



Canadian  
Heritage

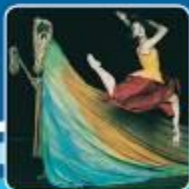
Patrimoine  
canadien

Canada



# An Introduction to the Culture Satellite Account

June 2016



A woman with long brown hair and bangs is performing on stage. She has extensive colorful tattoos on her arms, including a large one of a girl in a blue dress on her right arm. She is wearing a black sleeveless top and is seated at a piano, with her hands on the keys. A microphone is positioned in front of her. The background is dark with blue stage lighting. The text 'The Culture Satellite Account (CSA) is an accounting framework developed to measure the economic importance of culture, the arts, heritage, and sport on the Canadian economy.' is overlaid on the right side of the image.

**The Culture Satellite Account (CSA)** is an accounting framework developed to measure the economic importance of culture, the arts, heritage, and sport on the Canadian economy.



# The CSA is founded on three major components:

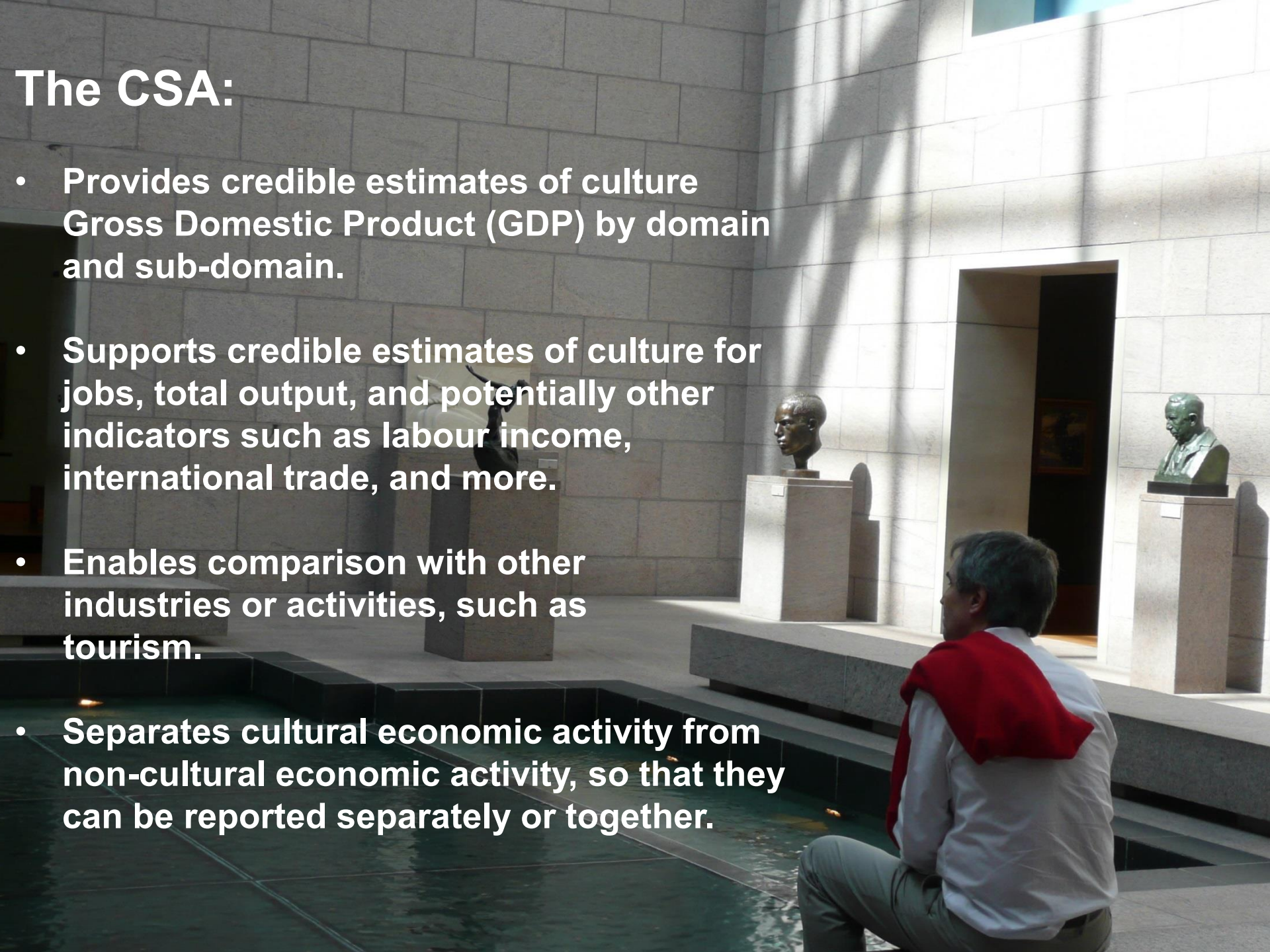
- The *Canadian System of Macroeconomic Accounts* (CSMA)
- The *2011 Canadian Framework for Culture Statistics* (CFCS)
- The *Annual Survey of Service Industries*



