

# Key Research Findings

This analysis was based on the pre-determined criteria and measures listed below:

Section	Description	Measures
<b>Student Demand</b>	<p>Includes an assessment of OCAS (2007 - 2011) enrolment data at other colleges in terms of mean growth rate with a specific focus on Fleming's direct competitors where appropriate (Georgian, Sheridan, Seneca and Durham)</p> <p>Trends in certificate, diploma, degree, apprenticeship and continuing education (where available).</p> <p><b>Click Below to Access Full Source Document:</b>  <a href="#">Fall Enrollment Trend</a></p>	<ul style="list-style-type: none"> <li>● Strong = Fleming enrolment growth is outpacing system and is equal to or greater than 3%</li> <li>● Moderate = Fleming enrolment growth is equivalent to system demand and is between 1.0 to 2.9%</li> <li>● Weak = Fleming enrolment growth is less than the system demand and is less than 1%</li> </ul>
<b>Labour Market</b>	<p>Includes projected employment rate growth based on a consolidation of various Ontario, Canadian, and US sources including HRSDC, Sector Council Reports US Bureau of Labour Statistics, and the MTCU Employment Profile.</p>	<ul style="list-style-type: none"> <li>● Strong = Between 5-6 positive labour market indicators</li> <li>● Moderate = Between 3-5 positive labour market indicators</li> <li>● Weak = Between 1-2 or no positive labour market indicators</li> </ul>
<b>Competitive Analysis</b>	<p>Includes the number of actual colleges offering the program as well as the ratio of applications to acceptances at Fleming compared to other colleges and specific comment about Fleming's direct competitors where appropriate (Georgian, Sheridan, Seneca and Durham)</p> <p><b>Click Below to Access Full Source Document:</b>  <a href="#">Fall Conversion Report</a></p>	<ul style="list-style-type: none"> <li>● Strong = Fleming conversion ratio is greater than 2 below the system</li> <li>● Moderate = Fleming conversion ratio is 1 above, below or equal to the system</li> <li>● Weak = Fleming conversion ratio is greater than 2 above than the system</li> </ul>
<b>Financial Analysis</b>	<p>Includes a review of Contribution to Overhead (CTO) for existing programs (2010-11)</p> <p><b>Click Below to Access Full Source Document:</b>  <a href="#">Costing Analysis</a></p>	<ul style="list-style-type: none"> <li>● Strong = CTO is greater than 35%</li> <li>● Moderate = CTO is between 30 - 34%</li> <li>● Weak = CTO is between 20 – 30%</li> </ul> <p><b>No Contribution = 19% or less</b></p>

# Key Research Findings

<b>Key Performance Indicators</b>	<p>Includes KPI trends from the Key Performance Indicator Summary 5 Year Historical Overview KPI Data from Reporting Years 2008-2012.</p> <p><b>Click Below to Access Full Source Document:</b>  <a href="#">Key Performance Indicators</a></p>	<ul style="list-style-type: none"> <li>● Strong = Above system average in 6-7 indicators</li> <li>● Moderate = Above system average in 3-5 indicators</li> <li>● Weak = Above system average in 0-2 indicators.</li> </ul>
<b>Resource Analysis</b>	<p>Requires school level assessment regarding space, technology, capital equipment and human resources. Recommendations from recent Program Review Reports included here</p>	

# Key Research Findings

## Glassblowing (41805)

### Student Demand<sup>1</sup>

• **WEAK**

The following information consists of OCAS yearly student winter registration data as well as a mean growth rate and average student registration for each program under these categories:

#### Certificate

- Fleming is the only school to offer this program, which has experienced a mean growth of **-11%** and an average registration of **9 students**

#### Certificate

Program: 41805 - GLASSBLOWING														
	2008		2009		2010		2011		2012		% Mean Growth Rate (08-12)	5 Year Average Reg. Students		
		% Change (08-09)		% Change (09-10)		% Change (10-11)		% Change (11-12)						
FLEMING	10	9	-10	9	11	22	11	11	0	11	5	-55	-11	9
<i>Total</i>	<i>10</i>	<i>9</i>	<i>-10</i>	<i>9</i>	<i>11</i>	<i>22</i>	<i>11</i>	<i>11</i>	<i>0</i>	<i>11</i>	<i>5</i>	<i>-55</i>	<i>-11</i>	<i>9</i>

### Labour Market

• **MODERATE**

#### Employment Ontario

Not Available

<sup>1</sup> Registration data obtained from the Program Counts by Applicant Type Report (RPT0050P) in the OCAS Reporting and Analytics Cube December 7, 2011. Some programs/colleges may not be included because they were missing MCU codes in the OCAS dataset Prepared by Fleming Data Research (07-2012)

