTAL REVENUES:	**$373 million**
EMPLOYMENT:	**25,500**
ANNUAL GROWTH RATE: (1985 - 1991)	**6%**

The 1990-91 Canadian Arts Consumer Profile, in collaboration with the Canada Council, enumerated a total of 592 performing arts companies in Canada: theatre, 280 (47.3% of total); music, 173 (29.2%); dance, 100 (16.9%); opera, 15 (2.5%), and 24 other (4.1%), including puppetry, mime, circus, etc. Of these companies, 395 reported to Statistics Canada in 1990-91.

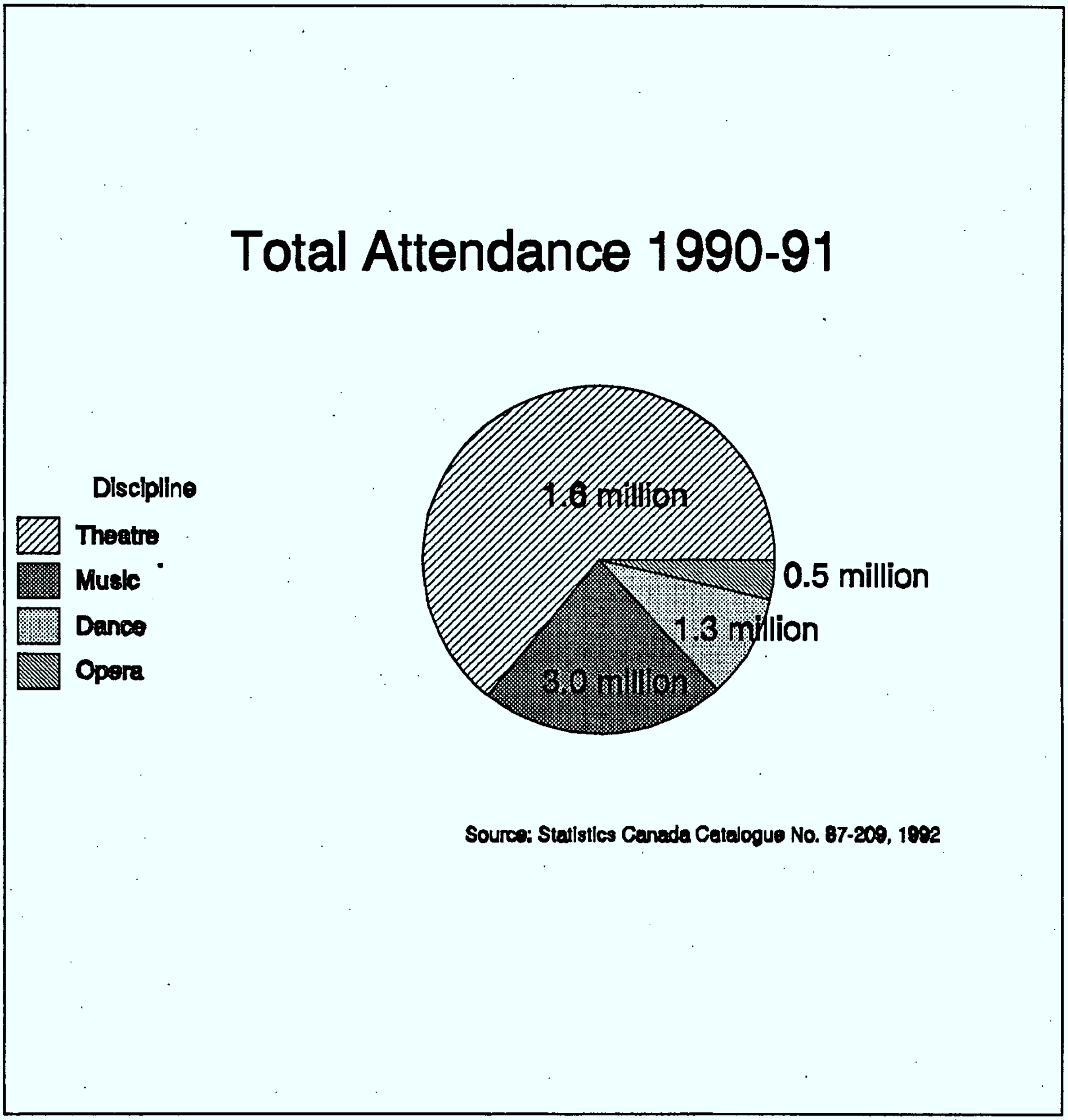
The marketplace for the performing arts in Canada also includes some 110 international and regional festivals, according to DOC estimates based on its Cultural Initiatives Program. In 1989-90, these festivals earned some $47.8 million in revenues and incurred $48.6 million in expenditures, with a resulting deficit of only $870,400 for all festivals. Attendance at these festivals totalled 7.6 million visitors.

While theatre companies often are owners of their own facilities, other performing arts disciplines (music, dance and other touring companies in particular) must rent or sell services in order to appear before Canadian audiences. There are approximately 1,000 volunteer presenters in Canada, mostly in Ontario, Alberta and British Columbia, as well as about 190 professional halls. According to the Canadian Arts Presenters Association (CAPACOA), its 200 presenting organizations collectively paid $20 million in artists fees. Similarly, the Regroupement indépendant des diffuseurs d'événements artistiques unis (RIDEAU), which represents 25 member organizations, collectively paid some $10 million artists fees in 1990.

While accurate figures regarding audiences, employment and budgets of presenting facilities are not available, these must be taken into account in order to assess the overall strength and economic importance of the Canadian performing arts industry.


Number of companies 1990-91
Discipline
Theatre
Music
Dance
Opera
226
15
54
100
Source: Statistics Canada Catalogue No. 87-209, 1992

According to Statistics Canada, total attendance reached 13.6 million for all performances, a 2% drop in relation to the previous year. Theatre performances accounted for 64% of total attendance, while opera attracted only 4% of all audiences for performing arts. Overall attendance for performing arts events has remained relatively stable over the last five years, ranging from 12.3 million in 1985-86 to a high of 15.0 million in 1988-89.



