



Developing a Yukon Creative and Cultural Industries Strategy

The creative and cultural industries are composed of a diverse collection of industries brought together in a single, dynamic sector which generates cultural, artistic or heritage products and content for consumers and marketplaces. The creative and cultural industries showcase and promote Yukon's rich heritage, culture, and artistic practices; contribute to the social and economic well-being of our residents; and provide the spark for business innovation.

Government of Yukon is preparing an action-focused strategy, targeted specifically on the growth and development of Yukon's creative and cultural industries. The strategy also aims to give attention to elements that support and advance diversity and inclusivity to contribute to improved socio-economic outcomes.

We appreciate you taking the time to share your experience with us. Suggestions in the survey have come from information learned through previous engagements and reports. We encourage you to add additional information for each question providing greater context and understanding towards the final Creative and Cultural Industries Strategy.

The responses to this survey are being collected by the Yukon Bureau of Statistics and your information is protected under the *Statistics Act*. Click "Next" if you wish to complete the survey.

***Do you participate, work or volunteer in the Creative and Cultural Industries?**

- Yes
- No
- I prefer not to say

***Please identify which industry or industries you participate in:**

(Select all that apply)

- Audio-Visual and Interactive Media (Film, Broadcasting, Interactive media)
- Cultural Labour Force (Governance, Funding and Professional Support, Education and Training)
- Heritage and Libraries (Archives, Libraries, Heritage)
- Live Performance (Performing arts, Festivals and Celebrations)
- Sound Recording (Music Publishing, Sound Recording)
- Visual and Applied Arts (Original Visual Art, Art Reproductions, Photography, Craft, Advertising, Architecture, Design)
- Written and Published Works (Books, Periodicals, Newspapers, Other Published Works, Collected Information)
- I prefer not to say
- Other:

Tell us about your role(s) in the Creative and Cultural industries?

(Select all that apply)

- Self-employed
- Contractor
- Business owner
- Employee of a business
- Employee of a non-profit or Industry Association
- Employee of a government
- Volunteer
- Hobbyist
- I prefer not to say
- Other:

If you wish, please describe the type of work/volunteering that you do (optional).

For example: I am a full-time musician and volunteer as an usher OR I am a librarian OR I am a sales associate at a retail store, etc.

How do the creative and cultural industries contribute to your quality of life in Yukon? Select the 3 statements most significant for you.

- Diversifies economy
- Fosters creativity
- Provides an outlet and platform to explore societal issues
- Reflects the voice of our community
- Brings the community together
- Supports First Nation reconciliation
- Allows me to work collaboratively
- Provides connections outside of Yukon
- Allows me to work from home
- Opens minds and starts conversations
- Generates Income
- Other:

What two things in the sector are currently working well?

Suggest two potential opportunities for improvement in the sector.

Do you have any other comments on this topic?

You will be asked to answer a series of questions for each of the industries you previously identified as participating in (question 2).

Click "Next" to continue.

Which of the following areas are most important to the success of the Audio-Visual and Interactive Media industry? Select up to five.

- Presentation facilities and venues
- Spaces to create
- Wages and income
- Internet access and speed
- Business advice
- Funding and financial assistance
- Industry associations
- Training and education
- New technologies
- New markets
- Local market
- Volunteerism
- Legislation (export laws/copyright)
- Housing and accommodation
- Other:

Which of the following areas are most important to the success of the Cultural Labour Force industry? Select up to five.

- Presentation facilities and venues
- Spaces to create
- Wages and income
- Internet access and speed
- Business advice
- Funding and financial assistance
- Industry associations
- Training and education
- New technologies
- New markets
- Local market
- Volunteerism
- Legislation (export laws/copyright)
- Housing and accommodation
- Other:

Which of the following areas are most important to the success of the Heritage and Libraries industry? Select up to five.

- Presentation facilities and venues
- Spaces to create
- Wages and income
- Internet access and speed
- Business advice
- Funding and financial assistance
- Industry associations
- Training and education
- New technologies
- New markets
- Local market
- Volunteerism
- Legislation (export laws/copyright)
- Housing and accommodation
- Other:

Which of the following areas are most important to the success of the Live Performance industry?

