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Report on Northern Industry



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246 artists registered under NWT database

Arts councils award funds to 70 artists

Participation in the NWT arts and crafts sector by type

Commercials filmed up north bring in money

by Guy Quenneville
Northern News Services
NWT/Nunavut

According to a 2009 household survey conducted by the NWT Bureau of Statistics, there are just under 3,000 NWT residents over the age of 15 who produce some form of art or craft.

Regionally, the North Slave is by far the leader when it comes to the number of people who produce arts and crafts in the territory. The region is home to 896 artists.

It is followed by the Beaufort Delta (727), Dehcho (574), South Slave (521) and Sahtu (230) regions.

The survey also reported that 924 producers in the NWT sold their items.

Of that group, 27 per cent earned income total-

ling more than \$1,000, 36 per cent earned \$250 to \$999, 33 per cent earned less than \$250 and the remaining four per cent did not state any income.

The majority of participants in the arts and crafts sector create sewing or needle crafts products, representing 50 per cent of all goods produced, followed by drawings or paintings (10 per cent) and carvings (eight per cent).

The largest segment of arts and crafts retailers in the NWT (43 per cent) are relatively small businesses, with annual gross revenues of less than \$50,000.

Another 22 per cent reported annual gross revenues from \$50,000 to \$100,000, and there were many that reported significantly higher sales.

As a result of the GNWT's NWT Arts Strategy, formulated in 2004, the GNWT created a database of working artists in the territory.

As of late March, 246 artists from across the territory were identified and registered in the database, up from 207 the year before.

The largest contingent, 86, is located in Yellowknife, with 21 in Fort Smith, 17 in Inuvik, 17 in Hay River and 12 in Fort Good Hope.

Every year, the NWT Arts Council hands out hundreds of thousands of dollars to successful applications to support their varied projects.

In 2010-2011, the arts council gave out \$500,000, compared to \$450,000 the year before.

In total, 71 artists received funding, compared to 64 the year before.

Out of that, 13 of the projects were audio recordings, nine involved crafts, seven were related to film and media, two went to dance initiatives, seven were for musical performances, two were for storytelling performances, five went to theatre performances, 14 went to the visual arts and 11 went to writing and publishing efforts.

At the 2010 Vancouver Winter Olympics, 250,000 people visited Canada's Northern House, where the work of many NWT artists was on display, according to the GNWT.

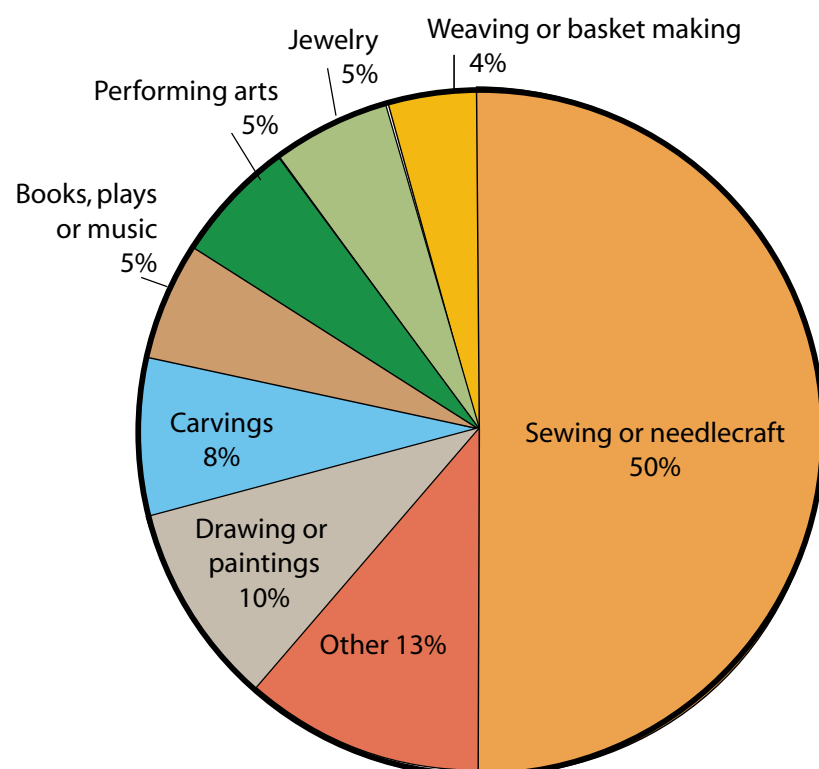
The territory was the filming location for two-high profile commercials, whose productions pumped thousands

of dollars into the NWT economy in 2010.

In April 2010, Yellowknife hosted a crew of 40 filming a Zott Yoghurt commercial. The crew spent a total of 120 days in the city, amounting to a minimum expenditure of \$12,000, according to the GNWT.

Meanwhile, the Town of Inuvik estimated that the filming of a Tropicana television spot earlier in the year brought \$250,000 to the community.