# Key Research Findings

## HRSDC<sup>2</sup>

### Artisans and Craftspersons (NOC – 5244)

- Job Openings (2011/2020): **46,486**
- Job Seekers(2011/2020): **39,518**
- Post Secondary Education Graduates: **38,028**
- “Based on projections and considering that labour supply and demand in this occupation were balanced, the number of job seekers is expected to remain sufficient to fill job openings over the 2011-2020 period. The job openings for artistic designers and craftspersons will arise primarily from expansion demand. New computer and telecommunications technologies will continue to create new jobs in graphic design. Moreover, interior designers will continue to benefit from high renovation expenditures, though lower than in previous years. Retirements will result in fewer job openings than in other occupations. The retirement rate will be below the average, mainly because the workers in this occupation are typically younger. In terms of labour supply, job seekers will come primarily from the school system. However, a large number of workers will leave this occupation for another because of the often precarious employment conditions.”

## US Bureau of Labour<sup>3</sup>

### Craft and Fine Artists (SOC – 27-1012)

- Employment Growth : **Increase 5%**
  - **56,900 (2010) to 59,900 (2020)**
- “Employment of craft and fine artists is projected to grow by 5 percent from 2010 to 2020, slower than the average for all occupations.”
- “Employment growth of artists depends in large part on the overall state of the economy, because purchases of art are usually optional. During good economic times, more people and businesses are interested in buying artwork; during economic downturns, they buy less.”
- “Although there is always a demand for art by collectors and museums, the employment of artists is also impacted by the level of charitable giving to the arts—which has been decreasing in recent years.”
- “In addition, job growth for craft artists may be limited by the sale of inexpensive, mass-produced items designed to look like handmade American crafts. However, consumers’ continued interest in locally-made products will likely offset some of these employment losses.”
- “Demand for illustrators who work on a computer will increase as media companies use more detailed images and backgrounds in their designs. Illustrators and cartoonists who work in publishing may see job opportunities decline as traditional print publications lose ground to other media forms. However, new opportunities are expected to arise as the number of electronic magazines and Internet-based publications grows.”

<sup>2</sup> "Creative Designers And Craftspersons ." *Human Resources and Skills Development Canada* . N.p., n.d. Web. 24 July 2012. <<http://www23.hrsdc.gc.ca/occupationsummarydetail.jsp?&tid=68>>.

<sup>3</sup> "Craft and Fine Artists." *US Bureau of Labour*. N.p., n.d. Web. 25 July 2012. <<http://www.bls.gov/ooh/arts-and-design/craft-and-fine-artists.htm#tab-6>>.

## Key Research Findings

- “Competition for jobs as craft and fine artists is expected to be strong because there are more qualified candidates than available jobs. Only the most successful craft and fine artists receive major commissions for their work.”
- “Despite the competition, studios, galleries, and individual clients are always on the lookout for artists who display outstanding talent, creativity, and style. Talented individuals who have developed a mastery of artistic techniques and skills will have the best job prospects.”
- “Competition among artists for the privilege of being shown in galleries is expected to remain intense, as will competition for grants from funders such as private foundations, state and local arts councils, and the National Endowment for the Arts. Because of their reliance on grants, and because the demand for artwork is dependent on consumers having extra income to spend, many of these artists will find that their income changes with the overall economy.”

Occupational Title	SOC Code	Employment, 2010	Projected Employment, 2020	Change, 2010-20	
				Percent	Numeric
<b>Craft and Fine Artists</b>	—	56,900	59,900	5	3,100
<b>Craft Artists</b>	27-1012	11,800	12,700	7	900
<b>Fine Artists, Including Painters, Sculptors, and Illustrators</b>	27-1013	25,700	27,700	8	2,000
<b>Artists and Related Workers, All Other</b>	27-1019	19,300	19,500	1	200

### Sector Councils and Reports<sup>4</sup>

- [Canadian Crafts Federation](#)
- [Glass Art Association of Canada](#)
- [Glass Art Society](#)
- [Ontario Crafts Council](#)
- [Cultural Human Resources Council](#)

### Taken from the Cultural Human Resources Council of Canada-Cultural HR Study 2010

#### Fast Facts

“Exports for visual arts and crafts in 2008 totalled \$207 million.”

“Total federal government support for the visual arts and crafts subsector was \$24.6 million for 2007/08.”