The following table from the 1990-91 Canadian Arts Consumer Profile demonstrates general public attendance for 18 major performing arts disciplines:

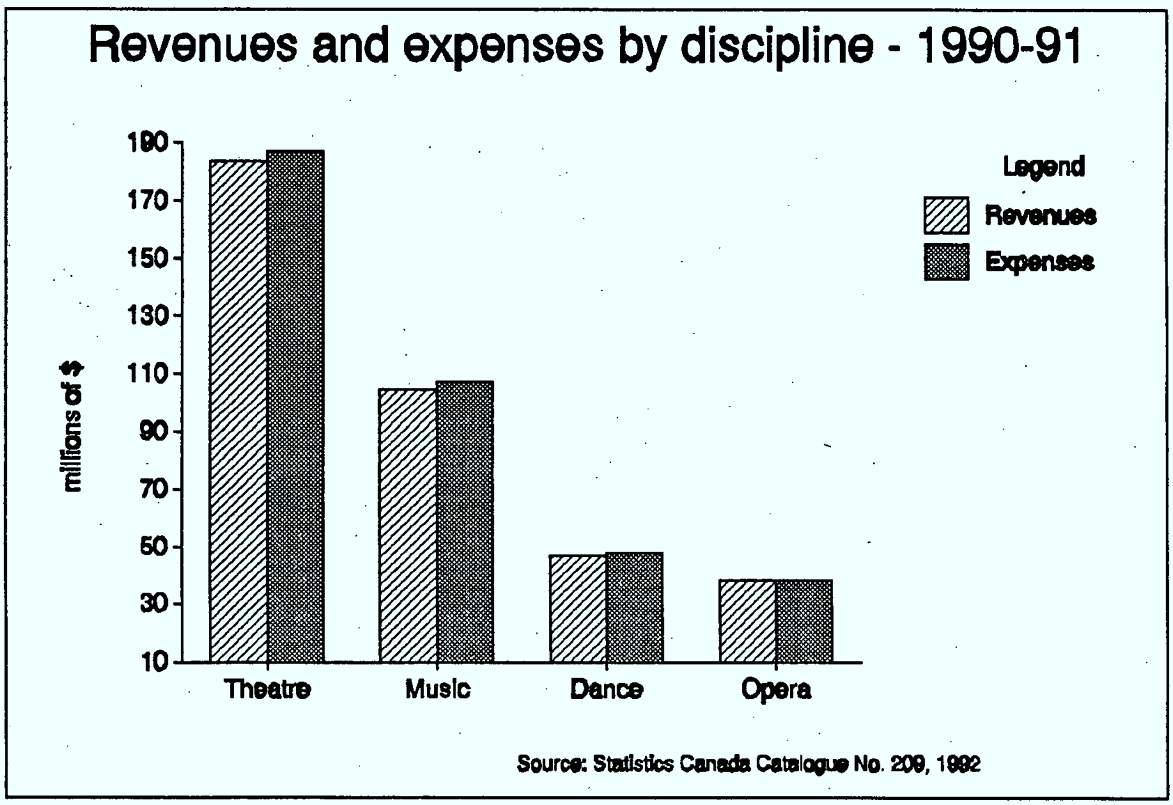
Frequency of attendance by type of performance

Discipline	Last 6 Months	Last 5 Years	Never Attended
Ballet	6%	11%	83%
Contemporary dance	6%	8%	86%
Theatre - drama	24%	16%	60%
Theatre - comedy	27%	20%	53%
Theatre - avant-garde	5%	5%	90%
Symphonic music	12%	10%	78%
Symphonic "Pops"	8%	9%	83%
Contemporary classical	-	-	-
Chamber and soloist	6%	5%	90%
Opera	5%	5%	90%
Choral	10%	7%	84%
Pop\rock	27%	16%	58%
Jazz\blues	13%	8%	79%
Folk	8%	8%	84%
Country and western	15%	10%	75%
Musicals	19%	15%	65%
Stand-up comedy	19%	15%	66%
Children's	16%	9%	75%
Ethnic\heritage	13%	11%	76%

