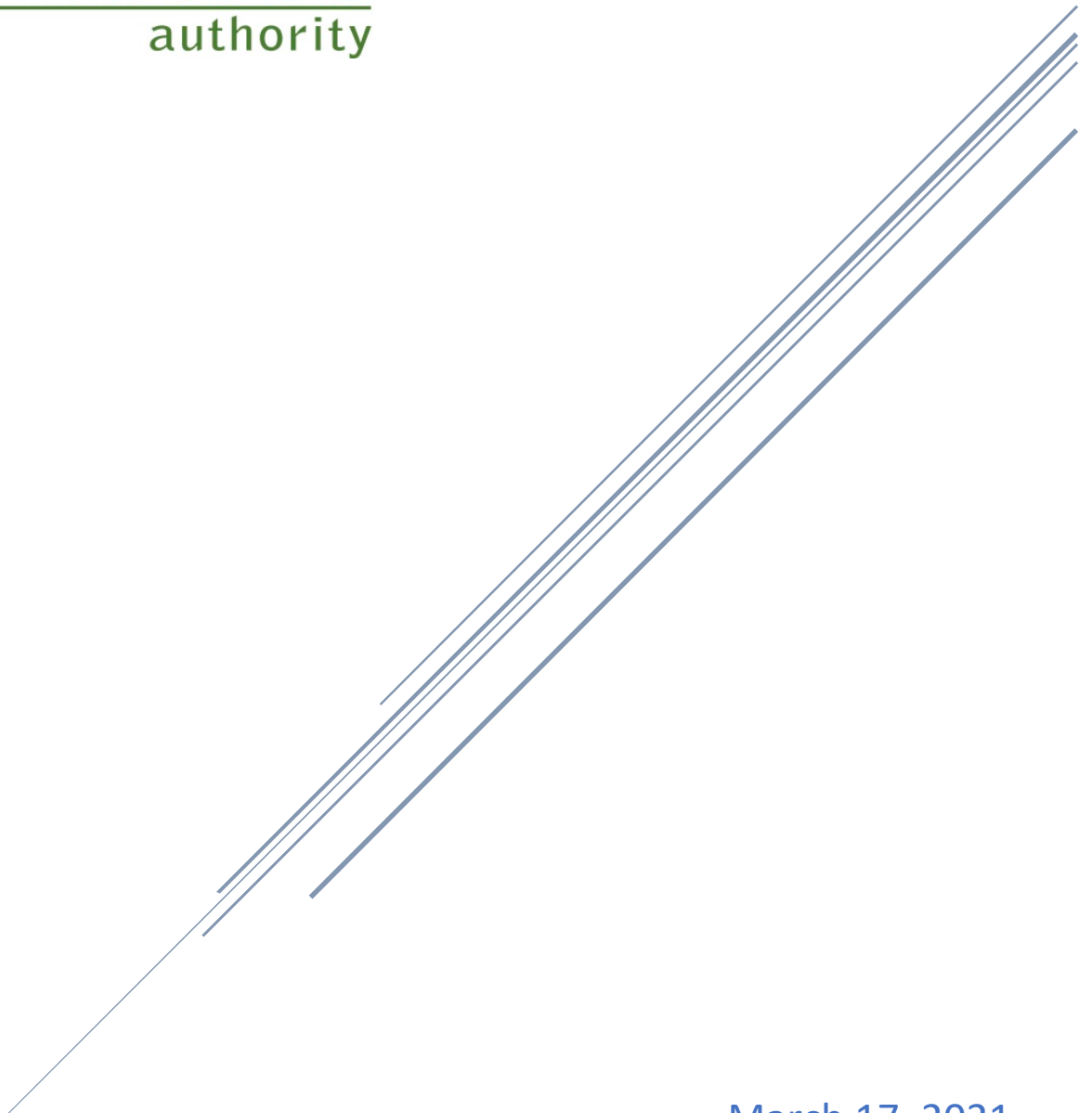


OSHAWA'S CULTURE SECTOR

Provided by the Durham Workforce Authority



March 17, 2021

Sector Definition

Cultural industries are a broad, complex and evolving mix of industries that are considered to include arts, crafts, heritage, archives, public libraries, and museums. Other industries related to cultural industries can include architecture, performing arts, visual arts, photography, galleries, written media, film, broadcasting, sound recording, publishing, festivals, historic buildings, sports, and cultural education.¹ And well beyond that, the application of technology in the creation, production, and dissemination of goods and services has extended the traditional perspective of the cultural industries to include design, software, advertising, video games, and interactive digital media.

