

March 2025



OUR WORKFORCE

Occupations in Art, Culture, Recreation, and Sport

Understanding the foundational structures of our community.



Workforce Planning Board
of Waterloo Wellington Dufferin

Canada 



Ontario 

Our Vision: We envision the continuous development of a leading-edge workforce.

Our Mission: Engage partners to find solutions to local workforce development needs.

Thank you to the members of our 'Supporting the Non-Profit and Caring Sectors' project Advisory Team for their help and guidance in shaping this project.

The material contained in this report has been prepared by the Workforce Planning Board of Waterloo Wellington Dufferin (WPBWWD). We make no representation or warranty, express or implied, as to its accuracy or completeness. In providing this material, WPBWWD does not assume any responsibility of liability.



This project is funded by the Government of Canada and the Government of Ontario.

The views expressed in this document do not reflect those of the Government of Canada or the Government of Ontario.

Foreword – Charlene Hofbauer, Executive Director

As we have sat at strategic planning tables and discussed growing our workforce, our staff have realized that the multi-party, long-term plans we are discussing require strong communities. The cornerstones of these plans are health care, education, sports teams, community engagement, arts and more - the caring and non-profit sectors.

We know that these industries are overwhelmed. There are increased community demands for service and frozen funding levels. It is a challenge to find and retain workers amid burnout, compassion fatigue, and reduced volunteerism. It is this workforce that we are relying on to attract and retain new residents and provide services that differentiate our communities.

For all these amazing plans to succeed, we need data to determine what will strengthen organizations from a workforce perspective. This report is the beginning of exploring workforce challenges and local supply and demand in the caring and non-profit sectors. It is meant to be used with provincial and national data and resources that give us a broader sense of industry trends.

Are you interested in what comes next? Please reach out to any of our staff, including the report author Sonya Vanderheide (sonya@workforceplanningboard.com).

What’s in this report?

This report has data about:

- **Demand.** How many workers are needed in these occupations?
- **Supply.** How many workers are available in these occupations?
- **Composition.** Part-time vs. full-time, unemployment, gender, how many people are working multiple jobs.

Statistics Canada sorts workforce data by grouping similar jobs under National Occupational Classifications (NOCs), which are divided into 10 broad groups. " Occupations in art, culture, recreation, and sport" are NOC 5, with more specific job groupings provided at the 2-digit level:

Professional occupations in art and culture (NOC 51)	3
Technical occupations in art, culture and sport (NOC 52)	8
Support occupations in art, culture and sport (NOC 54-55)	18
Summary	23

Professional occupations in art and culture (NOC 51)



Librarians ▪ Conservators and curators ▪ Archivists ▪ Editors ▪ Authors and writers (except technical) ▪ Technical writers ▪ Journalists ▪ Translators, terminologists and interpreters ▪ Producers, directors, choreographers and related occupations ▪ Conductors, composers and arrangers ▪ Musicians and singers

Professional occupations in art and culture (NOC 51)

Local Demand: Waterloo Wellington Dufferin

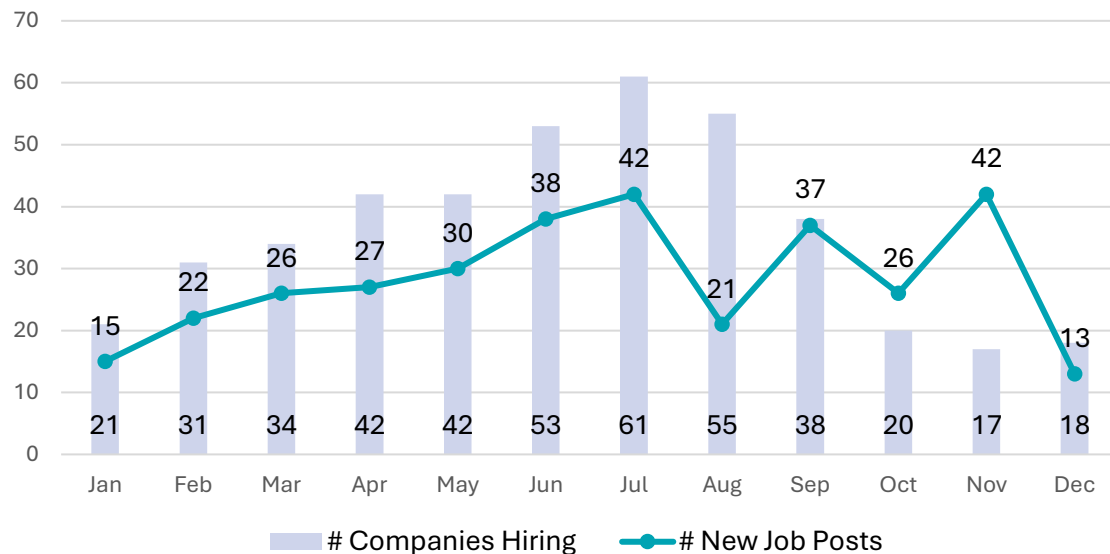
Online job postings in 2024

22.0 days was the average length of time a job posting stayed online for this NOC 51 group in 2024. This is shorter than the average of 25.2 days across all occupations. This could indicate a higher urgency to fill the position or an easier time filling the role.