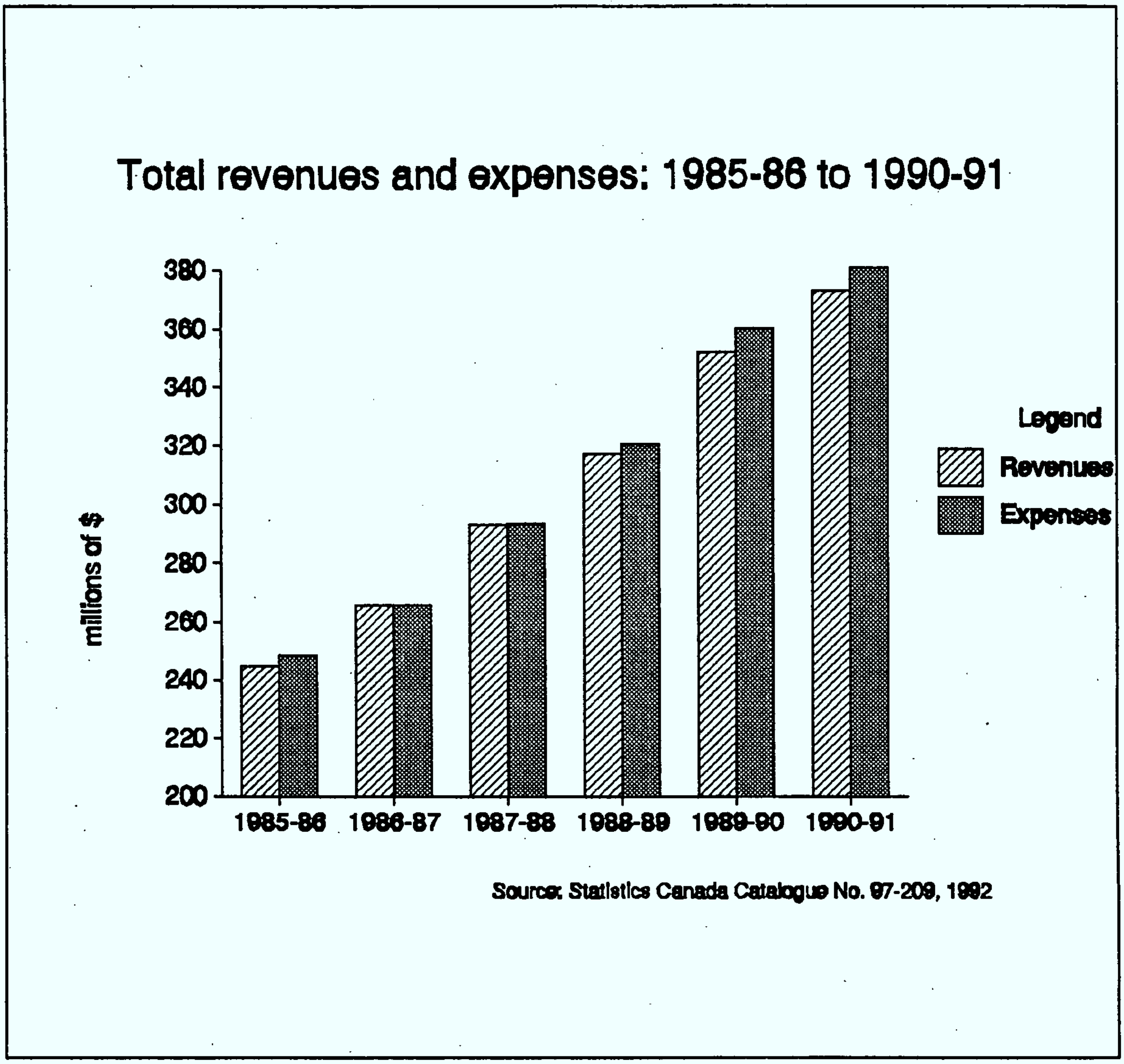
Source: Canadian Arts Consumer Profile 1990-91

In 1990-91, total revenues for the 395 performing arts companies reporting to Statistics Canada reached $373 million (50.6% of these revenues were earned revenues, i.e not through grants or subsidies), a 5.8% increase over 1989-90, while total expenditures were $380.9 million, a 5.7% increase from the previous year. Accordingly, the net balance between total company revenues and expenditures remained almost unchanged from 1989-90, at -$7.6 million.

All disciplines were faced with overall annual operating deficits: theatre, $3.7 million; music, $2.6 million; dance, $970,000; and opera, /337,000. DOC estimates based on data provided by the Council for Business and the Arts in Canada reveal that 47% of the companies generated 83.6% of revenues and expenditures, and absorbed 89% of the overall deficit by all performing arts companies. 43.6% of theatre companies incurred 69% of the theatre deficit; 44% of dance organizations incurred 144% of the dance deficit; 50% of music organizations incurred 118.5% of the music deficit; and 61% of opera companies incurred 93.5% of the opera deficit. More recent data appear to indicate that the overall deficit for the performing arts sector has grown considerably in the last year.