These industries can be disaggregated into three main categories: (creative, cultural, and ancillary services industries). Creative industries focus on the production of “originals and experiences” including but not limited to (visual arts, artisan crafts, dance, music and heritage). In contrast, cultural industries focus on production of creative artistic activity for example (film and television production, book and magazine publishers, computer games, and leisure software), Whereas ancillary creative services provide services to clients and earning revenue through fee-for-service, for example (design consultancies, advertising agencies, architecture practices, digital media firms) (Toronto Artscape, 2020).

The Oshawa’s Arts, Culture and Heritage Plan has defined Oshawa’s Cultural Resource Framework. This includes (cultural enterprises, community cultural organizations, cultural spaces and facilities, cultural heritage, natural heritage, and festivals and events). If additional information is needed, the Oshawa’s Arts, Culture and Heritage Plan contains a full representation of the Oshawa’s Cultural Resource Framework.

Cultural industries play a key role in stimulating activities in other sectors, including hospitality and retail. According to the Toronto Arts Foundation, 73 % of patrons of arts and culture events usually end up doing something else, like going to a restaurant, bar, or coffee shop, before and/or after an event.

The Conference Board of Canada produced a report in (2019) that outlines cultural industries activities that include creation, research and development, production, manufacturing, distribution, display, performance and / or preservation of creative goods and services, including heritage discovery and preservation. Additionally, the Communication MDR (2016) has set four

¹- Culture Satellite Account, “Provincial and Territorial Cultural Indicators” (Statistics Canada, October 2020), [The Daily — Provincial and Territorial Cultural Indicators, 2018 \(statcan.gc.ca\)](https://www150.statcan.gc.ca/n1/pub/92-626-x/2018001/article/00001-eng.htm)

key driving forces of change within the cultural industries: globalization, economic constraints, digital transformation, and changing demographics.

Overall, activities and services in cultural industries have enduring cultural value and drive economic activity and job creation. In addition, cultural industries commercial outputs possess a high degree of expressive value and invoke copyright protection.

Sector Overview

City of Oshawa

The City of Oshawa is a growing community with a population of 166,000 and is the largest city in Durham Region and part of the Greater Toronto Area. Located on Lake Ontario and only an hour east of Toronto. The city is very well connected to the rest of the Greater Toronto Area and beyond by highway, rail, air and water transportation, and as such, companies in Oshawa have quick and convenient access to the largest consumer market in Canada.

The City of Oshawa has a developed cultural sector that contributes to the economic growth and prosperity of the city. In this context, Laura Suchan, the executive director of Oshawa Museum, noted that heritage and culture play an important part in Oshawa's new economy and by preserving, presenting and actively connecting people and communities with their past, history organizations make their communities more attractive places in which to live, work, learn and play (Laura Suchan, 2019). Moreover, the Winter 2013 Metropolitan Outlook, a report commissioned by the Conference Board of Canada in 2013, indicated that Oshawa has a strong and growing manufacturing base and an expanding creative economy.

The City of Oshawa supports cultural development across the City's neighbourhoods, and in the downtown area. Some preliminary initiatives have been launched in the City to implement this goal, for example (creating an Arts & Culture Coordinator position, creating an arts incubator, increasing the number of major festivals and events, and creating an Oshawa Arts & Culture Council) (City of Oshawa, 2014). As well as, in 2015, the City of Oshawa approved its first Public Art Policy, this policy provides Oshawa City Council, City staff and the community with a clear and consistent framework for decision-making and a process for the administration, selection and maintenance of public art in public spaces in Oshawa (City of Oshawa, 2021a). The Lake Ontario waterfront has also received significant infrastructure investments in recent years and has become a major recreational and cultural space in Oshawa. It is home to a variety of important festivals and events.

Furthermore, Oshawa is home to several leading-edge institutions that are contributing to new and innovative research and academic programming. These include Durham College, Ontario

Tech University, Trent University and many more (City of Oshawa, 2021b). The many post-secondary institutions the City of Oshawa has provides a great amount of opportunity for the city to foster a skilled workforce, for example Durham College’s School of Media, Arts and Design is playing a major role in advancing the creative cultural industries in Oshawa by building a cadre of future professionals and technical specialists.