Most In-Demand Occupations	# Job Postings in 2024
Authors and writers (except technical)	105
Technical writers	90
Musicians and singers	36
Journalists	32
Translators, terminologists and interpreters	26

Source: FindYourJob.ca. [Labour Market Insights Report](#). Local Board Area: Waterloo Wellington Dufferin, January-December 2024. Accessed Jan 29, 2025.

Hiring Activity Trends in Waterloo Wellington Dufferin

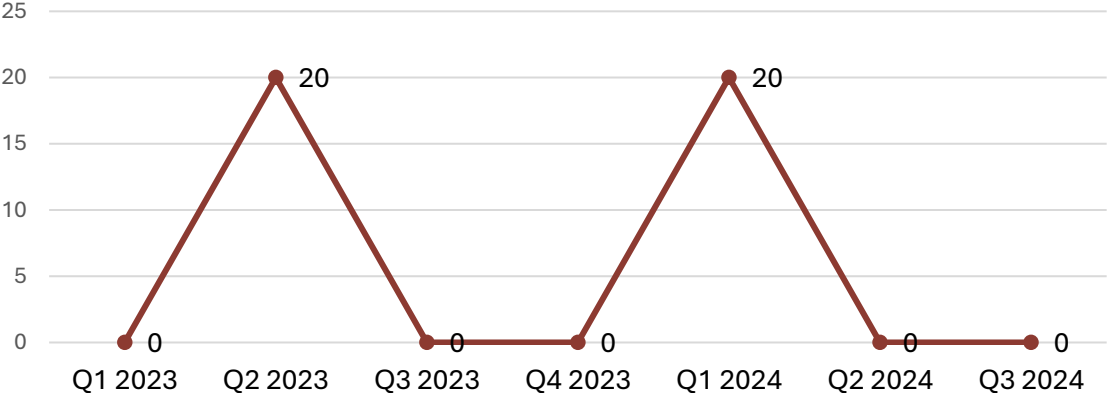


Source: FindYourJob.ca. [Labour Market Insights Report](#). Local Board Area: Waterloo Wellington Dufferin, January-December 2024. Accessed Feb 5, 2025.

Professional occupations in art and culture (NOC 51)

Job Vacancies: Economic Region (Kitchener-Waterloo-Barrie)

Statistics Canada rates the data quality of these estimates as “E – use with caution” in Q2 2023 and Q1 2024. Data in the remaining quarters was too unreliable to be published.



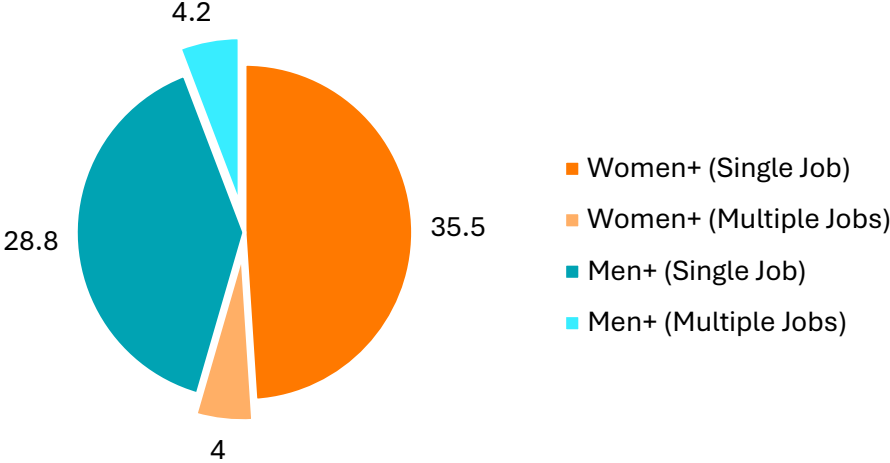
Source: Statistics Canada. [Table 14-10-0444-01 Job vacancies and average offered hourly wage by occupation \(unit group\), quarterly, unadjusted for seasonality.](#)

Number of Employees by Gender & Multiple Job Holders (x1,000) (Ontario)

Approximately **72,500** people worked in NOC 51 occupations in 2024.

