



Associated Designers of Canada

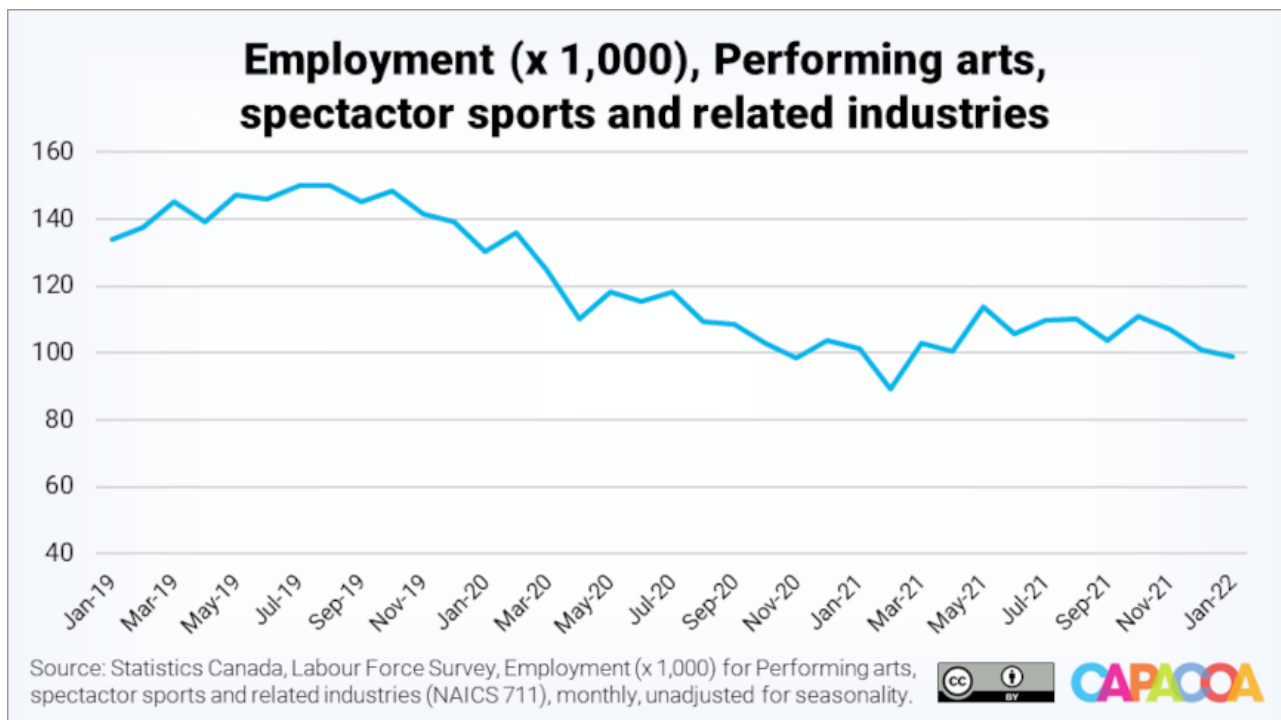
COVID Impact on the Industry & Current Status

Since most jurisdictions are in the process of lifting their public health restrictions, live performance workers are finally gearing up to get back to work. But even if reopening plans proceed as hoped, arts workers will be going back to business amidst a severely reduced workforce.

Impact on Workers & Jobs

According to the Labour Force Survey, employment among performing arts, spectator sports and related industries (NAICS 711) declined for a third consecutive month in January 2022. From 111,000 jobs in October 2021 when some restrictions were lifted, the subsector is now down to 98,700 jobs.

These employment losses brought the performing arts sector back to employment levels recorded during the first quarter of 2021. In other words, all employment gains realized throughout the second and third quarters of 2021 were wiped out, and the sector is now back to square one.



Source: CAPACOA, based on Statistics Canada, Labour Force Survey, Employment (x 1,000) for Performing arts, spectator sports and related industries (NAICS 711), monthly, unadjusted for seasonality.

In 2019, the performing arts, spectator sports and related industries provided work to 143,600 Canadians. Rebuilding a workforce of this magnitude will take time, and it will require assistance from different levels of government.

The workers we represent are struggling. No matter the metric used, the story is the same. The chart below illustrates the industry’s continued depression, using the period from August – December of 2019 vs August – December of 2021.

Organization	Aug – Dec 2019	Aug – Dec 2021	2021 vs 2019
IATSE Local 56 (Montreal)	Wages: \$4,616,783.00	\$1,627,498.00	- 65%
IATSE Local 118 (Vancouver)	Wages: \$3,327,260.00	\$917,000.00	- 72%
IATSE Local 295 (Regina)	Wages: \$1,220,286.00	\$337,802.00	- 72%
IATSE 471 (Ottawa)	Wages: \$3,195,343.26	\$864,629.00	- 73%
Canadian Actors’ Equity Association	Earnings (Aug/Sept/Oct 2019 only): \$19,610,188.22	Earnings Aug/Sept/Oct 2021 only): \$8,040,650.14	- 59%
Associated Designers of Canada	Contracts filed/signed: 248	Contracts filed/signed: 28	- 88%