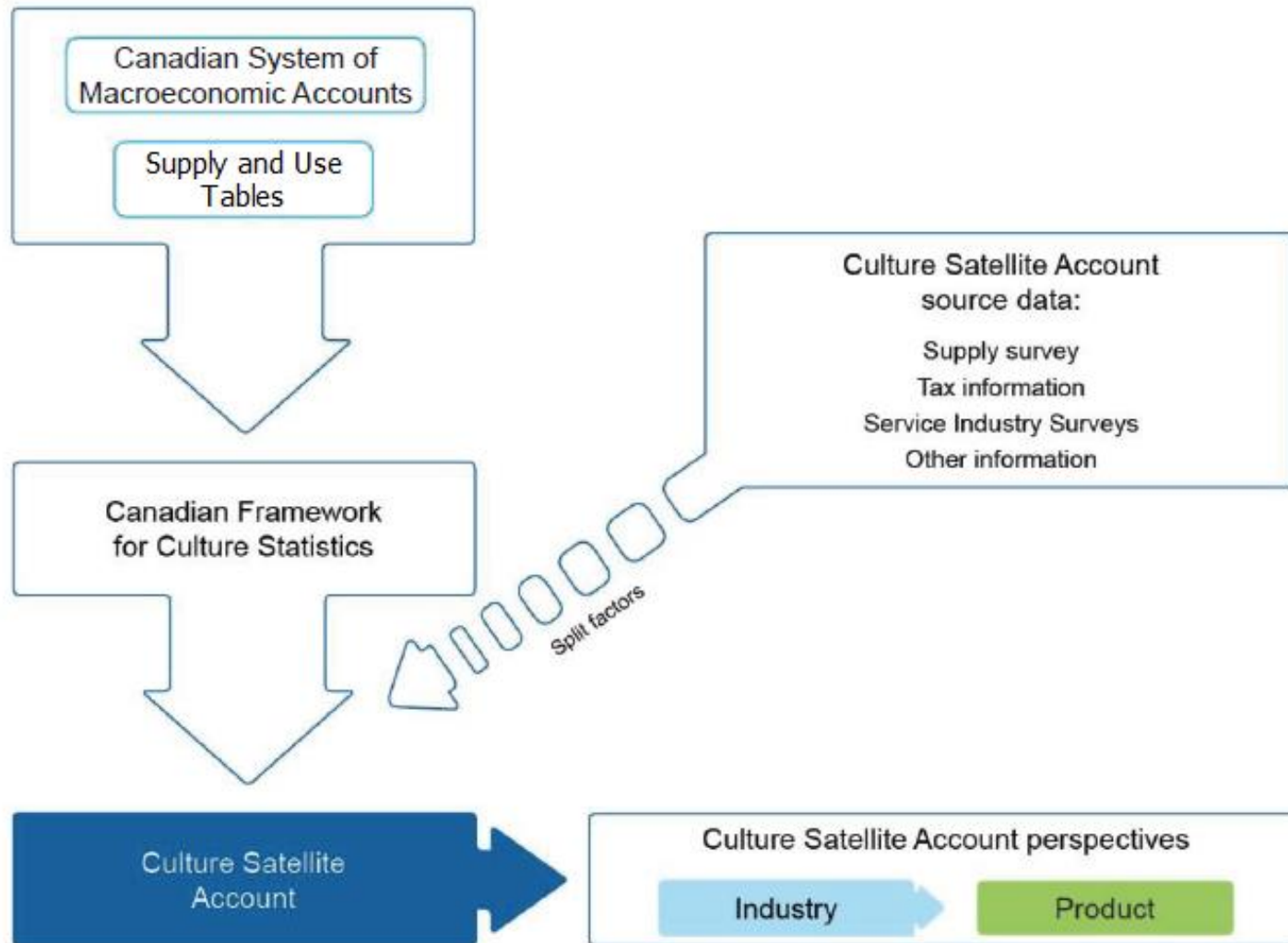


# The CSA:

- Provides credible estimates of culture Gross Domestic Product (GDP) by domain and sub-domain.
- Supports credible estimates of culture for jobs, total output, and potentially other indicators such as labour income, international trade, and more.
- Enables comparison with other industries or activities, such as tourism.
- Separates cultural economic activity from non-cultural economic activity, so that they can be reported separately or together.



# The Canadian System of Macroeconomic Accounts and the Culture Satellite Account



# The Provincial and Territorial Culture Indicators (PTCI)



- The Provincial and Territorial Culture Indicators (PTCI) are a related product of the Culture Satellite Account (CSA) project.
- The PTCI provide new data at the domain (but not sub-domain) level for the arts, culture, heritage, and sport for 2010 to 2014, inclusive.
- This is the third official CSA release, with the first in 2014 (national figures for 2010) and the second in 2015 (provincial and territorial figures for 2010).
- Some figures in the PTCI for 2010 may differ from those in the second official release. Such revisions are a normal part of all Statistics Canada datasets.



Statistics  
Canada

Statistique  
Canada



# CULTURE

## GDP

Culture contributed \$54.6B to Canada's economy  
(3.0% of its GDP) in 2014.\*

**\$54.6B**  
2014

**\$47.4B**  
2010

Audio-Visual and Interactive Media  
Visual and Applied Arts  
Written and Published Works  
Governance, Funding and Professional Support  