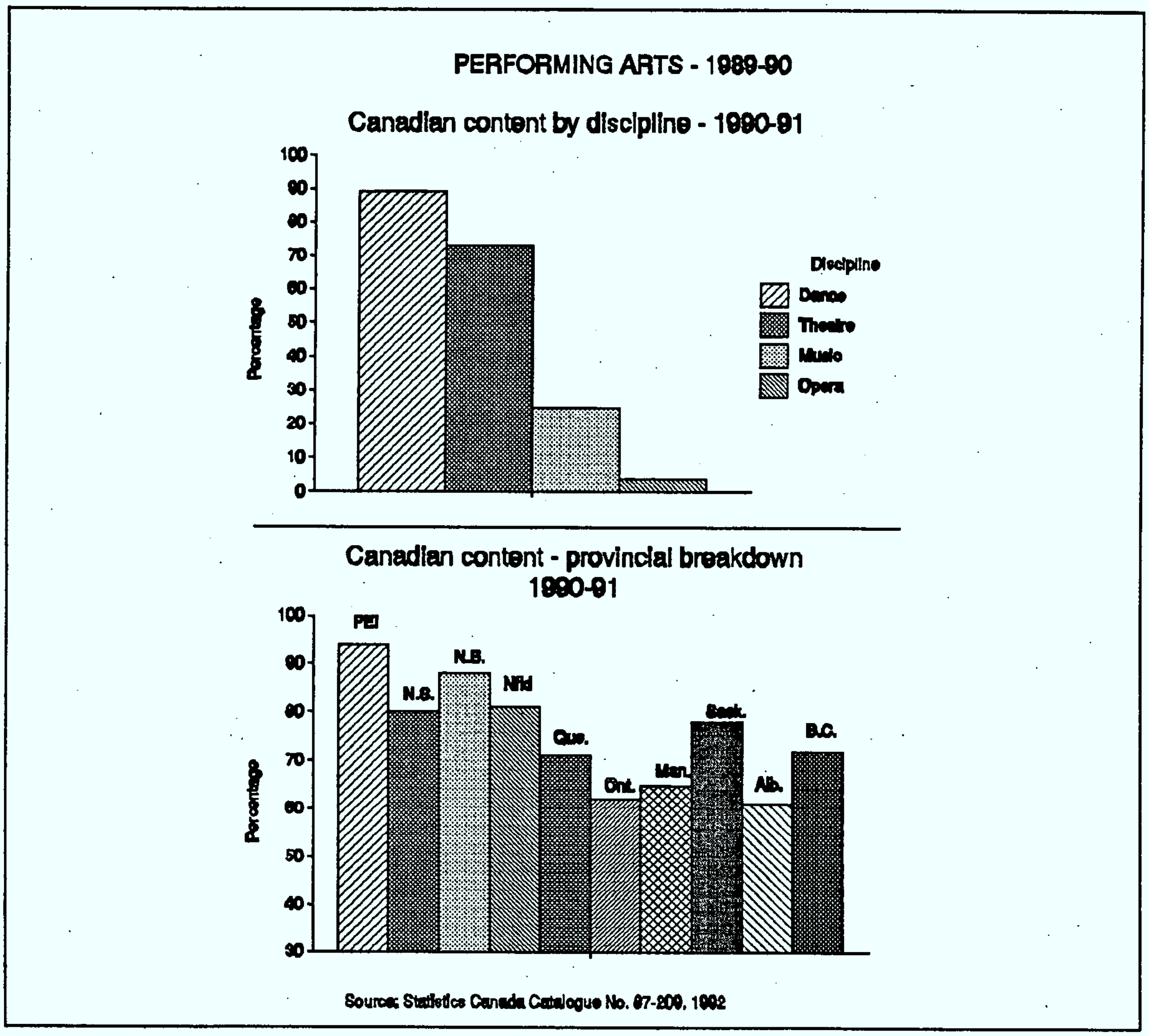


From 1985-86 to 1990-91, performing arts companies as a whole (which reported to Statistics Canada) increased their revenues by 52.6%, while their expenditures rose by 53.2%. Overall deficits more than doubled during that period, from $3,865,421 million in 1985-86 to $7,625,783 million in 1990-91.



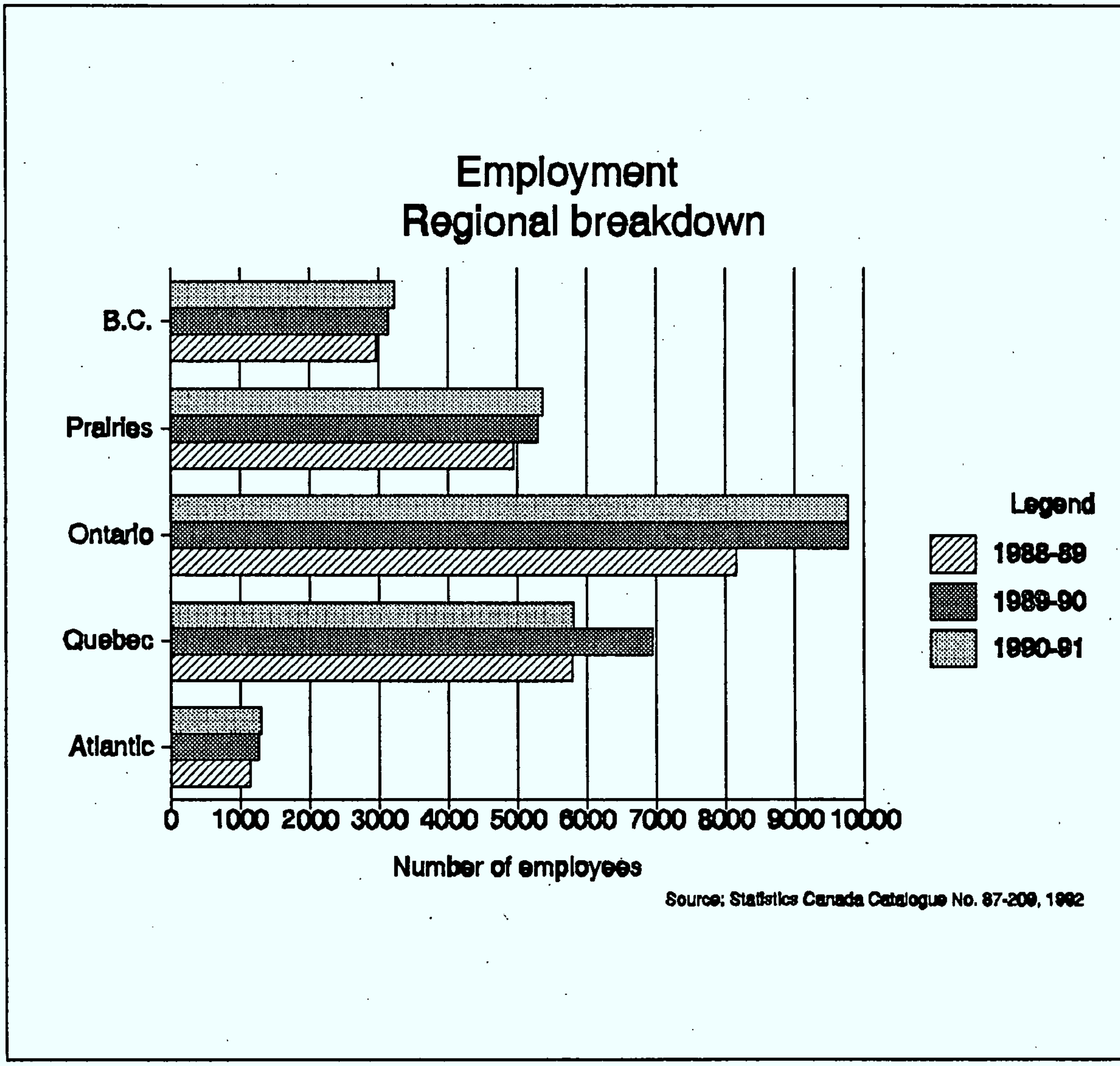
In 1990-91, two-thirds of all reported performances included Canadian content (36,103 performances out of 38,689). However, these figures vary widely from one discipline to another: 73% in theatre performances; 25% in music; 89% in dance; and 4% in opera.

Prince Edward Island performances had the highest level of Canadian content (94%), while Alberta companies reported the lowest Canadian content performances, at 61 per cent. Newfoundland's level of Canadian content increased sharply from 49% in 1989-90 to 81% in 1990-91., while New Brunswick's share rose from 66% to 88%.



N.B.: <u>Canadian content</u>, for the purposes of this chart refers to <u>creations</u> by Canadians only, and does not take into account the fact that the large majority of works are performed by Canadian performers.

Performing arts companies which reported to Statistics Canada provided about 25,500 jobs in 1990-91, a 3% drop from the previous year. Ontario accounted for 38% of employment, while Quebec employees represented 23% of the total. Most of the 5,375 jobs in the prairies were located in Alberta (3,635). British Columbia and the Yukon provided 3,236 jobs.