#### Impact of 2008 Economic Downturn

“The impact of the 2008 economic downturn and subsequent changes to consumer and business spending has led to significant challenges for the visual arts and crafts subsector. It was seen as the top issue by almost half of survey respondents. By 2009, the subsector consisted of 16 per cent fewer registered businesses than in 2006.”

<sup>4</sup> “2010 Cultural HR Study.” *Cultural Human Resources Council*. N.p., n.d. Web. 14 Aug. 2012. <<http://www.culturalhrc.ca/research/HRStudy2010/hr-trends-e.asp>>.

# Key Research Findings

## Public Appreciation

“The public's view of visual arts and crafts as non-essential goods or services was ranked by survey respondents as the top trend or issue affecting the subsector.”

## New Technologies

“New technologies are altering and influencing the ways in which visual artists and craftspeople work. Their traditional tools of canvas and paint are now augmented and expanded by pixels and animation. New technologies are also creating concerns over intellectual property rights.”

## Need for Collaboration

“A lack of collaboration among subsector stakeholders was a significant issue in visual arts and crafts. Achieving common goals as a unified community is challenging for visual artists and craftspeople since they tend to work in isolation.”

## Lack of opportunities

“Employers such as art galleries indicated that a substantial challenge for them was in attracting and retaining qualified workers due to the low levels of compensation and a lack of opportunities in the subsector.”

## Low, unstable incomes

“Visual artists and craftspeople face the challenges of lower earning levels and unstable work. Insufficient earnings topped the list of visual arts survey respondent issues. Self-employment brings a host of human resource challenges in the areas of income security, financial management, time management, and "employment" benefits including insurance, health coverage, and retirement plans.”

## Training needed

“Beyond artistic skills, artists need technological and marketing skills to understand how best to distribute and promote their work. Many workers in the visual arts and crafts subsector have good "technical" and "creative" skills but lack business skills. They would benefit from enhancing their entrepreneurial skills, especially in the areas of marketing, negotiation, and financial management.”

## “Recommendations”

- “Undertake research on models for ensuring social benefits for aging artists, including pension schemes, retirement funds and income guarantees.”
- “Support the establishment and sharing of fee schedules and codes of practice for artists and galleries.”
- “Support business skills training for employers, visual artists and craftspeople, in the areas of digital technology opportunities.”
- “Support training for visual artists and craftspeople on intellectual property and copyright laws.”
- “Support training in export marketing to leverage emerging market opportunities and to develop new markets.”

## Key Research Findings

- “Undertake labour market research for visual artists and craftspeople, including the establishment of occupational codes for craftspeople, and methodology for gathering statistics on both employers and artists and craftspeople.”
- “Develop internship opportunities for emerging artists in arts practice issues and management.”
- “Undertake research into the training/mentorship needed for skills associated with art forms, First Nations and ethno-cultural traditions that are at risk of being lost.”

This is the executive summary taken from a Report from **WorkInCulture** on **Artists’ Business Skill Needs**.<sup>5</sup>

“WorkInCulture continues its work on business skills issues for artists and cultural workers which it began with *Enriching Our Work In Culture: Professional Development in Ontario’s Cultural Sector* in 2008. The current report is the first of a series of skills check-in. This one polled more than 500 artists from various disciplines around the province.”

“Survey questions were organized into four brief sections, covering general employment issues and career goals, perceived challenges to career, professional development needs, and WorkInCulture programs and services. Survey summary results showed a number of trends which will affect training and development around the province:”

- “Slightly **more than one out of three artists work in two or more media**”
- “Despite the challenges of creating a living, **artists are highly motivated, entrepreneurial and resilient**, continuing to practise art in lifelong careers which will require lifelong training”
- “Artists see their **top challenges as finding sources of funds, making sales, marketing and promotion**”
- “Although artists rely on word of mouth and networking to further their careers, increasingly they **take advantage of online sources** to network, market and to learn”
- “Acquiring business skills to manage an entrepreneurial life is extremely important to them; **more than half of respondents have taken some kind of business skill training**”
- “Artists prefer face-to-face learning but increasingly they are **taking advantage of online learning (41%)** and one in four recognize the value of business skill learning that blends styles and technologies. There are only **minor differences between artistic disciplines or regions** on the issues, suggesting that more generic training is possible and that training opportunities can be rolled out regionally and provincially. But survey results showed the variety of training providers in communities, suggesting that **there are many potential partners and collaborators** to deliver more systematic business skills training across the province.”

“The report will be shared with WorkInCulture’s professional training partners – its members, other arts discipline associations, community arts councils and others, as well as with its funders.”