Inuvik also hosted a crew of six from London, England filming "Smart Car stories" for broadcast in England. They would have spent, at a minimum, another \$15,000 in the NWT on accommodation and other local supplies.



Source: NWT Bureau of Statistics

The largest segment of artists in the NWT is comprised of those who sew or do needlework.

Nunavut arts and crafts valued at \$33.4 million

Government estimates territory has 3,000 working artists

More than \$50 million in end-consumer sales

by Guy Quenneville
Northern News Services
Nunavut

Nunavut's arts and crafts sector is worth more than \$30 million, according to a study released by the GN's Department of Economic Development and Transportation in June 2010.

In more specific terms, the sector generates a total economic impact of \$33.4 million annually, leading to 1,068 full-time equivalent jobs from material supply, to product creation and wholesale and retail distribution.

But that's only one side of it, according to the study.

"Because of the occasional nature of arts and crafts production, it is estimated that roughly 3,000 Nunavut residents earn some income annually from arts sales."

"These arts sales, which generate in total more than \$27 million in direct payment to artists, eventually result in more than \$50 million in end consumer sales, with more than \$30 million generated through retailers in the rest of Canada (outside of Nunavut)

and around the world."

Once the cost of tools and materials is factored in, payoff to Nunavut artists is \$22.9 million, creating 828 direct full-time-equivalent jobs – roughly four per cent of Nunavut's total labour force.

The spin-off impact of Nunavut's arts and crafts sector – which includes work-related spending by artists as well as re-spending of wages and salaries earned from the direct and indirect impacts of production activity – is \$10.5 million.

In addition, arts and crafts production generates just under \$1.6 million in additional tax revenues for the Government of Nunavut.

The cottage industry represents almost half of Nunavut's entire arts and crafts sector, with \$13.3 million in sales. Artists sales to wholesalers totaled \$9.6 million, while sales to Nunavut retailers brings in \$4.9 million to artists.

Nunavut's arts and crafts sector takes many forms, the most common being carvings, jewellery, prints, tapestries,

wall hangings, clothing, sewn products, traditional crafts, knitting and ceramics.

There are four main wholesalers serving the Nunavut arts and crafts sector.

Canadian Arctic Producers is the marketing arm of Arctic Co-operatives Ltd. and acquires arts and crafts through the ACL co-ops and directly from artists. It has galleries in Churchill, Man., Inuvik and Yellowknife.

Inuit Art Marketing Service is the marketing and wholesale distribution operation of the North West Company and acquires Inuit art directly from artists.

The company's showroom, located near Toronto's Pearson International Airport, typically showcases up to 25,000 carvings ranging in price from \$50 to \$50,000.

Dorset Fine Arts is the exclusive marketing and wholesale operation of the West Baffin Eskimo Cooperative Ltd. (an ACL co-op) in Cape Dorset.

Nunavut Development Corp.'s southern operations, based in Mississauga, acquires

arts and crafts from the five NDC subsidiary arts and crafts centres, directly from artist and through dealers.

Approximately 10 per cent of Canada's art exports are made up of Inuit art, according to the Nunavut Arts and Crafts Association.

NACA is a non-profit incorporated society that works on behalf of Nunavut's visual artists, carvers, printmakers, ceramic pottery makers, painters, photographers, jewellers, tapestry artists and seamstresses, organizing events such as conferences, workshops and the yearly Nunavut Arts Festival.

In September 2010, the Canadian Northern Economic Development Agency announced \$624,000 in new funding over three years for the association.

Nunavut producers spent \$6.7 million in the territory on film and television production during the 2008-2009 fiscal year.

Guest producers from companies from other parts of Canada and other countries spent an additional \$6 million in Nunavut that same year.

Artists registered under the Northwest Territories Arts database

| Community | Number of registered artists |
|------------------|------------------------------|
| Yellowknife | 86 |
| Fort Smith | 21 |
| Inuvik | 17 |
| Hay River | 17 |
| Fort Good Hope | 12 |
| Deline | 10 |
| Tsiigehtchic | 7 |
| Fort Simpson | 7 |
| Fort Liard | 8 |
| Norman Wells | 5 |
| Behchoko | 5 |
| Trout Lake | 6 |
| Tulita | 6 |
| Whati | 4 |
| Aklavik | 3 |
| Tuktoyaktuk | 3 |
| Jean Marie River | 3 |
| Ulukhaktok | 3 |
| Colville Lake | 2 |
| Ndilo | 2 |
| Gameti | 2 |
| Wrigley | 4 |
| Dettah | 1 |
| Lutsel K'e | 1 |
| Fort Providence | 1 |
| Sachs Harbour | 1 |
| Fort McPherson | 1 |
| Rae Lakes | 1 |
| Total | 246 |

Source: Northwest Territories Arts

www.canadabusiness.ca/nunavut



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