Select up to five.

- Presentation facilities and venues
- Spaces to create
- Wages and income
- Internet access and speed
- Business advice
- Funding and financial assistance
- Industry associations
- Training and education
- New technologies
- New markets
- Local market
- Volunteerism
- Legislation (export laws/copyright)
- Housing and accommodation
- Other:

Which of the following areas are most important to the success of the Sound Recording industry?

Select up to five.

- Presentation facilities and venues
- Spaces to create
- Wages and income
- Internet access and speed
- Business advice
- Funding and financial assistance
- Industry associations
- Training and education
- New technologies
- New markets
- Local market
- Volunteerism
- Legislation (export laws/copyright)
- Housing and accommodation
- Other:

Which of the following areas are most important to the success of the Visual and Applied Arts industry? Select up to five.

- Presentation facilities and venues
- Spaces to create
- Wages and income
- Internet access and speed
- Business advice
- Funding and financial assistance
- Industry associations
- Training and education
- New technologies
- New markets
- Local market
- Volunteerism
- Legislation (export laws/copyright)
- Housing and accommodation
- Other:

Which of the following areas are most important to the success of the Written and Published Works industry? Select up to five.

- Presentation facilities and venues
- Spaces to create
- Wages and income
- Internet access and speed
- Business advice
- Funding and financial assistance
- Industry associations
- Training and education
- New technologies
- New markets
- Local market
- Volunteerism
- Legislation (export laws/copyright)
- Housing and accommodation
- Other:

Which of the following areas are most important to the success of the other industry or industries you specified in question 2? Select up to five.

- Presentation facilities and venues
- Spaces to create
- Wages and income
- Internet access and speed
- Business advice
- Funding and financial assistance
- Industry associations
- Training and education
- New technologies
- New markets
- Local market
- Volunteerism
- Legislation (export laws/copyright)
- Housing and accommodation
- Other:

Do you have any comments about areas of importance to the health of the creative or cultural industries in Yukon?

Acknowledging it takes the whole of the sector to grow and develop the creative and cultural industries, what **key factors/interventions** should **Government of Yukon** consider as part of their role in supporting the sector

Offer skill development opportunities

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree
- I'm not sure

Business mentoring from established professionals

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree
- I'm not sure

Support for e-commerce sites

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree
- I'm not sure

Assistance with identifying and accessing export markets

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree
- I'm not sure

Assistance understanding legislation like copyright and export laws

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree
- I'm not sure

Collaborative/shared spaces

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree
- I'm not sure

Streamline funding processes

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree
- I'm not sure

Offer alternate types of financial support

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree
- I'm not sure

Greater focus on diversity and accessibility for government programs

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree
- I'm not sure

Maintain arm's length funding model

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree
- I'm not sure

Youth involvement in planning

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree
- I'm not sure

Do you have any additional suggestions that Government of Yukon should consider as part of their role in supporting the sector?

What two things do you think government decision makers should prioritize to make Yukon a better place for creative and cultural industries?

Do you have any further thoughts you would like to share?

About you

Do you identify as an Indigenous person (First Nations, Metis or Inuit)?

- Yes
- No
- I prefer not to say

In which community do you live?

- Beaver Creek
- Burwash Landing
- Carcross
- Carmacks
- Dawson City
- Destruction Bay
- Faro
- Haines Junction
- Keno
- Marsh Lake
- Mayo
- Old Crow
- Pelly Crossing
- Ross River
- Tagish
- Teslin
- Watson Lake
- Whitehorse
- I don't live in Yukon
- Prefer not to say
- Other:

How do you identify?

- Male
- Female
- Gender diverse/non-binary
- Prefer not to say

Which age group are you in?

- Under 18
- 18 to 29 years
- 30 to 39 years
- 40 to 49 years
- 50 to 59 years
- 60 to 64 years
- 65 years or older
- Prefer not to say

Thank you for taking the survey!