Education and Training  
Live Performance  
Heritage and Libraries  
Sound Recording

Culture GDP at basic prices, by domain (2014)

\*Product perspective

Canada

## JOBS

In 2014, culture jobs (630,483)  
accounted for 3.5% of all jobs in  
Canada.

**630,483**

Visual and Applied Arts  
Audio-Visual and Interactive Media  
Written and Published Works  
Governance, Funding and Professional Support  
Live Performance  
Education and Training  
Heritage and Libraries  
Sound Recording

Culture jobs, by domain (2014)



Canadian  
Heritage

Patrimoine  
canadien

Canada








# Key Trend Highlights

- **Culture GDP steadily grew from 2010 to 2014, by about 15.26% in total,** from approximately \$47.4 billion to \$54.6 billion.
  - This is somewhat comparable to the growth rate of total GDP for Canada during this period, which grew by about 18.08%.
- **The number of jobs remained effectively the same, only *slightly*** increasing by 0.84%, from 625,206 in 2010 to 630,483 in 2014.
  - By contrast, total Canadian job growth was about five-times larger, equal to approximately 4.69% during the same period.
- **Most domains grew during the 2010 to 2014 period,** both in terms of GDP and jobs, with many posting double-digit GDP growth.
  - **The GDP of several domains rose by about 20% or more, outpacing the growth rate of total Canadian GDP:** *Heritage & Libraries, Audio-visual and Interactive Media, Live Performance, and Visual & Applied Arts.*
  - Only one domain, *Written & Published Works*, posted a decrease in GDP during the same period.