Oshawa offers old and new location sites that can be used for film and television projects. The City has been home to countless productions, some specific examples of filming that take place in Oshawa every year include: Battle of the Blades, The Expanse, Race for the Whitehouse, Mrs. America, Titans, Schitt's Creek, Bomb Girls, and many more (City of Oshawa, 2021c).

The cultural mapping portion of the Oshawa arts, culture and heritage plan identified more than 400 assets including community cultural groups, cultural businesses, cultural facilities and venues, festivals and events, heritage sites and properties, and public art. Some specific examples include Oshawa Museum, Canadian Automotive Museum, Tribute Communities Centre, Parkwood National Historic Site, Robert McLaughlin Gallery, Living Room Community Arts Studio, and many more (city f Oshawa, 2021d).

For over 60 years, the Oshawa Museum (OM) has celebrated Oshawa's history with engaging events, inspiring exhibits, and an immense collection of archival materials. The OM is the only community museum in Oshawa and home to 50,000 artifacts covering social history, science, technology, and indigenous history (Oshawa Museum, 2020).

The Robert McLaughlin Gallery (RMG) is a vibrant, engaging public art museum located in Oshawa’s civic centre. The RMG is the largest gallery in Durham Region, and occupies an inspired 36,000 square foot building designed by noted architect Arthur Erickson (The Robert McLaughlin Gallery, 2021).

Parkwood National Historic Site is one of Canada’s finest and last remaining grand estates, featuring architectural, landscape and interior designs of the 1920’s and 1930’s. The house was constructed for Sam McLaughlin, founder of General Motors of Canada, between 1915-1917. As a Canadian museum and a nationally significant historic site, Parkwood follows the Standards and Guidelines for the Conservation of Historic Places in Canada, published by Parks Canada (City of Oshawa 2021e). Parkwood has welcomed a distinguished list of film crews and actors, from episodes of television shows Murdoc Mysteries, The Expanse, Hemlock Grove and Anne of Green Gables; to feature films like HollywoodLand, X-Men, Amelia or documentaries such as CNN – The Kennedy Dynasty (Parkwood, 2021).

The high cost of living and lack of affordable housing in Toronto is forcing economic activity and young talent into other areas. Mid-sized cities emerge as those with the most potential to offer

an inclusive economic future that bridges the urban-rural divide (Christiana McFarland, 2017). The City of Oshawa is a mid sized city at the border of the Greater Toronto Area with the potential to become a more prominent regional player and take some of the growth pressure off the City of Toronto (Charlotte Balluch, 2016). Furthermore, with the decreasing availability of film locations in Toronto, Oshawa, with its unique assets, provides for a great location choice. The proximity to Toronto's film industry also offers the potential to significantly expand film production in Oshawa. Having appeared in many popular films and television series, Oshawa is the perfect place for film or any production.

Sample of Local Employers

A cultural map found on the City's website shows more than 125 cultural businesses. The majority of these industries are engaged in the creation of cultural goods and services including music, photography, design, film and video and digital and interactive media. Some specific examples include: Empty Cup Media, Pine Post Productions, Project One Films, Centre for Music and Sound Design, Lifetouch Canada, and Shock Circuit Design (City of Oshawa, 2021f).

Empty Cup Media is a video/photo company serving clients in and around the Greater Toronto Area by creating high quality digital cinema and photo content. The company was started in 2005, by Colin Burwell. Today the business has grown to be a recognized name around the Durham Region and Toronto. The company has 3 employees and generates \$221,000 in sales (ZoomInfo, 2021).

Pine Post Productions is a video production company serving clients in and around the Greater Toronto Area by offering a full service or facility rentals including studio, edit suites, radio booth, and production, dedicated shooting space with green screen, 3D Animation and production space (Pine Post Productions, 2021). The company has 2 employees and generates \$271,338 in sales (Dun and Bradstreet, 2021a).

Project One Films is a video production company serving clients in and around the Greater Toronto Area by offering a wide range of high-quality video production services, whether it is for marketing, teaching, advertising or just for fun (Project One Films, 2020). The company has 2 employees and generates \$76,365 in sales (Dun and Bradstreet, 2021b).