<sup>5</sup> “SKILLS CHECK-IN: A Report from WorkInCulture on Artists’ Business Skill Needs.” *WorkInCulture*. N.p., n.d. Web. 14 Aug. 2012. <<http://www.workinculture.ca/documents/Check-inFinal2012.pdf>>.

# Key Research Findings

## Employment Profile<sup>6</sup>

In 2010-2011, ~% of graduates were employed in a full time position which related to this program of study provincially

### Crafts

<b>Total Graduates:</b>	119	<b>Total Graduates in Survey:</b>	78	<b>Response Rate:</b>	65.5%
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<sup>a</sup> 394 graduates were reported after the survey window had closed. While program information for these graduates has been included wherever possible, these graduates are not included in survey results, such as response rates.

### Programs in Crafts

Programs	Duration	Total Grads	Total in Survey	Total in Labour Force	Colleges
Ceramics – Advanced	3 Years	29	21	14	Sheridan
Gemmology	1 Year	17	11	7	George Brown
Glassblowing	1 Year	6	4	2	Sir Sandford Fleming
Goldsmithing And Silversmithing	Post Diploma	9	6	6	Georgian
Jewellery And Metals Technician	2 Years	15	13	3	Georgian
Jewellery Arts	3 Years	12	8	8	George Brown
Jewellery Essentials	1 Year	17	8	6	George Brown, Sir Sandford Fleming
Jewellery Methods	2 Years	14	7	7	George Brown

### Summary of Survey Data

	Program Cluster	All Programs
Survey Population	78	50,622
Labour Force Participation	68%	74%
Employment Rate <sup>a</sup>	83%	83%
Employed Part-time <sup>a</sup>	34%	18%
Employed Full-time <sup>a</sup>	49%	65%
<b>Average Annual Earnings – Total</b>	<b>\$21,544</b>	<b>\$33,199</b>
Average Annual Earnings – Female	\$22,143	\$31,897
Average Annual Earnings – Male	–	\$34,607
Graduate Satisfaction	79%	79%
Employer Satisfaction	100%	93%

a. As a percentage of graduates in the labour force.

### Graduate Outcomes for Program Cluster (as a percentage of all respondents)



<sup>6</sup> "Employment Profile." Ontario. N.p., 2011. Web. 19 July 2012.

<<http://www.tcu.gov.on.ca/pepg/audiences/colleges/serials/eprofile09-10/profile10.pdf>>.

# Key Research Findings

## Crafts

### Top Five Industries of Employment

	#	%
Clothing and Clothing Accessories Stores	13	32.5%
Performing Arts, Spectator Sports and Related Industries	3	7.5%
Professional, Scientific and Technical Services	3	7.5%
Various * (each at this level of participation)	2	5.0%

\* Food Services and Drinking Places; Miscellaneous Manufacturing; Miscellaneous Store Retailers; Non-Metallic Mineral Product Manufacturing; Sporting Goods, Hobby, Book and Music Stores

### Top Five Occupational Categories

	#	%
Artisans and Craftspersons	8	20.5%
Jewellers, Watch Repairers and Related Occupations	8	20.5%
Retail Salespersons and Sales Clerks	7	17.9%
Food and Beverage Servers	2	5.1%
Retail Trade Managers	2	5.1%

### Summary of Graduate Outcomes by Program

	Full-time Employed, Program Related		Full-time Employed, Program Unrelated		Part-time Employed, Program Related		Part-time Employed, Program Unrelated		Unemployed		Not in Labour Force	
	#	%	#	%	#	%	#	%	#	%	#	%
Ceramics – Advanced	5	23.8	4	19.0	2	9.5	3	14.3	–	–	7	33.3
Gemmology	5	45.5	1	9.1	–	–	1	9.1	–	–	4	36.4
Goldsmithing And Silversmithing	1	16.7	–	–	1	16.7	–	–	4	66.7	–	–
Jewellery Arts	4	50.0	–	–	2	25.0	2	25.0	–	–	–	–
Jewellery Essentials	1	12.5	1	12.5	1	12.5	1	12.5	2	25.0	2	25.0
Jewellery Methods	2	28.6	1	14.3	–	–	2	28.6	2	28.6	–	–
<b>All Programs in Cluster*</b>	<b>18</b>	<b>29.5</b>	<b>7</b>	<b>11.5</b>	<b>6</b>	<b>9.8</b>	<b>9</b>	<b>14.8</b>	<b>8</b>	<b>13.1</b>	<b>13</b>	<b>21.3</b>

\* Does not include 2 programs with fewer than 5 graduates in the labour force.