# Culture GDP by Domain – Product Perspective

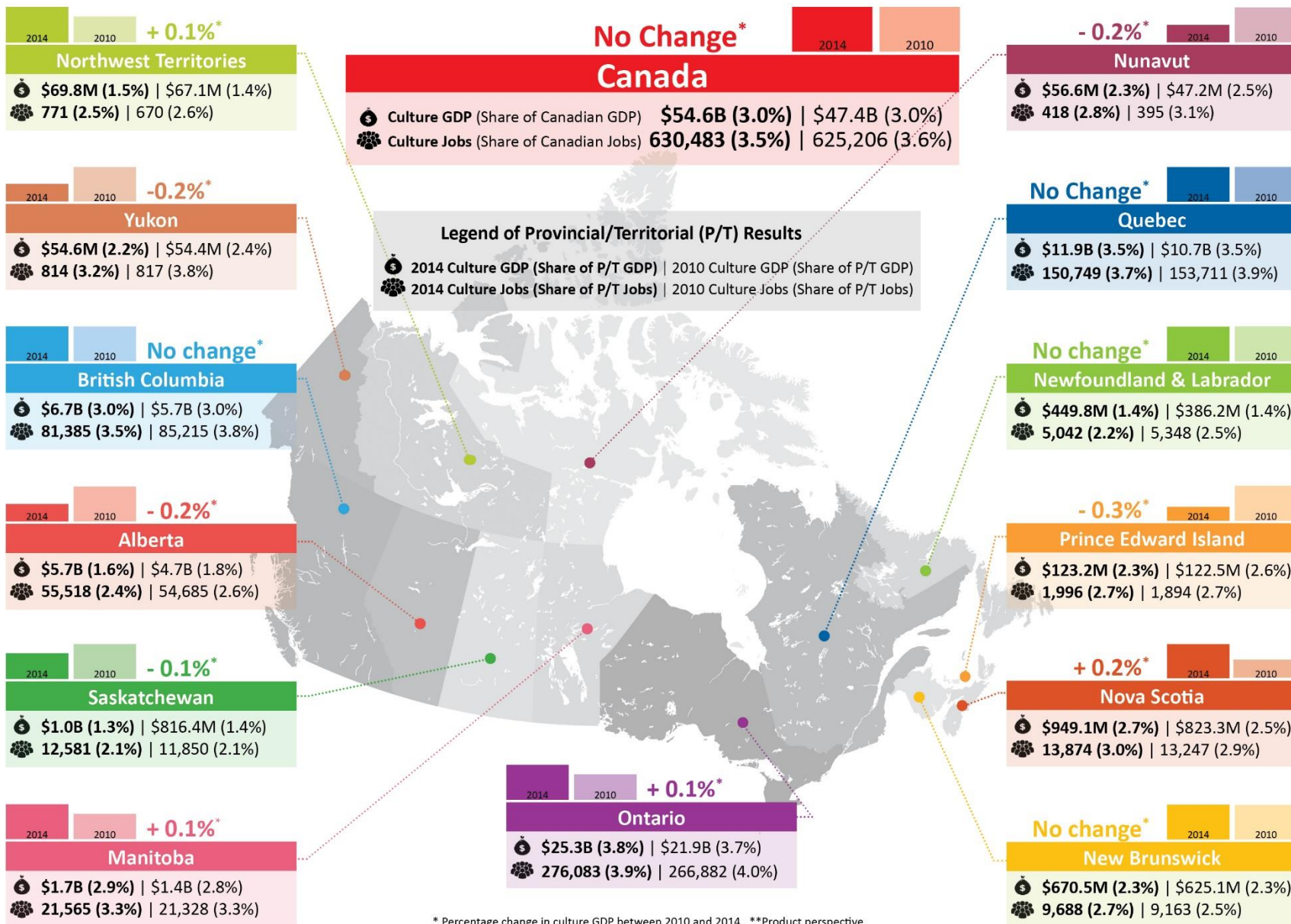
(basic prices, in millions of dollars)

	Domain	2010	2014	Change (\$)	Change (%)
	Heritage & Libraries	676.6	833	156	23.12
	Sound Recording	554.7	560.8	6	1.10
	Written & Published Works	10,035.8	9,703.1	(333)	(3.32)
	Audio-visual and Interactive Media	14,696	18,411	3,715	25.28
	Live Performance	2,064.8	2,465	400	19.38
	Visual & Applied Arts	9,353.6	11,230	1,876	20.06
	Transversal Domains:				
	• Education and training	3,377.3	3,762.5	385	11.41
	• Governance, funding and professional support	6,026	6,828.6	803	13.32
	• Multi-domain	599.4	820.6	221	36.90

## Culture Jobs by Domain – Product Perspective

	Domain	2010	2014	Change (#)	Change (%)
	Heritage & Libraries	16,953	17,537	584	3.44
	Sound Recording	11,380	11,016	(364)	(3.20)
	Written & Published Works	137,000	120,642	(16,358)	(11.94)
	Audio-visual and Interactive Media	124,860	134,611	9,751	7.81
	Live Performance	53,044	54,475	1,431	2.70
	Visual & Applied Arts	148,801	152,886	4,085	2.75
	Transversal Domains:				
	• Education and training	50,623	54,137	3,514	6.94
	• Governance, funding and professional support	77,333	79,513	2,180	2.82
	• Multi-domain	5,212	5,667	455	8.73

