

# 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>	Includes KPI trends from the Key Performance Indicator Summary 5 Year Historical Overview KPI Data from Reporting Years 2008-2012.  <b>Click Below to Access Full Source Document:</b> <a href="#">Key Performance Indicators</a>	<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>	Requires school level assessment regarding space, technology, capital equipment and human resources. Recommendations from recent Program Review Reports included here	

# Key Research Findings

## Jewellery Essentials (41802)

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

• **STRONG**

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 certificate program, which has experienced a mean growth rate of **19%** and an average registration of **8 students**

#### Certificate

Program: 41806 - JEWELLERY ESSENTIALS														
	2008 2009 % Change (08-09)			2009 2010 % Change (09-10)			2010 2011 % Change (10-11)			2011 2012 % Change (11-12)			% Mean Growth Rate (08-12)	5 Year Average Reg. Students
FLEMING	4	9	125	9	13	44	13	10	-23	10	3	-70	19	8
Total	4	9	125	9	13	44	13	10	-23	10	3	-70	19	8

### Labour Market

• **MODERATE**

#### Employment Ontario

Not Available

#### 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**

<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)

<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>>.

## Key Research Findings

- “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 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.”
- “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.”

<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

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

## US Bureau of Labour<sup>4</sup>

### Jewellers and Precious Stone and Metal Workers (SOC – 51-9071)

- Employment Growth : **Decrease -5%**
  - **39,200 (2010) to 37,100 (2020)**
- “Employment of jewellers and precious stone and metal workers is expected to decline 5 percent from 2010 to 2020. Low-skilled workers will likely face limited opportunities because most jewellery manufacturing is now done outside of the country.”
- “Traditional jewellery stores may continue to lose some of their customers to non-traditional sellers, such as department stores, but they will still maintain a large customer base. In addition, new jewellery sold by non-traditional retailers should create some demand for skilled jewellers who can size, clean, and repair jewellery.”
- “Despite declining employment, job opportunities should be available for bench jewellers who are skilled at design or repair. New jewellers will be needed to replace those who retire or who leave the occupation for other reasons. As master jewellers retire, shops lose expertise and knowledge that is difficult and costly to replace. Job opportunities in jewellery stores and repair shops should be best for those who have graduated from a training program and have related work experience.”
- “Strong competition is expected for lower skilled manufacturing jobs that are susceptible to automation. Jewellery designers who wish to create their own jewellery lines should expect intense competition. Although demand for customized and boutique jewellery is strong, it is difficult for independent designers to establish themselves. Experience with computer-aided design (CAD) makes creating custom pieces of jewellery easier.”
- “During economic downturns, demand for jewellery products and for jewellers usually decreases. However, demand for repair workers should remain strong even during economic slowdowns because maintaining and repairing jewellery is cheaper than buying new jewellery.”

<sup>4</sup> “Jewelers and Precious Stone and Metal Workers.” *US Bureau of Labour*. N.p., n.d. Web. 25 July 2012. <<http://www.bls.gov/ooh/production/jewelers-and-precious-stone-and-metal-workers.htm#tab-6>>.

# Key Research Findings

## Sector Council Report<sup>5</sup>

[Ontario Crafts Council](#)

[Ganoskin Project](#)

[Canadian Jewellers Association](#)

### 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 lead 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."

#### 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."

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<sup>5</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

## 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."
- "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>6</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"

<sup>6</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

- “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.”



# Key Research Findings

## Employment Profile<sup>7</sup>

In 2010-2011, **12.5%** of graduates were employed in a full time position which related to this program of study provincially

<b>Crafts</b>					
<b>Total Graduates:</b>	119	<b>Total Graduates in Survey:</b>	78	<b>Response Rate:</b>	65.5%
<small>594 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.</small>					