### Earnings of Full-time Employed Participants

Program	Average – Females	Average – Males	Median – Females	Median – Males	Average for Program	Median for Program
Ceramics – Advanced	–	–	–	–	\$24,255	\$21,900
Gemmology	–	–	–	–	–	–
Goldsmithing And Silversmithing	–	–	–	–	–	–
Jewellery Arts	–	–	–	–	–	–
Jewellery Essentials	–	–	–	–	–	–
Jewellery Methods	–	–	–	–	–	–
<b>All Programs in Cluster*</b>	<b>\$22,143</b>	<b>–</b>	<b>\$20,429</b>	<b>–</b>	<b>\$21,544</b>	<b>\$20,038</b>

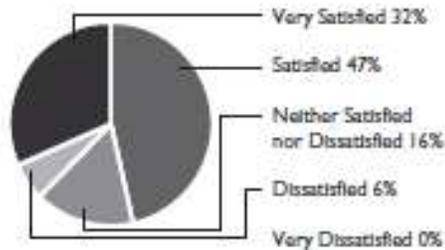
\* Does not include 2 programs with fewer than 5 graduates in the labour force.

# Key Research Findings

**Crafts**

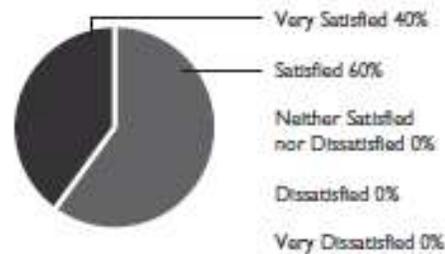
## Program Cluster Satisfaction

Graduate Satisfaction with the usefulness of his/her college education in achieving his/her goals after graduation:\*



\* 71 graduates participated in this question.

Employer Satisfaction with employee overall college preparation for the type of work he/she was doing:\*



\* 5 employers participated in this survey.

## Program Cluster Historical Data

	00-01 Grads	01-02 Grads	02-03 Grads	03-04 Grads	04-05 Grads	05-06 Grads	06-07 Grads	07-08 Grads	08-09 Grads	09-10 Grads
Percentage Employed	94.4%	84.8%	83.7%	77.1%	89.5%	91.2%	86.5%	91.2%	86.5%	83.0%
Percentage Employed Full-time	77.8%	63.6%	58.1%	54.2%	61.4%	75.0%	73.0%	76.5%	59.5%	49.1%
Percentage Employed Full-time Related Jobs	61.1%	51.5%	44.2%	29.2%	31.6%	48.5%	37.8%	47.1%	35.1%	34.0%
Average Annual Salary Full-time Related Jobs	\$21,736	\$24,814	\$25,029	\$29,347	\$19,340	\$24,557	\$27,510	\$24,986	\$24,703	\$19,508

## Key Research Findings

### Working in Canada<sup>7</sup>

#### Artisans and Craftspersons (NOC – 5244)

- Ontario Rating: **Not Available**

- **Wage Range by Region:**

Location	Wage (\$/hr)		
	Low	Median	High
Ontario	11.00	15.00	25.00
Hamilton--Niagara Peninsula Region	11.00	15.75	23.65
Kingston - Pembroke Region	11.00	15.00	25.00
Kitchener--Waterloo--Barrie Region	10.88	14.15	20.50
London Region	11.00	15.00	25.00
Muskoka-Kawarthas Region	11.75	15.00	20.00
Northeast Region	11.00	25.00	31.00
Northwest Region	N/A	N/A	N/A
Ottawa Region	11.00	14.97	25.00
Stratford--Bruce Peninsula Region	10.25	13.68	19.63
Toronto Region	10.89	15.00	23.00
Windsor-Sarnia Region	10.59	14.50	20.00

### Competitive Analysis<sup>8</sup>

- **MODERATE**

The following information consists of OCAS yearly winter application and registration data as well as a conversion ratio for each program under this category:

#### Certificate

- In 2011, Fleming had a **5:1** conversion ratio, which is approximately the same as the past 5 years

#### Certificate

Program: 41805 - GLASSBLOWING												
	App. 2009	Reg. 2009	Conversion Ratio	App. 2010	Reg. 2010	Conversion Ratio	App. 2011	Reg. 2011	Conversion Ratio	App. 2012	Reg. 2012	Conversion Ratio
FLEMING	40	9	4:1	48	11	4:1	45	11	4:1	24	5	5:1
<b>Total</b>	<b>40</b>	<b>9</b>	<b>4:1</b>	<b>48</b>	<b>11</b>	<b>4:1</b>	<b>45</b>	<b>11</b>	<b>4:1</b>	<b>24</b>	<b>5</b>	<b>5:1</b>

<sup>7</sup> "Artisans and Craftspersons." *Working In Canada*. N.p., n.d. Web. 24 July 2012. <[http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=5244&action=final&ln=p@ionKeyword=Peterborough%2C+Ontario&source=0&titleKeyword=artisan#job\\_opps](http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=5244&action=final&ln=p@ionKeyword=Peterborough%2C+Ontario&source=0&titleKeyword=artisan#job_opps)>.