# Trends in **CULTURE** GDP and Jobs 2010-2014\*\*



\* Percentage change in culture GDP between 2010 and 2014. \*\*Product perspective



## Sport GDP – Product Perspective

(basic prices, in millions of dollars)



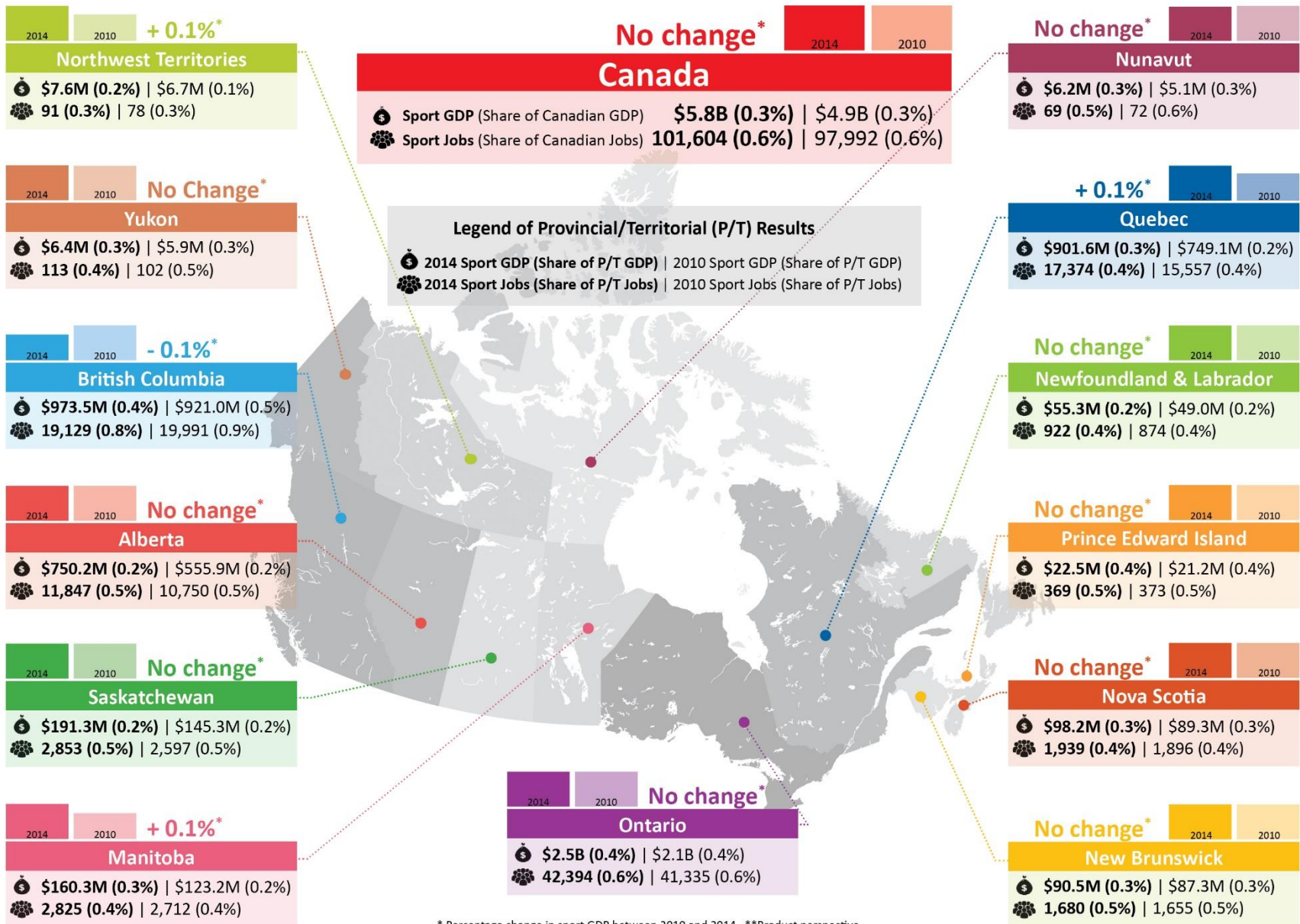
Domain	2010	2014	Change (\$)	Change (%)
Sport	4,885.8	5,750.3	865	17.69