Sector Data & Analysis

For the purposes of data collected by Statistics Canada, the cultural industries in Oshawa has been defined using the following NAICS codes:

North American Industry Classification System (NAICS):

51 – Information and Cultural Industries

511 – Publishing Industries

5111 – Newspaper, Periodical, Book and Directory Publishers

5112 – Software Publishers

512 – Motion Picture and Sound Recording Industries

5121 – Motion Picture and Video Industries

5122 – Sound Recording Industries

515 – Broadcasting (except Internet)

5151 – Radio and Television Broadcasting

5152 – Pay and Specialty Television

519 – Other Information Services

5191 – Other Information Services

71 – Arts, Entertainment and Recreation

711 – Performing Arts, Spectator Sports and Related Industries

7111 – Performing Arts Companies

7112 – Spectator Sports

7113 – Promoters (Presenters) of Performing Arts, Sports and Similar Events

7114 – Agents and Managers for Artists, Athletes, Entertainers and Other Public Figures

7115 – Independent Artists, Writers and Performers

712 – Heritage Institutions

7121 – Heritage Institutions

713 – Amusement, Gambling and Recreation Industries

7131 – Amusement Parks and Arcades

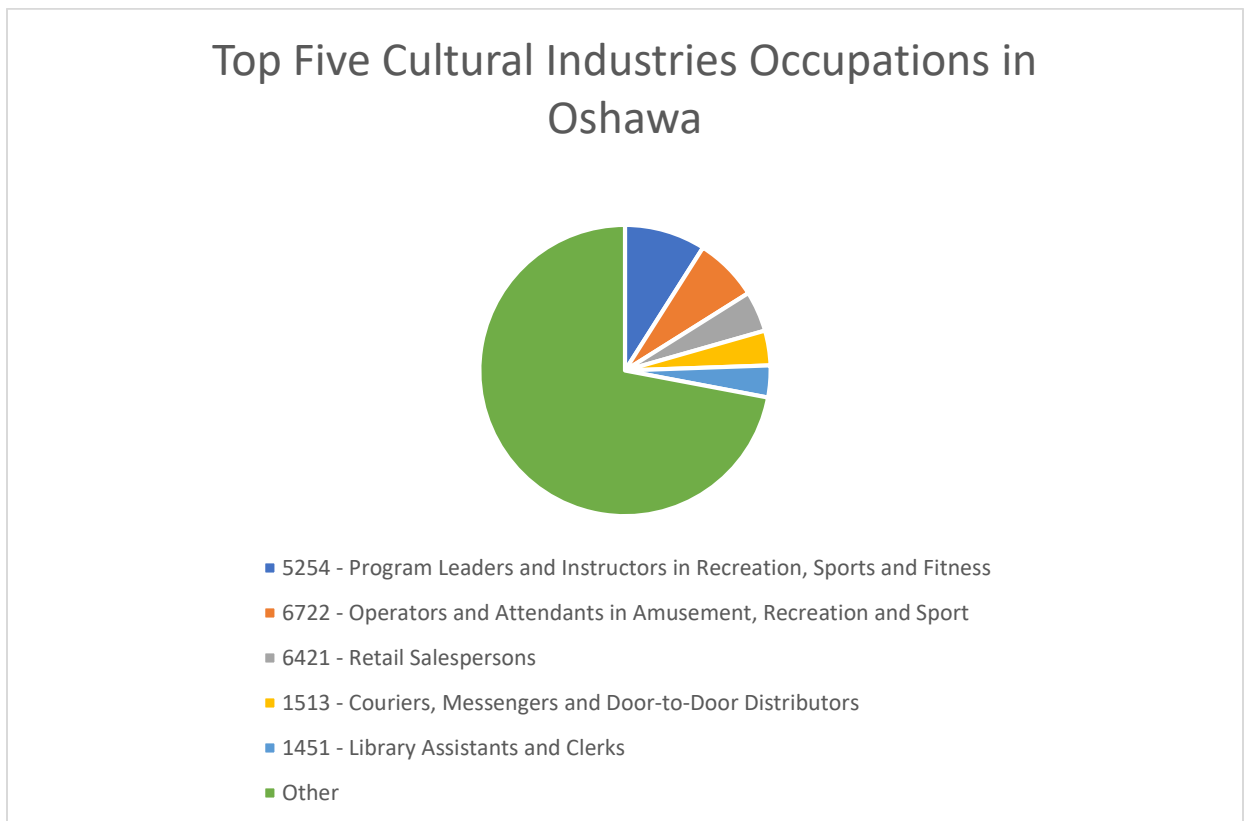
7132 – Gambling Industries

7139 – Other Amusement and Recreation Industries

Cultural Industries Sector Jobs in Oshawa (Place of Work)