### Programs in Crafts

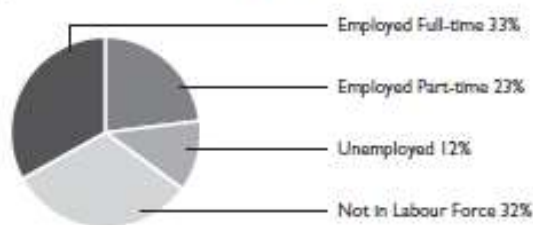
Programs	Duration	Total Grads	Total in Survey	Total in Labour Force	Colleges
Ceramics – Advanced	3 Years	29	21	14	Sheridan
Gemmology	1 Year	17	11	7	George Brown
Glassblowing	1 Year	6	4	2	Sir Sandford Fleming
Goldsmithing And Silversmithing	Post Diploma	9	6	6	Georgian
Jewellery And Metals Technician	2 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%
Average Annual Earnings – Total	\$21,544	\$33,199
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>7</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>

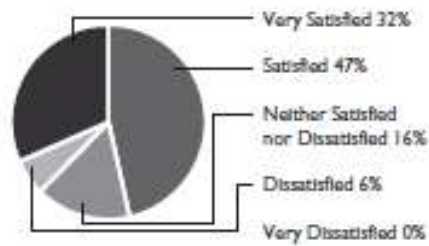
\* Does not include 2 programs with fewer than 5 graduates in the labour force.

# Key Research Findings

## Crafts

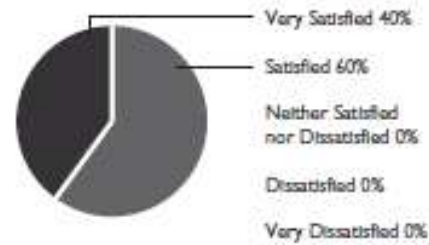
### Program Cluster Satisfaction

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>8</sup>

Artisans and Craftspersons (NOC – 5244)

Muskoka-Kawartha-Peterborough Rating:

- N/A
- **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>9</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 the lowest it has been in the past 5 years

<sup>8</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>9</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)

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## Certificate

Program: 41806 - JEWELLERY ESSENTIALS												
	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	24	9	3:1	30	13	2:1	32	10	3:1	15	3	5:1
Total	24	9	3:1	30	13	2:1	32	10	3:1	15	3	4:1

## 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

• WEAK

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

KPI1-Graduation Rate	+15% above system
KPI2-Working	+6% above system
KPI3-Working Related	-7% below system
KPI4-Grad. Satisfaction	-7% below system
KPI8-Student Satisfaction-Learning	-
KPI9-Student Satisfaction- Teachers	-
KPI11-Grad. Satisfaction-Program	Even with 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.**

**Jewellery Essentials**

Program Research 2012-06-15

### Overview of the Profession

*“The Jewellery Essentials program showcases how the fabrication of a piece of jewellery engages every element of the design and creative process. It embodies the technology, the materials, and the artist's message in a work that can be easily realized in time and place.”*

*Fleming College*

### **NOC: 5244 Artisans and Craftspersons (2011)**

#### **5244 Artisans and craftspersons**

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 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.

#### **Example Titles**

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

#### **Main duties**

The following is a summary of main duties for some occupations in this unit group:

- Carvers use hand tools and woodworking machines to produce carvings from wood, stone and other materials and to carve ornamental designs into wooden furniture and other objects.

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- Glass blowers design and create glass objects using blowpipes and artisan's hand tools and equipment.
- Metal arts workers design metal jewellery, utensils, implements, wall hangings and other objects and create them from gold, silver, copper, pewter and other metals.
- Potters design ornamental and ceramic functional earthenware pieces and create them using clay, moulds, potter's wheels and other equipment, glazing materials and kilns.
- Stained glass artists design stained glass windows, lampshades and other objects and cut, paint, fire and assemble pieces of stained glass to create such products.
- Instrument makers construct instruments applying their knowledge of wood, ebonite, metal properties and other materials and instrument design using hand and power tools.
- Weavers use hands or loom to interlace strips of flexible material such as wool, cotton, silk, grasses, bark and rawhide to make baskets, wreaths, wall hangings, clothing, rugs, blankets and other objects.
- Craft instructors prepare craftmaking lessons, gather the required working materials and demonstrate and teach craftmaking techniques.
- Artistic floral arrangers design bouquets, corsages, sprays, wreaths and other floral arrangements and select natural and artificial flowers, foliage and decorative accessories to create arrangements or other floral items to suit customers' requirements.