PUBLIC LIBRARIES 1989-1990

TOTAL REVENUES:	**$614 million**
EMPLOYMENT:	**13,161**
ANNUAL GROWTH RATE:	**7.9%**

In 1989-90, 988 public library boards reported a total of 3,144 permanent service points across Canada. Over 180 million direct loans and 1.1 million interlibrary loans were provided.

Provincial breakdown:

	Service Points	**Direct Loans ($ millions)**	**Interlibrary Loans**
Newfoundland	108	1.9	38,108
P.E.I.	24	0.6	905
Nova Scotia	74	4.6	30,591
New Brunswick	61	3.1	5.695
Quebec	1,024	28.2	32,800
Ontario	816	72.0	682,064
Manitoba	95	7.0	22,550
Saskatchewan	317	8.9	233,508
Alberta	302	23.7	24,798
B.C.	263	30.0	63,339
Yukon	10	0.15	5,139
N.W.T.	20	0.14	4,631
TOTAL	**3,114**	**180.5**	**1,144,129**

Total book holdings rose slightly in 1989-90, to 59.8 million, remaining at 2.3 books per capita. Sound recordings accounted for 69% of non-traditional material held, but their share has been declining since 1986; videos and talking books, on the other hand, have increased their share steadily since 1985.

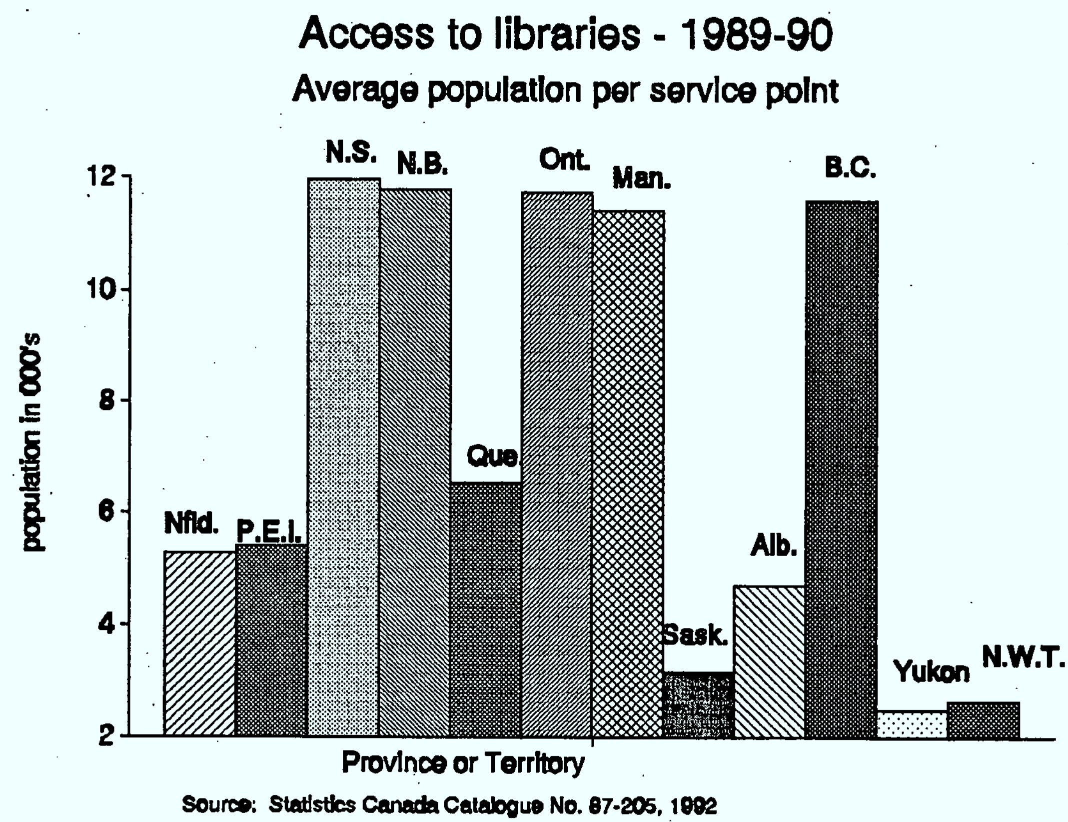
Operating revenues increased by 7% to $614 million, while expenditures grew by 8 per cent, to $585 million. Municipal grants provided the greatest source of revenue at 75% of the total, following by provincial grants at 19 per cent.