Chart 1 depicts the top five jobs in Oshawa in the cultural industries sector by %age. The top five jobs in the cultural industries sector account for 28 % of all jobs in the sector demonstrating the diversity of occupations that exist within the sector.

Chart 1: Top Five Cultural Industries Occupations in Oshawa



Source: Statistics Canada, Census, Custom Tabulation, 2016

In addition to the top five jobs in the cultural industries sector in Oshawa, there are a multitude of other occupations that the sector is comprised of. Chart 2, 3, 4, 5 and 6 provide an overview of the most prevalent occupations in Oshawa within the cultural industries sector, including information on the number of jobs and the average and median employment income.

Chart 2: Most Prevalent Occupations in the Cultural Industries Sector (511 – Publishing Industries – except Internet) in Oshawa

NOC	Occupation Title	Jobs in Oshawa	Average Employment Income	Median Employment Income
	Total, all occupations	270	\$51,164	\$46,253
1513	Couriers, messengers and door-to-door distributors	50	-	-
5241	Graphic designers and illustrators	25	-	-
6411	Sales and account representatives – wholesale trade (non-technical)	25	-	-
5122	Editors	25	-	-
1411	General office support workers	20	-	-
6421	Retail salespersons	15	-	-
0601	Corporate sales managers	15	-	-
1212	Supervisors, finance and insurance office workers	10	-	-
1221	Administrative officers	10	-	-
1431	Accounting and related clerks	10	-	-

NOC	Occupation Title	Jobs in Oshawa	Average Employment Income	Median Employment Income
1511	Mail, postal and related workers	10	-	-
2173	Software engineers and designers	10	-	-
5123	Journalists	10	-	-
5221	Photographers	10	-	-
7381	Printing press operators	10	-	-
7452	Material handlers	10	-	-
7511	Transport truck drivers	10	-	-
9619	Other labourers in processing, manufacturing and utilities	10	-	-

Source: Statistics Canada, Census, Custom Tabulation, 2016

Chart 3: Most Prevalent Occupations in the Cultural Industries Sector (512 – Motion Picture and Sound Recording Industries) in Oshawa

NOC	Occupation Title	Jobs in Oshawa	Average Employment Income	Median Employment Income
	Total, all occupations	140	\$15,167	\$10,621
6711	Food counter attendants, kitchen helpers and related support occupations	20	-	-
5131	Producers, directors, choreographers and related occupations	15	-	-

NOC	Occupation Title	Jobs in Oshawa	Average Employment Income	Median Employment Income
0513	Recreation, sports and fitness program and service directors	10	-	-
1251	Court reporters, medical transcriptionists and related occupations	10	-	-
1311	Accounting technicians and bookkeepers	10	-	-
4012	College and other vocational instructors	10	-	-
5222	Film and video camera operators	10	-	-
6316	Other services supervisors	10	-	-
6421	Retail salespersons	10	-	-
6611	Cashiers	10	-	-
6731	Light duty cleaners	10	-	-
6742	Other services support occupations, n.e.c.	10	-	-
7452	Material handlers	10	-	-

Source: Statistics Canada, Census, Custom Tabulation, 2016

Chart 4: Most Prevalent Occupations in the Cultural Industries Sector (515 – Broadcasting, except Internet) in Oshawa

NOC	Occupation Title	Jobs in Oshawa	Average Employment Income	Median Employment Income
	Total, all occupations	75	\$54,180	\$55,174
5123	Journalists	20	-	-
5131	Producers, directors, choreographers and related occupations	15	-	-
5231	Announcers and other broadcasters	15	-	-
6411	Sales and account representatives – wholesale trade (non-technical)	10	-	-

Source: Statistics Canada, Census, Custom Tabulation, 2016

Chart 5: Most Prevalent Occupations in the Cultural Industries Sector (519 – Other Information Services) in Oshawa