### Labour Market

HRSDC <http://www23.hrsdc.gc.ca/occupationsummarydetail.jsp?&tid=68>

#### Search Result : Creative Designers And Craftspersons (524)

Skill Level:

Occupations Usually Requiring College or Apprenticeship Training

Occupations in this Group:

Graphic Designers and Illustrating Artists (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:

39.9 years old

Average Retirement Age in 2010:

60 years old

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



## Key Research Findings

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 **46,500** 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.

### Projection of Cumulative Job Openings and Job Seekers over the Period of 2011-2020

	Level	Share
<b>Expansion Demand:</b>	21,500	46%
<b>Retirements:</b>	18,930	41%
<b>Other Replacement Demand:</b>	3,579	8%
<b>Emigration:</b>	2,454	5%
<b>Projected Job Openings:</b>	46,500	100%

	Level	Share
<b>School Leavers:</b>	38,028	96%
<b>Immigration:</b>	6,694	17%
<b>Net Mobility</b>	-5,204	-13%
<b>Projected Job Seekers:</b>	39,518	100%

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



# Key Research Findings

## Quick Facts: Craft and Fine Artists

### [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](#)

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.

## Jewelers and Precious Stone and Metal Workers

### Summary



Jewelers and precious stone and metal workers typically work at a jeweler's bench.

## Quick Facts: Jewelers and Precious Stone and Metal Workers

# Key Research Findings

## Quick Facts: Jewelers and Precious Stone and Metal Workers

<a href="#"><u>2010 Median Pay</u></a>	\$35,170 per year \$16.91 per hour
<a href="#"><u>Entry-Level Education</u></a>	High school diploma or equivalent
<a href="#"><u>Work Experience in a Related Occupation</u></a>	None
<a href="#"><u>On-the-job Training</u></a>	Long-term on-the-job training
<a href="#"><u>Number of Jobs, 2010</u></a>	39,200
<a href="#"><u>Job Outlook, 2010-20</u></a>	-5% (Decline moderately)
<a href="#"><u>Employment Change, 2010-20</u></a>	-2,000

## [What Jewelers and Precious Stone and Metal Workers Do](#)

Jewelers and precious stone and metal workers design, manufacture, and sell jewelry. They also adjust, repair, and appraise gems and jewelry.

## [Work Environment](#)

Jewelers and precious stone and metal workers spend a lot of their time at a workbench, using different tools and chemicals. Almost half are self-employed, and many work from home and sell their products at trade and craft shows on weekends. Others are employed in jewelry stores, repair shops, and manufacturing plants.

## [How to Become a Jeweler or Precious Stone and Metal Worker](#)

Many jewelers and precious stone and metal workers learn their skills through apprenticeships and on-the-job training, but a growing number attend trade schools.

## [Pay](#)

The median annual wage of jewelers and precious stone and metal workers was \$35,170 in May 2010.

## [Job Outlook](#)

Employment of jewelers and precious stone and metal workers is expected to decline 5 percent from 2010 to 2020. Moderate competition is expected for skilled positions, and strong competition is expected for lower skilled manufacturing jobs.

## Employment requirements

- Skills are often learned through apprenticeship with a master craftsman.
- Training programs are offered by artisan guilds, colleges and private studios.
- Creative ability and talent, as demonstrated by a portfolio of work, and knowledge of safe handling of material, tools and equipment are required.
- A college diploma in fine craft techniques may be required.

[http://www5.hrsdc.gc.ca/NOC/English/NOC/2011/ProfileQuickSearch.aspx?val=5&val1=5244&val65=\\*](http://www5.hrsdc.gc.ca/NOC/English/NOC/2011/ProfileQuickSearch.aspx?val=5&val1=5244&val65=*)

## Professional Associations

[Ontario Crafts Council](#)

[Ganoskin Project](#)

[Canadian Jewellers Association](#)

# Key Research Findings

## Educational Competitors

### [Georgian College, The Jewellery and Metals Program](#)

Jewellery, or jewelry. It doesn't matter how you spell it, Georgian College's Jewellery and Metals programs in the School of Design and Visual Arts offer a comprehensive education in all facets of jewellery studies.