## Sport Jobs – Product Perspective



Domain	2010	2014	Change (#)	Change (%)
Sport	97,992	101,604	3,612	3.69

# Trends in **SPORT** GDP and Jobs 2010-2014\*\*



\* Percentage change in sport GDP between 2010 and 2014. \*\*Product perspective

# Further CSA work continues:

## 1. Improving the CSA

- The next full CSA, for reference year 2012 and inclusive of all domains and subdomains, will be released in Spring 2017.
- Statistics Canada will incorporate a number of refinements into the next CSA, based on the funding partners' feedback, improving the overall methodology.

## 2. Expanding the CSA

- Work on full suite of six CSA expansions – *culture trade (first official release)*, *an economic impact model*, *culture tourism*, *digital products*, *volunteerism*, and *heritage conservation* – begins this fiscal year (2016-2017).
- The first deliverables – an official release of *Trade* data, and two feasibility studies (*Heritage Conservation* and *Culture Tourism*) – are due in early to mid-2017.



## **Annex A: External CSA funding partners**

- Work on the CSA is conducted by Statistics Canada however the collaborative project is financially supported by numerous partners:
  - Canadian Heritage
  - All thirteen Provinces and Territories
  - Canada Council for the Arts
  - Library and Archives Canada
  - Telefilm Canada
  - The Cultural Human Resources Council
  - Ontario Media Development Corporation
  - Ontario Arts Council
  - The Creative City Network of Canada and all participating municipalities (over 30 in total)
  - Ontario College of Art & Design University (OCAD)
  - BC Alliance for Arts + Culture

## **Annex B: Definitions**

### **GDP**

The unduplicated market value of final goods and services newly produced within a country's borders during a fixed period of time.

### **Total Output**

Quantity of goods or services produced within a given time period, by a firm, industry, or country, whether consumed or used for further production.

### **Revenue (not included in the CSA)**

The total receipts from sales of a given quantity of goods or services. It is the total income of a business and is calculated by multiplying the quantity of goods sold by the price of the goods.