NOC	Occupation Title	Jobs in Oshawa	Average Employment Income	Median Employment Income
	Total, all occupations	155	\$47,255	\$46,434
1451	Library assistants and clerks	55	\$29,597	\$34,982
5111	Librarians	35	\$47,252	\$54,241
1411	General office support workers	15	-	-
0511	Library, archive, museum and art gallery managers	10	-	-

NOC	Occupation Title	Jobs in Oshawa	Average Employment Income	Median Employment Income
0513	Recreation, sports and fitness program and service directors	10	-	-
1513	Couriers, messengers and door-to-door distributors	10	-	-
2283	Information systems testing technicians	10	-	-
6552	Other customer service and information services representatives	10	-	-
6733	Janitors, caretakers and building superintendents	10	-	-

Source: Statistics Canada, Census, Custom Tabulation, 2016

Chart 6: Most Prevalent Occupations in the Cultural Industries Sector (71 – Arts, Entertainment and Recreation) in Oshawa

NOC	Occupation Title	Jobs in Oshawa	Average Employment Income	Median Employment Income
	Total, all occupations	915	\$24,615	\$17,138
5254	Program leaders and instructors in recreation, sports and fitness	140	\$17,819	\$12,932
6722	Operators and attendants in amusement, recreation and sport	110	\$23,475	\$18,995

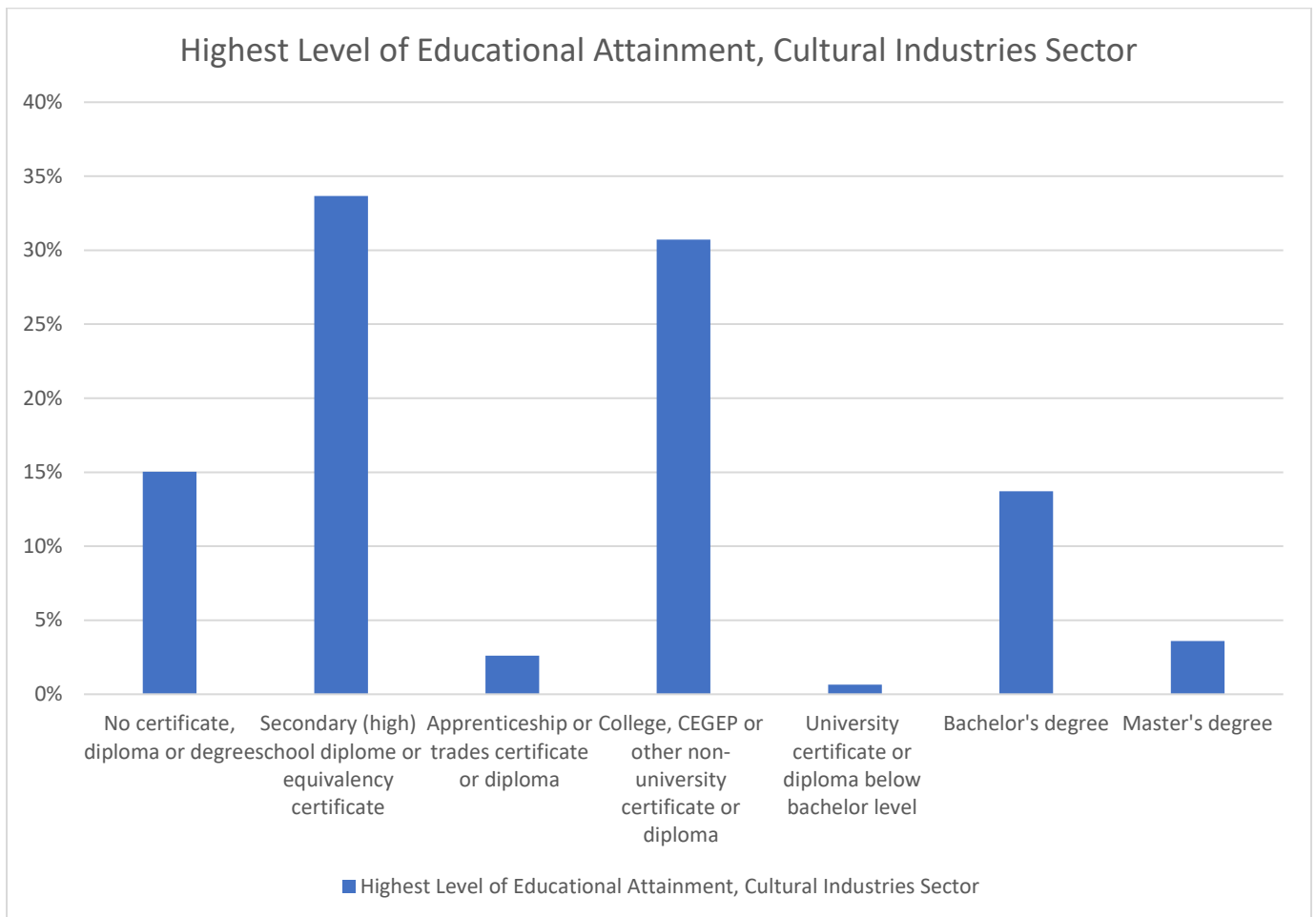
NOC	Occupation Title	Jobs in Oshawa	Average Employment Income	Median Employment Income
6421	Retail salespersons	45	-	-
1414	Receptionists	40	\$17,927	\$16,295
6711	Food counter attendants, kitchen helpers and related support occupations	40	\$13,003	\$9,526
8612	Landscaping and grounds maintenance labourers	40	\$16,073	\$12,760
0513	Recreation, sports and fitness program service directors	30	\$50,522	-
5121	Authors and writers	25	-	-
6322	Cooks	25	-	-
6513	Food and beverage servers	25	-	-
6552	Other customer service and information services representatives	25	-	-
0714	Facility operation and maintenance managers	20	-	-
1226	Conference and event planners	20	-	-
5112	Conservators and curators	20	-	-
5133	Musicians and singers	20	-	-