TOTAL HOLDINGS IN CANADIAN LIBRARIES - 1989-90

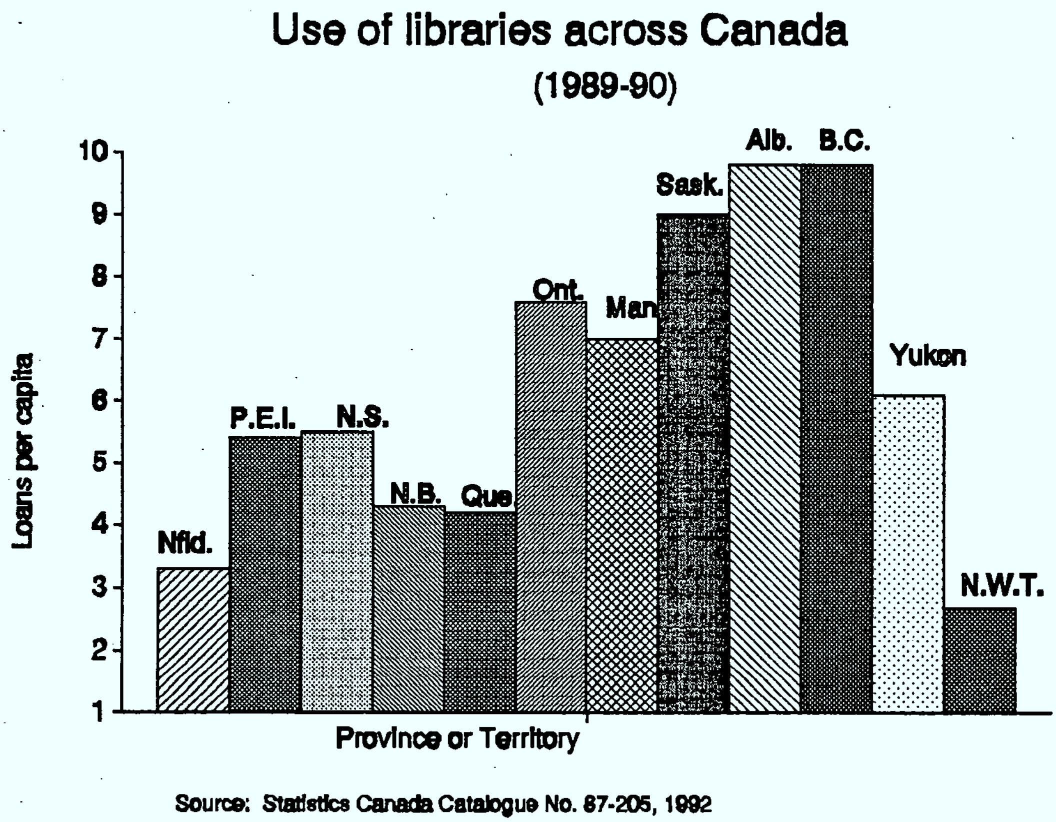
Category	Number of Items
Traditional materials	
Catalogued books	59,866,915
Uncatalogued paperbacks	7,772,532
Newspapers and periodicals	118,845
Volumes acquired	4,566,984
Non-traditional materials	
Microfilm	316,218
Microfiche	1,111,482
Film	103,052
Slides and transparencies	139,142
Sound recordings	1,906,792
Talking books	295,684
Video materials	221,103
Other audio-visual materials	99,105

Source: Statistics Canada Catalogue No. 87-205, 1992

In 1989-90, the average population per service point was 8,421 across Canada. Saskatchewan and the Territories had the lowest population ratio with respect to the number of service points or libraries in their jurisdictions. Nova Scotia, New Brunswick, Ontario and Manitoba have the highest ratios.



The average loan per capita in 1989-90 was 6.9 across Canada. British Columbia, Alberta and Saskatchewan were the largest users of libraries in the countries, while Newfoundland, Quebec and the Northwest Territories had the lowest levels of loans per capita.



HERITAGE INSTITUTIONS 1989-1990

TOTAL REVENUES:	**$979 million**
EMPLOYMENT:	**31,891**
GROWTH RATE: (from previous year)	**11.4%**

In 1989-90, a total of 2,296 heritage institutions provided nearly 32,000 jobs across Canada and welcomed more than 113 million visitors. Nature parks, with 172 institutions, accounted for about half of all visits (56.8 million) and one-quarter of jobs (8,426).

Museums accounted for over one-third of all jobs in the sector (11,279) and totalled 24.5 million visits. Archival institutions provided 2,708 and attracted 548,000 visitors and researchers. Other types of institutions -- i.e. exhibition centres, observatories and planetariums, zoos and aquariums, and botanical gardens -- provided 3,160 jobs, attracting 14.8 million visitors.

Visits to archives grew by 12% and attendance at museums increased by 5 per cent.

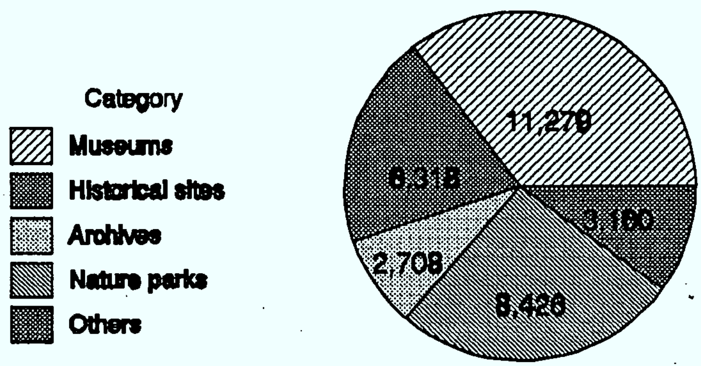
HERITAGE INSTITUTIONS IN 1989-90 (INCLUDING NATURE PARKS)

	Number	Employment	Attendance
Newfoundland	78	735	2,164,000
Prince Edward Island	19	349	1,079,000
Nova Scotia	155	1,573	4,511,000
New Brunswick	91	1,263	1,363,000
Quebec	389	5,884	17,267,000
Ontario	598	11,231	27,561,000
Manitoba	164	1,577	5,806,000
Saskatchewan	244	1,304	3,352,000
Alberta	215	4,394	23,513,000
British Columbia	319	3,281	26,783,000
Yukon	11	177	236,000
N.W.T.	13	123	55,000
TOTAL	**2,296**	**31,891**	**113,690,000**

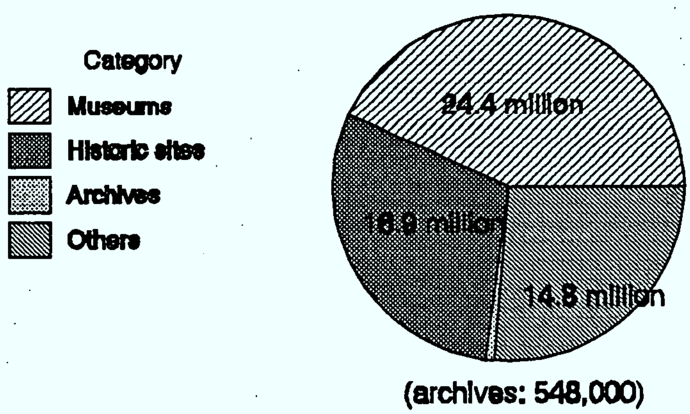
Source: Statistics Canada Catalogue No. 87-207, 1992