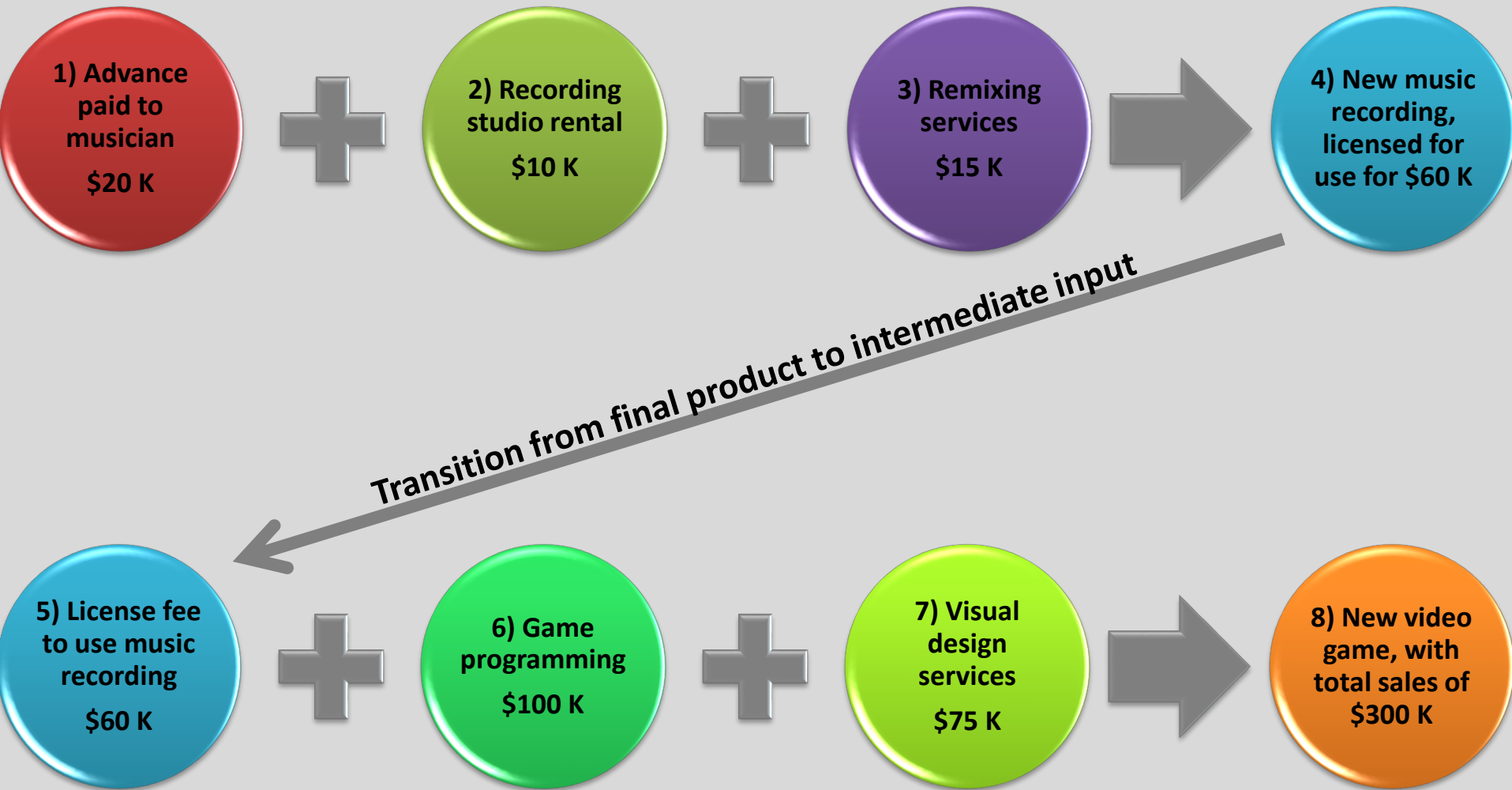
# Total Output vs GDP vs Revenue



**Total output** = 1 + 2 + 3 + 4 = **\$105 K**

**Music Production: GDP** = 4 – (3 + 2 + 1) = **\$15 K**

**Revenue** = 4 = **\$60 K**



**Total output** = 5 + 6 + 7 + 8 = **\$535 K**

**Video Game Production: GDP** = 8 – (7 + 6 + 5) = **\$65 K**

**Revenue** = 8 = **\$300 K**

## Annex C: Examples of commodities included and not included

### Heritage and Libraries

**Included:** Curation and restoration of services for artistic and historical works

**Excluded:** Transport of travelling exhibitions

---

### Live Performance

**Included:** Admission sales for music concerts

**Excluded:** Construction trades (e.g. electrical, carpentry) used for stage productions

---

### Visual and Applied Arts

**Included:** Photographic, visual design and illustration services

**Excluded:** Construction of outdoor advertising billboards or similar physical spaces

## Annex C: Examples of commodities included and not included

### Written and Published Works

---

**Included:** Sale of advertising space in newspapers and magazines

**Excluded:** Manufacture and sale of inputs for printing services (e.g. paper, ink)

### Audio-visual and Interactive Media

---

**Included:** Captioning and titling services for audio-visual works

**Excluded:** Manufacture and sale of media devices (e.g. DVD players, televisions)

### Sound Recording

**Included:** Recording services for a music album, or a radio commercial

**Excluded:** Manufacture of sale of blank physical media (e.g. CDs, DVDs)



## Annex C: Examples of commodities included and not included

# Governance, Funding & Professional Support

**Included:** 1) Career management and representation services for artists, athletes, and entertainers

2) Public funding provided directly to government-run institutions (e.g. CBC, national museums, Libraries and Archives Canada, other public libraries)

**Excluded:** 1) General, non-cultural administrative services (e.g. accounting, clerical)

2) Operational funding provided via other means (e.g. interest payments from investments, rental fees)

## Annex C: Examples of commodities included and not included

### Education & Training

**Included:** Post-secondary fine arts training

(e.g. dance, sculpting)

**Excluded:** General, non-cultural administrative services

---

### Sport

**Included:** Admission sales for live sports events

**Excluded:** Manufacture and sale of sports equipment  
(e.g. hockey sticks)

---

### Multi-domain

**Included:** Admission sales for multi-themed festivals  
(e.g. music and crafts)

**Excluded:** Anything not otherwise included under any of the other domains