<sup>8</sup> Application data obtained from OCAS College Count Cube October 19, 2011 Registration data obtained from the Program Counts by Applicant Type Report (RPT0050P) in the OCAS Reporting and Analytics Cube December 7, 2011. Some programs/colleges may not be included because they were missing MCU codes in the OCAS dataset Prepared by Fleming Data Research (07-2012)

# Key Research Findings

## Financial Analysis

• **MODERATE**

Source: Program Costing Analysis 2010/2011

- Contribution to Overhead: 31.8%
- Program Weight: 1.20
- Funding Unit: 1.40

## Key Performance Indicators

• **MODERATE**

Source: Key Performance Indicator Summary 5 Year Historical Overview KPI Data from Reporting Years 2008-2012

KPI1-Graduation Rate	+22% above system
KPI2-Working	+17% above system
KPI3-Working Related	-23% below system
KPI4-Grad. Satisfaction	-14% below system
KPI8-Student Satisfaction-Learning	-
KPI9-Student Satisfaction- Teachers	-
KPI11-Grad. Satisfaction-Program	+4% above system

## Resource Analysis

### Equipment

### Staffing

### Space

# Key Research Findings

## Appendix

**The following is the original environmental scan conducted by the Library Researchers to form the basis of the previous summary of Key Research Findings Report.**

Glassblowing  
Program Research  
July 2012

*“The Glassblowing program is suitable for basic to intermediate-level students to explore the processes of design and fabrication of art glass.”*  
Fleming College

### Overview of the Profession

#### NOC: 5244 Artisans and Craftspersons

Glass blowers design and create glass objects using blowpipes and artisan's hand tools and equipment..

This unit group includes those who use manual and artistic skills to design and make ornamental objects, pottery, stained glass, jewellery, rugs, blankets, other handicrafts and artistic floral arrangements.

Makers of stringed musical instruments are also included in this unit group. Most craftspersons are self-employed. Artistic floral arrangers are usually employed in florist shops and floral departments of retail establishments or may be self-employed. Craft instructors are also included in this unit group and are employed by artisan guilds, colleges, private studios and recreational organizations.

#### [Included Job Titles](#)

artisan, artistic floral arranger, carver, craft instructor (except education), craftsperson, glass blower, leather worker, metal arts worker, potter, silversmith, stained glass artist, stringed instrument maker, totem pole carver, weaver – arts and crafts.

### Labour Market

Muskoka-Kawartha Region

Ontario

## Key Research Findings

Canada

### National Outlook – 10-Year Projection (2011-2020)

This section provides labour demand and labour supply projections for this occupation over the 2011-2020 period.

*Note: The tables, graphs and middle paragraph shown under this section display updated 2011-2020 projection results. The remaining narrative text (2009-2018 projections) will be updated shortly. We apologize for the inconvenience.*

The data in the following table are derived from HRSDC's Canadian Occupational Projection System (COPS). COPS uses a variety of models to produce a detailed 10-year labour market projection per broad skill level and per occupation at the national level, which focuses on the trends of labour supply and labour demand over the next ten years.

This occupation (**Artisans and Craftspersons**) is part of a larger occupational group called **Creative Designers and Craftspersons (NOC 524)**.

Occupations in this group	Graphic Designers and Illustrators (5241) Interior Designers (5242) Theatre, Fashion, Exhibit and Other Creative Designers (5243) Artisans and Craftspersons (5244) Patternmakers – Textile, Leather and Fur Products (5245)
Employment (non-student) in 2010	105,471
Median Age of workers in 2010	40
Average Retirement Age in 2010	60

### Occupation Projection for Canada

Over the 2008-2010 period, employment in this occupation increased slightly and the average hourly wage increased a little more quickly than the average for all occupations. However, the unemployment rate remained stable at 4.0%. According to key labour market indicators, the number of job seekers was sufficient to fill job openings in this occupation.