- **4,000 (5.5%)** working multiple jobs were Women+
- **4,200 (5.8%)** of Men+ worked multiple jobs.

Of the thirteen occupation groups we researched, this was the only 2-digit NOC group where the percentage of Men+ working multiple jobs was higher than that of Women+.



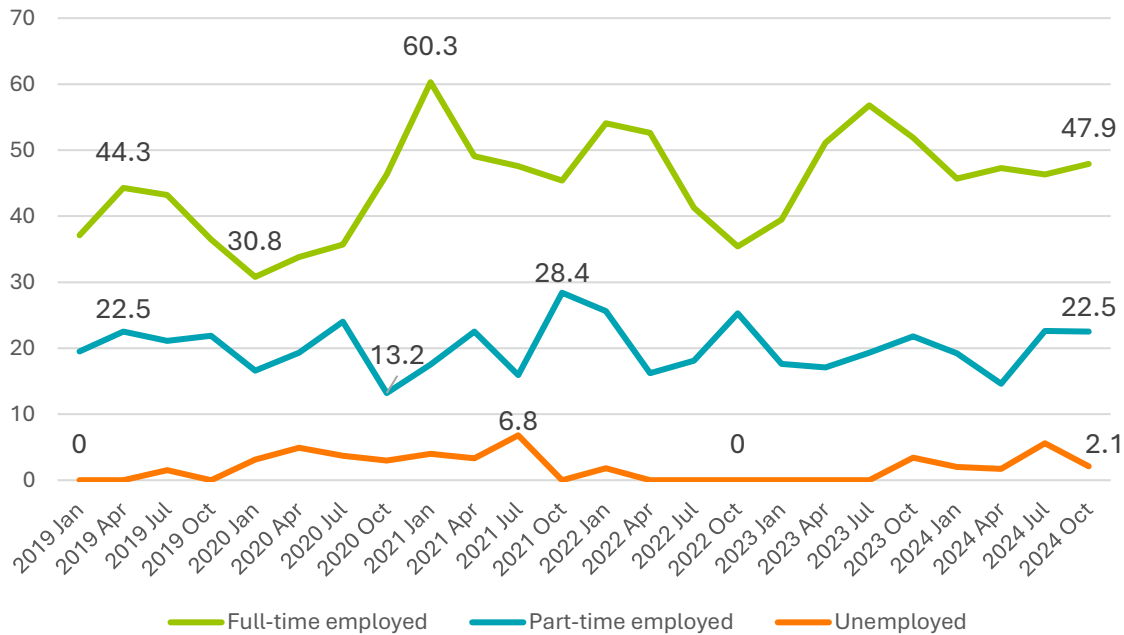
Source: Statistics Canada. [Table 14-10-0416-01 Labour force characteristics by occupation, annual,](#) and [Table 14-10-0410-01 Multiple jobholders by occupation, annual \(x1,000\).](#)

“Individuals in the category ‘non-binary persons’ are distributed into the other two gender categories [to protect confidentiality] and are denoted by the “+” symbol.” (Statistics Canada)

Professional occupations in art and culture (NOC 51)

The 5-year Employment Trend in Ontario

- **Full-time** – The biggest dips in full-time employment were in Jan 2020 and Oct 2022, and the highest peaks in Jan 2021 and Jul 2023. Patterns are irregular. There is some opposite echoing with part-time employment, indicating that some positions may switch between full-time and part-time employment hours.
- **Part-time** – some unsteadiness in part-time work, but no clear annual patterns. This sector was less disrupted by the COVID-19 pandemic than other occupations in the Arts.
- **Unemployed** – low levels of Unemployment, often at zero