Casting, fabrication, stone setting, silversmithing and goldsmithing, gemmology, repairs and lapidary are some of the courses in the two and three year programs offered at Georgian College in Barrie, Ontario, Canada. Jewellery design and drawing classes add to the studio focused courses that are designed to graduate students with all the skills necessary to be successful in this field.

### [Georgian College. Goldsmithing & Silversmithing](#)

This one-year post-graduate diploma program is directed towards students wishing to pursue goldsmithing or silversmithing as a self-directed career.

Students will refine their jewellery and metalworking skills, develop their design abilities and acquire the knowledge and skills necessary to design, produce and market jewellery, flatware and hollowware.

Students specialize in either goldsmithing or silversmithing. Within their area of specialization, students choose a number of advanced techniques to concentrate on, and develop the in-depth knowledge and skills that would allow them to work independently or as designers.

Goldsmith - A goldsmith is one who would design, as well as produce, jewellery as an employee or in one's own studio.

Silversmith - A silversmith is one who would design, as well as produce, hollowware and flatware items as an employee or in one's own studio.

### [George Brown College. Jewellery Programs](#)

George Brown has one of North America's largest and best-equipped jewellery schools, where you will learn the skillful and creative use of the most current materials and processes. If your interests lie in a career in Canada's growing industry or as an independent artist, our programs allow you to develop the jewellery making and design skills you want, at the pace you want. The Gemmology Certificate prepares you for professional accreditation and a career in gemmology and appraisal.

PROGRAM	Jewellery Essentials
CODE	F111
LOCATION	Casa Loma Campus
DURATION	1 year (2 semesters)
STARTING MONTH	September
CERTIFICATION	Ontario College Certificate
YEAR OF STUDY	2012-2013
METHOD OF STUDY	FT

This program provides you with the skills and techniques necessary to begin a career in the jewellery industry. You will learn to saw, file, solder, grind, polish and finish metals including copper, brass, silver

## Key Research Findings

and gold. Fabrication and centrifugal casting techniques will be used to create jewellery pieces to high standards.

PROGRAM	Jewellery Methods Program
CODE	F110
LOCATION	Casa Loma Campus
DURATION	2 years (4 semesters)
STARTING MONTH	September
CERTIFICATION	Ontario College Diploma
YEAR OF STUDY	2012-2013
METHOD OF STUDY	FT

The Jewellery Methods program provides you with the skills and abilities necessary to succeed in this demanding profession as a goldsmith/bench jeweller. The essential skills of measuring, sawing, filing, soldering and finishing are stressed early in the program.

PROGRAM	Jewellery Arts Program
CODE	F114
LOCATION	Casa Loma Campus
DURATION	3 years (6 semesters)
STARTING MONTH	September
CERTIFICATION	Ontario College Advanced Diploma
YEAR OF STUDY	2012-2013
METHOD OF STUDY	FT

The Jewellery Arts program focuses on both the goldsmithing techniques and design skills that are necessary to succeed as a designer/goldsmith. You learn all aspects of jewellery making – sawing, filing, soldering, casting, forging and decorative metal techniques such as inlay, filigree and chasing, as well as the particulars of working with silver, gold and platinum

### [Ontario College of Art & Design Material Art & Design Jewellery/Metalsmithing](#)

This program encourages you to look at jewellery/metalsmithing in critical, nontraditional ways while still respecting the materials, methods and skills associated with traditional fine jewellery and object-making.

Graduates are qualified to work in a range of scenarios, including independent limited-production studios.

### [Alberta College of Arts & Design Jewellery and Metal](#)

Jewellery + Metals Major - Bachelor of Fine Arts Program

Students who choose the Jewellery + Metals major explore traditional and contemporary techniques, materials and concerns as they develop their own studio practice.

# Key Research Findings

## [Nunavut Arctic College Jewellery and Metalwork Program](#)

The Program in Jewellery and Metalwork will enable students to develop their knowledge and skills of jewellery and metalwork production in a professional studio atmosphere. To this end the program stresses high standards of craftship and creativity, all the time encouraging and exposing students to a wide range of materials, techniques and concepts.