HERITAGE INSTITUTIONS - 1989-90

Total employment: 31,891

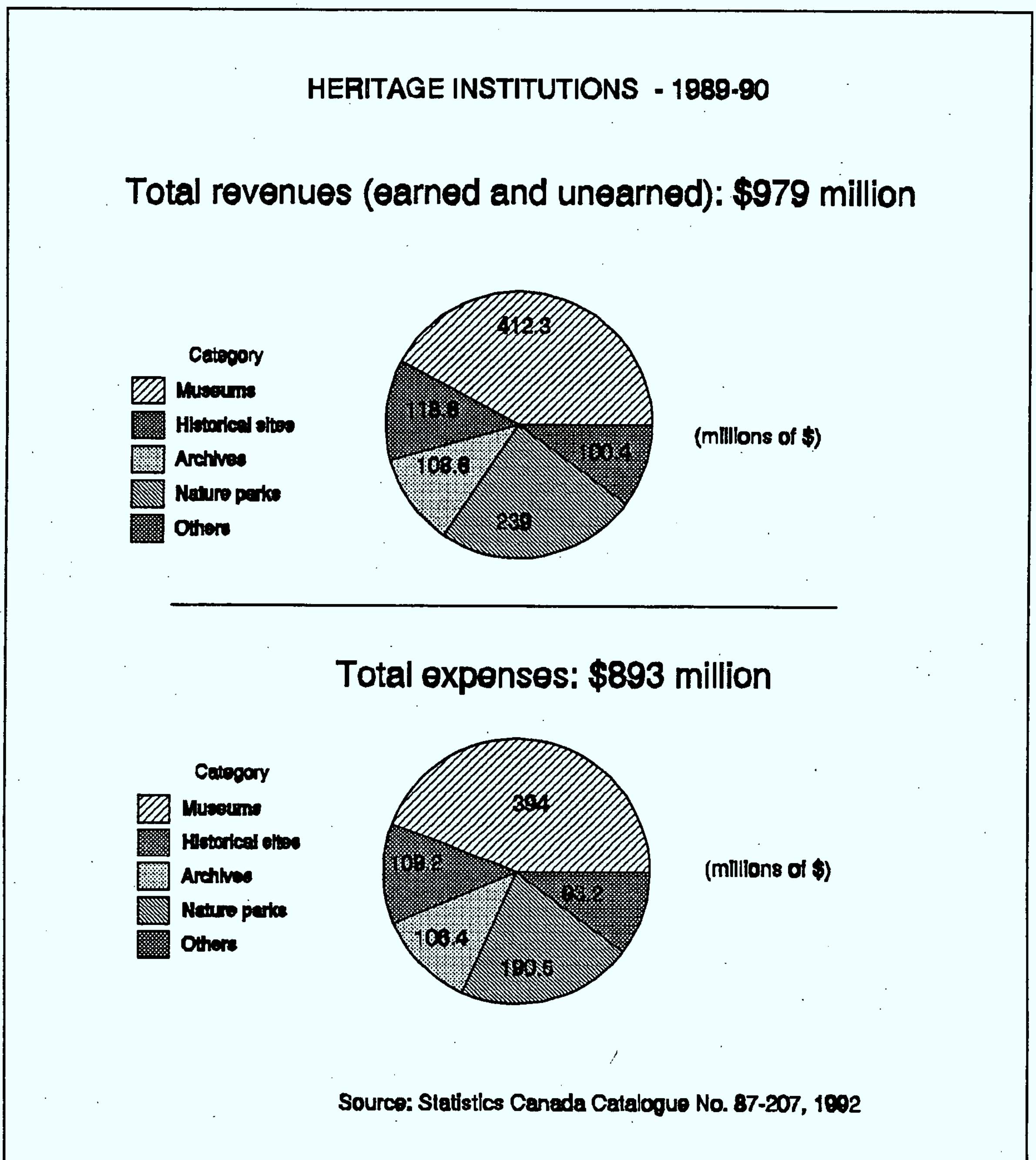


Total attendance: 115.5 million
(includes 58.9 million visitors to Nature Parks)