Impact on Employers & the Economy

Our employers are also struggling. According to Statistics Canada, the direct economic impact of culture industries was estimated at \$58.9 billion in Canada in 2017, or \$1,611 per capita and 2.8% of the country’s GDP. In 2017, there were 715,400 jobs directly related to culture industries, or 3.8% of all jobs in the country. The 2017 GDP of culture industries (\$59 billion) was larger than the value added of agriculture, forestry, fishing, and hunting (\$39 billion), accommodation and food services (\$46 billion), and utilities (\$46 billion).¹

The financial contribution of the arts is a significant one in every city in which a venue is located. It drives tourism, and ensures dollars are spent on hotels, in restaurants, and at businesses in the area where theatrical venues are located. Based on Statistics Canada’s, National Tourism Indicators and the Culture Satellite Account, the total tourism spending on culture products increased 3%, from \$1.65 billion in 2015 to \$1.7 billion in 2016. The largest subdomain was the performing arts, which accounted for 30% of the total in 2016, and increased 2.6% when compared with the previous year.²

For *Come From Away* alone, Mirvish Productions stated that more than one million patrons saw the show during its run - February 13, 2018 to March 13, 2020 and December 15 to 22, 2021, at the Royal Alexandra Theatre. Broken down:

- Box office sales surpassed of \$115 Million including over \$15 Million in HST
- Estimated economic impact to the Toronto economy of \$920 Million
- The show created 9,000 employment weeks for cast, stage managers, musicians, crew members and front of house team members

The support required by the industry is two-fold. Producers and venues need support so that

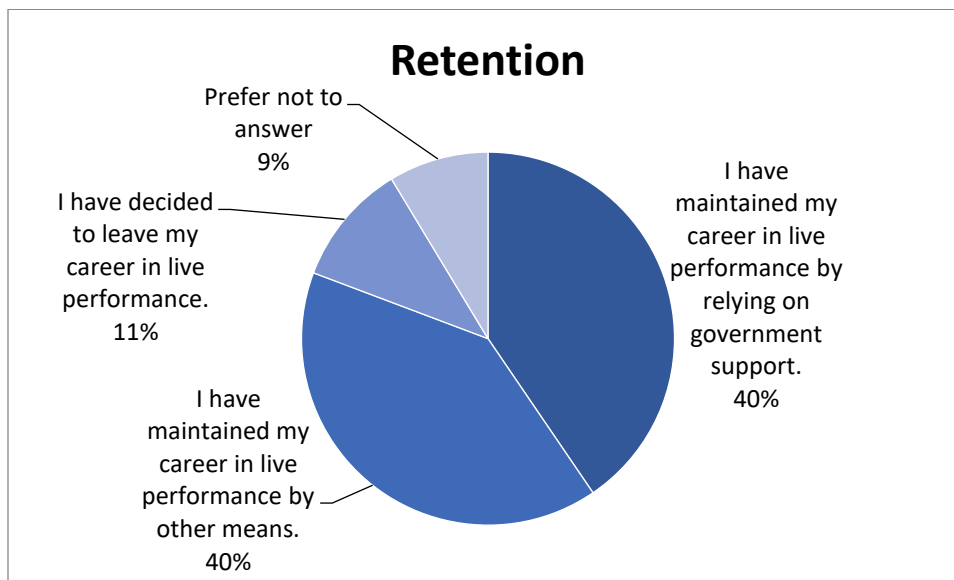
¹ Hill Strategies (2019). Estimates of the Direct Economic Impact of Culture in Canada in 2017. Based on Statistics Canada Provincial and Territorial Culture Indicators, 2017. Retrieved from: <https://hillstrategies.com/2019/06/19/estimates-of-the-direct-economic-impact-of-culture-in-canadain-2017/>

² Statistics Canada (2017). Total tourism spending on culture and sport products. Retrieved from: <https://www150.statcan.gc.ca/n1/daily-quotidien/180601/t001a-eng.htm>

once this is over, they're still around to mount productions and create the thousands of arts jobs required to do so, and workers need income support to survive until the industry is up and running again. The federal government has been very supportive with both types of programs, such as wage and rent subsidy programs for employers, and the CERB, CRB, and the CWLB for workers. Heritage Canada has also stepped up with the newly created Canadian Performing Arts Workers Resilience Fund. We are now looking to the provinces to provide some support to ensure that this industry not only recovers successfully, but that initiatives are put in place to create long-term stability.

Retention

All of the live performance coalition partners are deeply concerned about worker retention in the live performance sector, post-pandemic. Our collective ability to prevent membership from *leaving the biz* in the face of severe loss of income, cyclically relentless lost work opportunities, and constrained creative outlets, were put to the test over the last two long years. In addition, early research concludes that "the impact of COVID-19 was not experienced evenly across the sector, with younger workers, women and workers from ethnically diverse backgrounds among the hardest hit in terms of losing work and income."³ We are facing the worst possible outcome - losing our newest, most technically savvy members, likely from BIPOC communities.



Source: Federal Support Programs for COVID-19 Survey of Equity members - results from early December 2021 (pre-Omicron).

³ Culture in crisis – Impacts of Covid-19 on the UK cultural sector and where we go from here (2021). Based on Centre for Cultural Value in collaboration with The Audience Agency and the Creative Industries Policy and Evidence Centre and was supported by the Arts and Humanities Research Council. Retrieved from <https://www.culturehive.co.uk/CVI/resources/culture-in-crisis-impacts-of-covid-19/>