## [Nova Scotia College of Art & Design Jewellery Design and Metalsmithing](#)

Today, jewellery design and metalsmithing are experiencing a renaissance of diverse creative approaches. A wide variety of concepts, philosophies and technology affect the work, while critical discussions about content and form create a new language for contemporary jewellery and metal work. The aim of the Jewellery Design and Metalsmithing program at NSCAD University is to provide students with the opportunity to establish themselves as successful contributors in a diverse jewellery field.

## [LaSalle College International, Vancouver Jewellery Design](#)

Are you fascinated by the construction and composition of jewellery? Do you enjoy working with your hands and have an artistic edge? If so, our **Jewellery Design Program** will take your talent to the next level! Explore the art of metalworking and beading—one of the world's most ancient art forms. Using concepts in jewellery design, students learn freehand drawing techniques to produce sketches and illustrations which are further enhanced with acquired skills in Adobe Illustrator and Photoshop. Jewellery presentation and display techniques also give students an entrepreneurial edge. From producing to marketing a jewellery collection, students build a portfolio to illustrate their skills, talents and achievements so they may enter the job market with confidence.

## [Selkirk College Kootenay School of the Arts Jewellery and Small Object Design](#)

### **Jewelry and Small Object Design**

10 month Certificate at Kootenay School of the Arts, Nelson

Delivered with the following methods: On Campus

**Effective September 2012, the Jewelry program will be a 10-month Certificate program. Program details will be updated the first week of June. Please contact [Laura White](#), School Chair, with any questions. Formerly a two year program.**

The desire to decorate ourselves, our utensils and our living spaces has been common to all cultures since prehistoric times. In this program, students will examine this concept through discussions, demonstrations and projects which will include the use of both traditional and non-traditional processes and materials.

Throughout this course of studies, emphasis is placed on developing the high level of design and fabrication skills necessary for jewelry and small-scale metalsmithing. As familiarity with the tools and techniques is developed, students are encouraged to explore their own concepts as a means of artistic expression.

### **Employment Opportunities**

# Key Research Findings

Date Posted : 2012-06-14

## Jeweller

### Job Overview

Fabricate and repair precious and semi-precious metal jewellery, Examine, cut, shape and polish diamonds, Examine, cut, shape and polish precious and synthetic gems, Set precious and semi-precious stones in jewellery mountings, Fabricate or fit parts to make watches and clocks

### Job Qualifications

**Education:** Completion of high school, Some college/CEGEP/vocational or technical training

**Credentials (certificates, licences, memberships, courses, etc.):** 1st Period Apprentice, Not applicable

**Experience:** 3 years to less than 5 years

**Languages:** Read English

**Type of Work Experience:** Gem and stone setting, Repair, Jewellery assembling, Appraisal, Gem and stone cutting, Cleaning

**Specific Skills:** Fabricate and repair precious and semi-precious metal jewellery, Examine, cut, shape and polish diamonds, Examine, cut, shape and polish precious and synthetic gems, Set precious and semi-precious stones in jewellery mountings, Fabricate or fit parts to make watches and clocks

**Work Conditions and Physical Capabilities:** Attention to detail, Hand-eye co-ordination

**Work Location Information:** In shop

**Other Languages:** Punjabi

**Essential Skills:** Document use, Numeracy, Oral communication, Working with others, Problem solving, Decision making, Critical thinking, Job task planning and organizing, Significant use of memory, Finding information, Continuous learning

### How To Apply

**By Email:** massonj@msn.com

### Employer Information

1521260 ONTARIO INC. o/a R.S. Trading Co.

City:

BRAMPTON

Province:

Ontario

**Job Number:** 6491453

# Key Research Findings

**Title:** Jewellery repairer (Goldsmith) ([NOC: 7344](#))

**Terms of Employment:** Permanent, Full Time

**Salary:** \$11.00 to \$16.00 Hourly for 37.5 hours per week

**Anticipated Start Date:** As soon as possible

**Location:** Owen Sound, Ontario (1 vacancy)

**Skill Requirements:**

**Education:** Completion of high school, Some college/CEGEP/vocational or technical training, Completion of college/CEGEP/vocational or technical training

**Credentials (certificates, licences, memberships, courses, etc.):** Jewellery Manufacture and Repair Trade Certification