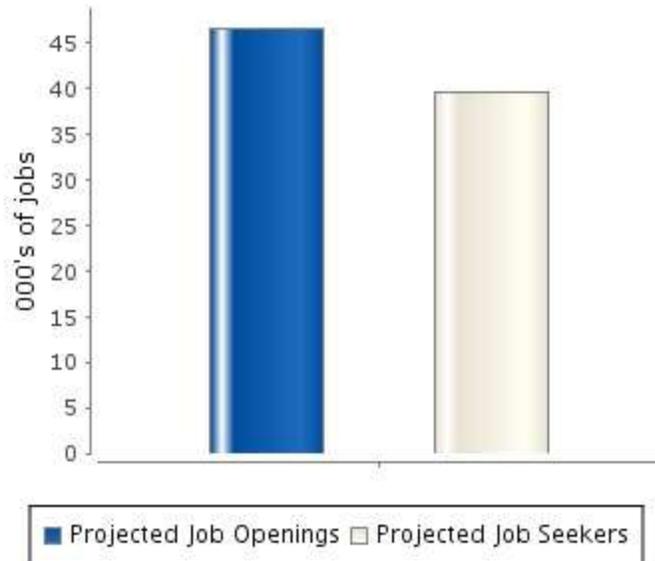
Over the 2011-2020 period, an occupation will be in excess demand (a shortage of workers) if the projected number of job openings is significantly greater than the projected number of job seekers. An occupation will be in excess supply (a surplus of workers) if the projected number of job openings is smaller than the projected number of job seekers. For **Creative Designers And Craftspersons**, over the 2011-2020 period, job openings (arising from expansion demand and replacement demand) are expected to total **46,486** and **39,518** job seekers (arising from school leavers, immigration and mobility) are expected to be available to fill the job openings.

Based on projections and considering that labour supply and demand in this occupation were balanced, the number of job seekers is expected to remain sufficient to fill job openings over the 2011-2020 period. The job openings for artistic designers and craftspersons will arise primarily from expansion demand. New computer and telecommunications technologies will continue to create new jobs in graphic design. Moreover, interior designers will continue to benefit from high renovation expenditures, though lower than in previous years. Retirements will result in fewer job openings than in other occupations. The retirement rate will be below the average, mainly because the workers in this occupation are typically younger. In terms of labour supply, job seekers will come primarily from the school system. However, a large number of workers will leave this occupation for another because of the often precarious employment conditions.

This Chart contains data for Projection of Job Openings vs. Job Seekers for Canada.

Information is available in the following tables.

## Key Research Findings



Category	Openings	%
Expansion Demand	21,523	46%
Retirements	18,930	41%
Other Replacement Demand	3,579	8%
Emigration	2,454	5%
Projected Job Openings	46,486	100%

Category	Seekers	%
School Leavers	38,028	96%
Immigration	6,694	17%
Other	-5,204	-13%
Projected Job Seekers	39,518	100%

[ Source: Canadian Occupational Projection System (COPS) ]

### In which industry or sector do people in this occupation find jobs in Canada?

This table shows the industry and sectors employing the highest number of people in this occupation.

Industry / Sector	%
Manufacturing	33.80
Retail trade	29.50
Arts, entertainment and recreation	17.10
Other services (except public administration)	4.60

[ Source: 2006 Census - Statistics Canada | Legal note ]

### What percentage of people in this occupation are self-employed?

## Key Research Findings



[ [Show Data Table](#) ]

[ [Hide Data Table](#) ]

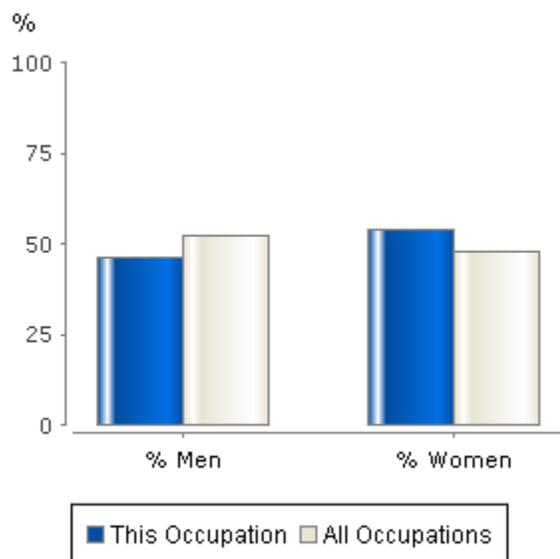
	This Occupation	All Occupations
% Self-employed	54%	12%

The graph displays the percentage of people in this occupation who are “self-employed”, according to the 2006 Census, in comparison to the Canadian average across all occupations. As shown in the graph, according to the 2006 Census, 54% of people in this occupation were self-employed, while the average for all occupations was 12%.