Source: Statistics Canada, Census, Custom Tabulation, 2016

Educational Attainment

Approximately 85 % of cultural industries employees residing in Oshawa have a certificate, diploma or degree. Chart 7 provides of the highest level of educational attainment by %age for Oshawa residents who work in the cultural industries industry.

Chart 7: Highest Level of Educational Attainment for Individuals Working in the Cultural Industries Sector



Source: Statistics Canada, Census, Custom Tabulation, 2016

Statistics Canada provides data on the labour force status of individuals based on major field of study in a post-secondary setting. Chart 8, 9, 10, 11 and 12 depict the labour force outcomes for individuals whose major field of study was related to cultural industries. It should be noted that Statistics Canada does not ask respondents if they are employed in their field of study, but rather if they are employed – thus being employed does not guarantee that individuals are employed in the cultural industries sector.

Chart 8: Labour Force Status for Individuals by Major Field of Study

Visual and Performing Arts and Communications Technologies								
Major Field of Study	Total – Labour Force Status	In the Labour Force	Employed	Unemployed	Not in the Labour Force	Participation Rate (%)	Employment Rate (%)	Unemployment Rate (%)
10. Communications technologies/technicians and support services	575	395	345	55	175	68.7%	60.0%	13.9%
50. Visual and performing arts	1,890	1,520	1,370	150	365	80.4%	72.5%	9.9%

Source: Statistics Canada, Census, Custom Tabulation, 2016

Chart 9: Labour Force Status for Individuals by Major Field of Study

Humanities								
Major Field of Study	Total – Labour Force Status	In the Labour Force	Employed	Unemployed	Not in the Labour Force	Participation Rate (%)	Employment Rate (%)	Unemployment Rate (%)
23. English language and literature/letters	710	495	470	25	210	69.7%	66.2%	5.1%
24. Liberal arts and sciences, general studies and humanities	685	480	425	50	210	70.1%	62.0%	10.4%
30.22. Classical and ancient studies	10	10	10	0	0	0.0%	0.0%	0.0%
54. History	525	395	375	25	125	75.2%	71.4%	6.3%
55. French language and literature/letters	110	60	55	0	45	54.5%	50.0%	0.0%