Source: Statistics Canada Catalogue No. 87-207, 1992

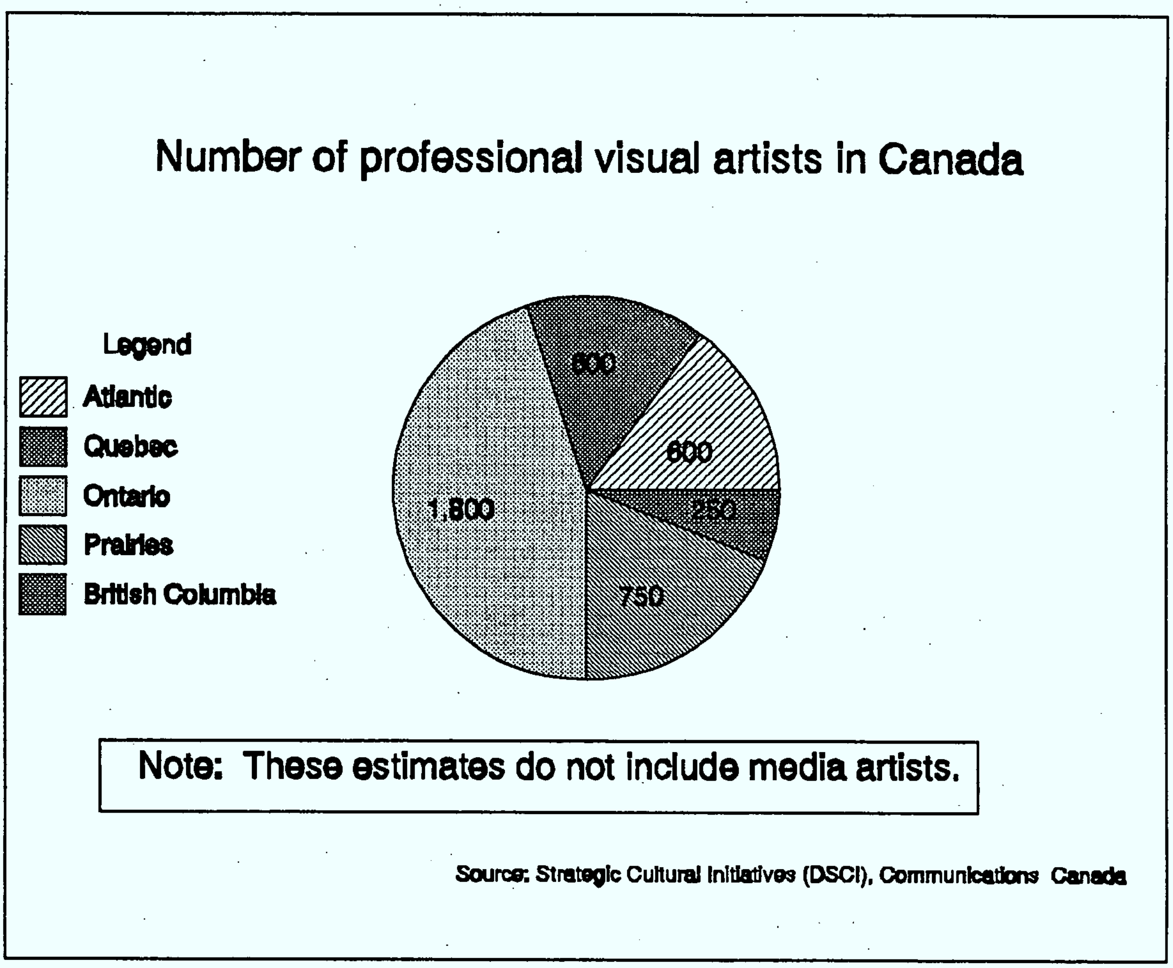
Total expenditures in 1989-90 amounted to $893 million, while total revenues reached $979 million. Museums accounted for 44% of expenditures and 42% of revenues. The following chart provides a breakdown of expenditures and revenues by category.



VISUAL ARTS AND CRAFTS - 1989-90

Many professional visual artists either work on their own or create on a part-time basis, and hold other forms of employment when possible. It is therefore difficult to determine how many artists there are in Canada and, because the value of artwork is highly volatile and subjective, it is virtually impossible to estimate their average annual earnings.

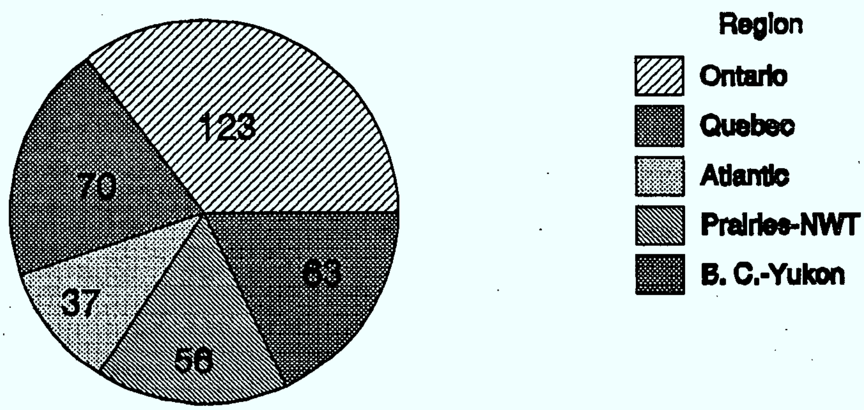
On the basis of membership to professional associations, it is estimated that there are at least 4,000 vocational artists across Canada (not including media artists or crafts artisans). Ontario's share is about 45 per cent.



In 1991, the Canadian Arts Consumer Profile, in collaboration with the Canada Council, enumerated 349 visual arts galleries and artist-run centres across the country. 153 of these were located in Ontario (35%), 70 in Quebec (20%), 37 in the Atlantic provinces (10.5%), 56 in the Prairies and Northwest Territories (16%) and 61 in British Columbia (17.4%).

Provincial arts organizations play an important role with respect to visual arts and crafts. For instance, most artist-run centres in Quebec operate under the umbrella of "Le Regroupement des centres d'artistes autogérés du Québec."

Number of visual arts galleries and artist-run centres (1991)



Source: Canadian Arts Consumer Profile, 1992

PROFESSIONAL ASSOCIATIONS

There are several professional associations of artists in Canada; the main ones are:

1. Canadian Artists Representation (CARFAC)

CARFAC is a non profit organization created about twenty years ago to promote visual arts in Canada. In June 1991, CARFAC had 2,090 members across the country, including about 900 in Ontario, 400 in Manitoba, 200 in Quebec and in Saskatchewan and 150 in British Columbia.

2. Canadian Royal Institute of Architecture

Founded in 1907, the Institute's main objective is to improve the quality of architecture in Canada and abroad. It has about 3,500 membres across the country.

3. Canadian Conference of the Arts (CCA)

The Canadian Conference of the Arts represents Canadian performing, visual, literary and media artists -- both major companies and individual artists. Its primary role is to encourage governments and the private sector to develop policies which will help foster the arts and the cultural industries in Canada. The CCA currently has 442 membres (177 in Ontario et 85 in Quebec).

4. Professional Arts Dealers' Association of Canada (PADAC)

PADAC represents the majority of importants arts galeries in Canada, which in turn represent most Canadian artists. The Association has 61 member galleries. Its role is to promote Canadian artists and to develop the Candian public's awareness with respect to visual arts.

5. Association of National Non-Profit Artists' Centre (ANNPAC)

The organization's aims are to encourage co-operation among artists and artist-run centres, and to facilitate communications between artist-run centres and governments.

6. Société des droits d'auteurs en arts visuels (SODAAV)

This organization advocates the rights and interests of visual artists; collects and distributes copyright royalties; negotiates agreements with users of works of art; and promotes the works of visual artists.

7. VIS-ART Copyright

VIS-ART assists visual artists in collecting copyright royalties resulting from the use of their works (reproduction and exhibition rights).

Canada