**Experience:** 5 years or more

**Languages:** Speak English, Read English, Write English

**Type of Work Experience:** Fabrication, Gem and stone setting, Repair, Jewellery assembling, Cleaning

**Specific Skills:** Fabricate and repair precious and semi-precious metal jewellery, Examine, cut, shape and polish diamonds, Examine, cut, shape and polish precious and synthetic gems, Set precious and semi-precious stones in jewellery mountings

**Security and Safety:** Bondable, Basic security clearance, Criminal record check, Driver's validity license check

**Work Conditions and Physical Capabilities:** Manual dexterity, Attention to detail, Hand-eye coordination, Ability to distinguish between colours, Sitting

**Transportation/Travel Information:** Public transportation is available

**Work Location Information:** In shop

**Essential Skills:** Reading text, Numeracy, Writing, Oral communication, Working with others, Problem solving, Decision making, Critical thinking, Job task planning and organizing, Significant use of memory, Finding information, Computer use, Continuous learning

**Other Information:** Need good hand eye coordination, experience preferred, but are also willing to train the right candidate

**Employer:** D.C. Taylor Jewellers

**How to Apply:**

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**By Mail:**

977 2nd Avenue East  
Owen Sound, Ontario  
N4K 2H5

# Key Research Findings

**By E-mail:** ctaylor@dctaylor.com

**Online:** <http://www.dctaylor.com>

**Web Site:** <http://www.dctaylor.com>

**Advertised until:** 2012/07/12

**This job advertisement has been provided by an external employer. Service Canada is not responsible for the accuracy, authenticity or reliability of the content.**

**Job Number:** 6446291

**Title:** Goldsmith ([NOC: 5244](#))

**Terms of Employment:** Permanent, Full Time, Overtime, Day, Evening

**Salary:** \$17.08 Hourly for 40 hours per week

**Anticipated Start Date:** As soon as possible

**Location:** Calgary North West, Alberta (1 vacancy)

**Skill Requirements:**

**Education:** Not required

**Experience:** 1 year to less than 2 years

**Languages:** Speak English, Read English, Write English

**Type of Materials:** Gold

**Area of Specialization:** Jewelry

**Work Setting:** Business and industry

**Specific Skills:** Use specialized hand tools and utensils, Use mechanized equipment and tools

**Work Conditions and Physical Capabilities:** 20/20 vision, Attention to detail, Hand-eye co-ordination

**Transportation/Travel Information:** Own transportation

**Essential Skills:** Oral communication, Problem solving, Decision making, Critical thinking, Job task planning and organizing, Significant use of memory

**Other Information:** Job entails general repair, casting, fabricating, wax carving, operate a CNC Mill, knowledge of precious stones+ materials, design and mold making.

**Employer:** Intexi Corporation o/a Tany's Jewellery

**How to Apply:**

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**Contact Name:** Tanee Ung

**By E-mail:** tanysjewellery@live.ca

**Advertised until:** 2012/07/15



## Key Research Findings

**Job Number:** 6474364

**Title:** Goldsmith (Indian Jewellery) ([NOC: 5244](#))

**Terms of Employment:** Permanent, Full Time

**Salary:** \$15.00 Hourly for 40 hours per week, Medical Benefits

**Anticipated Start Date:** As soon as possible

**Location:** Surrey, British Columbia (2 vacancies )

**Skill Requirements:**

**Education:** Not required

**Experience:** 3 years to less than 5 years

**Languages:** Read English

**Type of Materials:** Gold, Silver

**Area of Specialization:** Jewelry, Ornaments and accessories

**Specific Skills:** Use specialized hand tools and utensils

**Work Conditions and Physical Capabilities:** Attention to detail, Hand-eye co-ordination, Combination of sitting, standing, walking

**Work Location Information:** Urban area

**Other Languages:** Punjabi

**Essential Skills:** Decision making, Job task planning and organizing, Continuous learning

**Other Information:** duties include casting, finishing, cut, shape and polish diamond and gold ,stone setting and repair of gold & silver jewellery.

**Employer:** DUBAI JEWELLERS

**How to Apply:**

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**By E-mail:** dubaijewellers@rocketmail.com

**Advertised until:** 2012/06/30