Source: Statistics Canada, Census, Custom Tabulation, 2016

Chart 10: Labour Force Status for Individuals by Major Field of Study

Social and Behavioural Sciences and Law								
Major Field of Study	Total – Labour Force Status	In the Labour Force	Employed	Unemployed	Not in the Labour Force	Participation Rate (%)	Employment Rate (%)	Unemployment Rate (%)
09. Communication, journalism and related programs	970	825	765	65	140	85.1%	78.9%	7.9%
30.14. Museology/museum studies	10	0	0	0	0	0.0%	0.0%	0.0%
30.26. Cultural studies/critical theory and analysis	35	35	35	0	0	100.0%	100.0%	0.0%

Source: Statistics Canada, Census, Custom Tabulation, 2016

Chart 11: Labour Force Status for Individuals by Major Field of Study

Business, Management and Public Administration								
Major Field of Study	Total – Labour Force Status	In the Labour Force	Employed	Unemployed	Not in the Labour Force	Participation Rate (%)	Employment Rate (%)	Unemployment Rate (%)
52. Business, management, marketing and related support services	11,285	8,185	7,590	600	3,095	72.5%	67.3%	7.3%

Source: Statistics Canada, Census, Custom Tabulation, 2016

Chart 12: Labour Force Status for Individuals by Major Field of Study

Mathematics, Computer and Information Sciences								
Major Field of Study	Total – Labour Force Status	In the Labour Force	Employed	Unemployed	Not in the Labour Force	Participation Rate (%)	Employment Rate (%)	Unemployment Rate (%)
25. Library science	120	95	90	10	25	79.2%	75.0%	10.5%

Source: Statistics Canada, Census, Custom Tabulation, 2016

Canadian Business Count

Canadian Business Counts provide counters of active businesses by industry and employment size categories. Chart 13 shows the number of cultural industries businesses active within Oshawa in June 2019.

Chart 13: Canadian Business Count for the Cultural Industries Sector in Oshawa

	Total	Without Employees	Total, With Employees	1 – 4 Employees	5 – 9 Employees	10 – 19 Employees	20 – 49 Employees	50 – 99 Employees	100 – 99 Employees	200 – 499 Employees	500+ Employees
Cultural Industries	235	167	68	25	12	8	15	4	3	0	1
511 – Publishing Industries	17	10	7	3	1	1	2	0	0	0	0
512 – Motion Picture and Sound Recording Industries	29	22	7	5	1	0	0	1	0	0	0
515 – Broadcasting	9	5	4	0	1	0	3	0	0	0	0

	Total	Without Employees	Total, With Employees	1 – 4 Employees	5 – 9 Employees	10 – 19 Employees	20 – 49 Employees	50 – 99 Employees	100 – 99 Employees	200 – 499 Employees	500+ Employees
(Except Internet)											
519 – Other Information Services	20	19	1	0	0	0	0	0	1	0	0
711 – Performing Arts, Spectator Sports, and Related Industries	84	75	9	6	1	0	1	0	0	0	1
712 – Heritage Institutions	7	0	7	2	2	1	2	0	0	0	0
713 – Amusement, Gambling and	69	36	33	9	6	6	7	3	2	0	0

	Total	Without Employees	Total, With Employees	1 – 4 Employees	5 – 9 Employees	10 – 19 Employees	20 – 49 Employees	50 – 99 Employees	100 – 99 Employees	200 – 499 Employees	500+ Employees
Recreation Industries											

Source: Statistics Canada, Canadian Business Count, June 2019

Commuting Patterns

Commuting patterns provide valuable information on where individuals reside and work. Chart 14 displays where Oshawa residents who work in the cultural industries sector work. As depicted by the chart, there are large number of individuals working in the cultural industries sector that live in Oshawa and work in Durham Region, for those individuals that commute outside of the Region to work, Toronto is the most prevalent location.

Chart 14: Commuting Patterns for Oshawa Residents Working in the Cultural Industries Sector

Commuting Patterns for the Cultural Industries Sector Oshawa Residents		
Place of Residence	Place of Work	Total Number of Individuals
Oshawa	Kawartha Lakes	10
Oshawa	Durham Region	1,415
Oshawa	Pickering	65
Oshawa	Ajax	165
Oshawa	Whitby	140
Oshawa	Oshawa	775
Oshawa	Clarington	65
Oshawa	Scugog	175
Oshawa	Uxbridge	45
Oshawa	York	105
Oshawa	Markham	30
Oshawa	Toronto	535
Oshawa	Hamilton	10

Source: Statistics Canada, Census, Custom Tabulation, 2016

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