The Labour Force Survey also gives us some information about self-employment. This occupation (Artisans and Craftspersons) is part of a larger group called Creative Designers and Craftspersons (NOC 524). According to the Labour Force Survey (2009), 46% of workers in this group were self-employed, while the average for all occupations was 16%.

[ Source: Labour Force Survey - Statistics Canada | [Legal note](#) ]

### What proportion of men and women work in this occupation?



[ [Show Data Table](#) ]

## Key Research Findings

[ [Hide Data Table](#) ]

	This Occupation	All Occupations
% Men	46%	52%
% Women	54%	48%

The graph displays the proportion of men and women in this occupation in comparison to the Canadian average across all occupations.

According to the Labour Force Survey (2009), women represented 54% of workers in this occupation, compared to the average of 48% for all occupations.

[ Source: [2006 Census - Statistics Canada](#) / [Labour Force Survey - Statistics Canada](#) | [Legal note](#) ]

### What percentage of people in this occupation are members of a union?

This occupation (Artisans and Craftspersons) is part of a larger group called Creative Designers and Craftspersons (NOC 524). According to the Labour Force Survey (2009), the unionization rate for this group was 16%, while the unionization rate for all occupations was 31%.

[ Source: [Labour Force Survey - Statistics Canada](#) | [Legal note](#) ]

<http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=5244&action=final&ln=n&s=2&source=allnoc&titleKeyword=#outlook>

U.S. Bureau of Labour Statistics  
Occupational Outlook Handbook

<http://www.bls.gov/ooh/arts-and-design/craft-and-fine-artists.htm>

### Quick Facts: Craft and Fine Artists

#### [2010 Median Pay](#)

\$43,470 per year  
\$20.90 per hour

#### [Entry-Level Education](#)

High school diploma or equivalent

#### [Work Experience in a Related Occupation](#)

None

#### [On-the-job Training](#)

Long-term on-the-job training

#### [Number of Jobs, 2010](#)

56,900

#### [Job Outlook, 2010-20](#)

5% (Slower than average)

#### [Employment Change, 2010-20](#)

3,100

### [What Craft and Fine Artists Do](#)

Craft and fine artists use a variety of materials and techniques to create art for sale and exhibition. Craft artists create handmade objects, such as pottery, glassware, textiles, or other objects that are designed to be functional. Fine artists, including painters, sculptors, and illustrators, create original works of art for their aesthetic value, rather than a functional one.

### [Work Environment](#)

## Key Research Findings

Most craft and fine artists are self-employed. Part-time and variable work schedules are common for artists. Many also hold another job in addition to their work as an artist.

### [How to Become a Craft or Fine Artist](#)

Formal education is rarely required for craft and fine artists. However, many artists take classes or earn a bachelor's or master's degree in fine arts, which can improve their skills and job prospects.

### [Pay](#)

The median hourly wage of craft and fine artists was \$20.90 in May 2010.

### [Job Outlook](#)

Employment of craft and fine artists is projected to grow by 5 percent from 2010 to 2020, slower than the average for all occupations. Employment growth of artists depends, in large part, on the overall state of the economy, because purchases of art are usually optional. Craft and fine artists may find it difficult to make a living solely by selling their artwork.

## Professional Associations

[Canadian Crafts Federation](#)

[Glass Art Association of Canada](#)

[Glass Art Society](#)

[Ontario Crafts Council](#)

## MTCU Statistics

SSFL	1211	Glassblowing	41805	Glassblowing	1.20	1.00
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S002	A06
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## Educational Competitors

[McMaster University - Glassblowing](#)

[Sheridan College - Crafts and Design - Glass](#)

[Red Deer College - Continuing Education - Glassblowing](#)

[Alberta College of Art & Design Glass Major Bachelor of Fine Arts](#)

[The Red Barn ... an artisan's playground. Picton, ON](#)

## Sector Council

[Cultural Human Resources Council](#)

# Key Research Findings

## Employment Opportunities

### Glassblowers and Flameworkers

Do you want to spend your summer in a creative environment? The Make Your Own Glass Workshop of The Corning Museum of Glass offers glass blowers and flameworkers employment during our peak season (Memorial Day through Labor Day). We look for individuals to assist visitors blow glass ornaments, pull flowers at the furnace, or make glass beads. If you are self-motivated, responsible, have good customer service skills, and are experienced in glass blowing or flameworking, please send resume and work portfolio to Glady West ([westgm@cmog.org](mailto:westgm@cmog.org)).