

BACKGROUND

PROVINCIAL / TERRITORIAL CULTURE SATELLITE ACCOUNT DATA

Overview

- New 2010 provincial / territorial (PT) economic figures for culture were released on June 9, 2015, via the second Culture Satellite Account (CSA) report by Statistics Canada. These are the first PTCSA figures to be officially published by Statistics Canada.
- Notably, the gross domestic product (GDP) for the arts, culture and heritage is an estimated **\$47.7 billion** in 2010, or **3%** of the total Canadian economy. Similarly, the total number of culture jobs was calculated to be **642,486** in 2010.
- For Nova Scotia, GDP for the arts, culture and heritage is an estimated **\$868 million** in 2010, or **2.6%** of the total provincial economy. The total number of culture jobs in the province was calculated to be **14,305** in 2010.
- For Sport, in Canada, the GDP is equal to approximately **\$4.8 billion**, for 2010, and supports **101,863** jobs. Sport GDP in Nova Scotia is estimated to be **\$88 million** and contributed **2,103** jobs.
- These figures are the result of a methodologically rigorous and transparent approach to measuring the economic importance and activity of culture in Canadian provinces and territories. They are the most precise and reliable provincial and territorial data available on the economic importance and activity of arts, culture, heritage and sport, given that the CSA draws on a wide variety of economic data and surveys available only at Statistics Canada.
- The sum of many PT figures differ from the national totals, however, compared to those originally released on September 10, 2014, as was anticipated. These changes are attributable to the process of reconciling national data with provincial / territorial data, which is a normal part of developing any complex cross-jurisdictional statistical product. Additionally, there have been a number of methodological refinements since the national report released in 2014, which also affected the reported totals.

Background

- The CSA, in brief, is a tool designed to measure the economic contribution of the arts, cultural industries, heritage, and sport to the Canadian economy. It comprises three elements which, collectively, are unique to the CSA:
 - The *Canadian System of National Accounts* (CSNA) – this is Statistics Canada’s “portrait” of the economy and the primary source of CSA data, which is used to broadly measure economic activity occurring in the national economy – i.e. industries, and their respective commodities.
 - The *Canadian Framework for Culture Statistics 2011* (CFCS) – it provides a common definition for culture, which is used to identify industry, commodity, and jobs data relevant to culture (i.e. for the arts, cultural industries, heritage, and sport) within the CSNA.

- The *Annual Survey of Service Industries* – includes individual surveys for industries in the arts, cultural industries, heritage, and sport; they are used to calculate ‘split factors’ for the CSA (i.e. to help determine what is cultural, and what is not).

- The CSA is the result of a successful, ongoing collaboration – providing both funding and expertise to the project – between numerous partners at all levels of government in Canada and a number of non-governmental organizations:
 - The Department of Canadian Heritage
 - Statistics Canada
 - The provincial / territorial ministries of culture and/or heritage
 - Ontario Media Development Corporation
 - Ontario Arts Council
 - OCAD University
 - Creative Cities Network Canada
 - Canada Council for the Arts
 - Library and Archives Canada
 - Telefilm Canada
 - The Cultural Human Resources Council
 - Alliance for Arts + Culture [British Columbia]