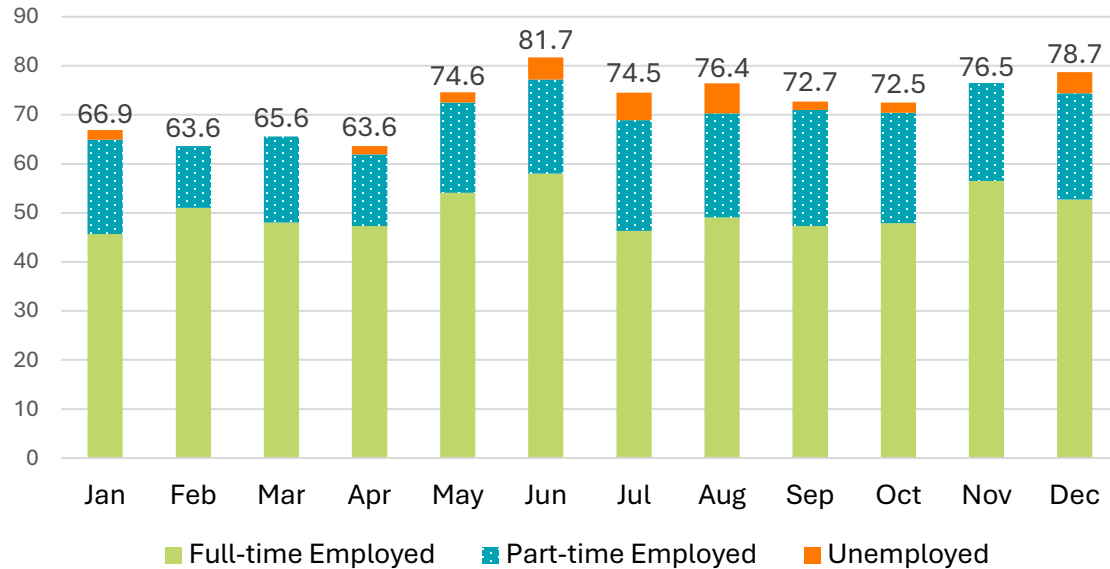


Source: Statistics Canada. Labour Force Survey. [Table 14-10-0421-01 Labour force characteristics by occupation, monthly, unadjusted for seasonality \(x1,000\)](#).

Professional occupations in art and culture (NOC 51)

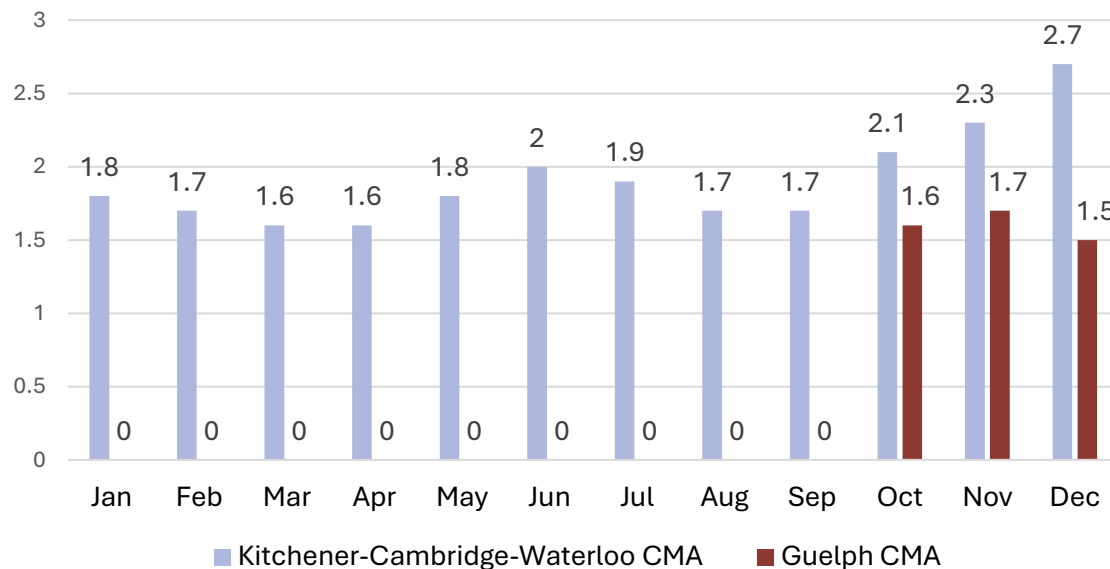
12-month Employment Trend: Ontario (2024)

- **Part-time** employment ranged from 12,600 to 23,700 people.
- **Full-time** employment ranged from 45,700 to 58,000 people.
- **Unemployment** was at 0 in Feb, Mar and Nov, and hit its peak at 6,100 in Aug.



Source: Statistics Canada. Labour Force Survey. [Table 14-10-0421-01 Labour force characteristics by occupation, monthly, unadjusted for seasonality \(x1,000\)](#).

12-month Employment Trend: Local (2024)



Source: Statistics Canada. [Table 14-10-0467-01 Employment characteristics by census metropolitan area, three-month moving average, unadjusted for seasonality \(x1,000\)](#). Guelph CMA data was suppressed from January to September 2024.

Technical occupations in art, culture and sport (NOC 52)



Library and public archive technicians ▪ Film and video camera operators ▪ Graphic arts technicians ▪ Broadcast technicians ▪ Audio and video recording technicians ▪ Announcers and other broadcasters ▪ Other technical and coordinating occupations in motion pictures, broadcasting and the performing arts ▪ Graphic designers and illustrators ▪ Interior designers and interior decorators

Technical occupations in art, culture and sport (NOC 52)

Local Demand: Waterloo Wellington Dufferin

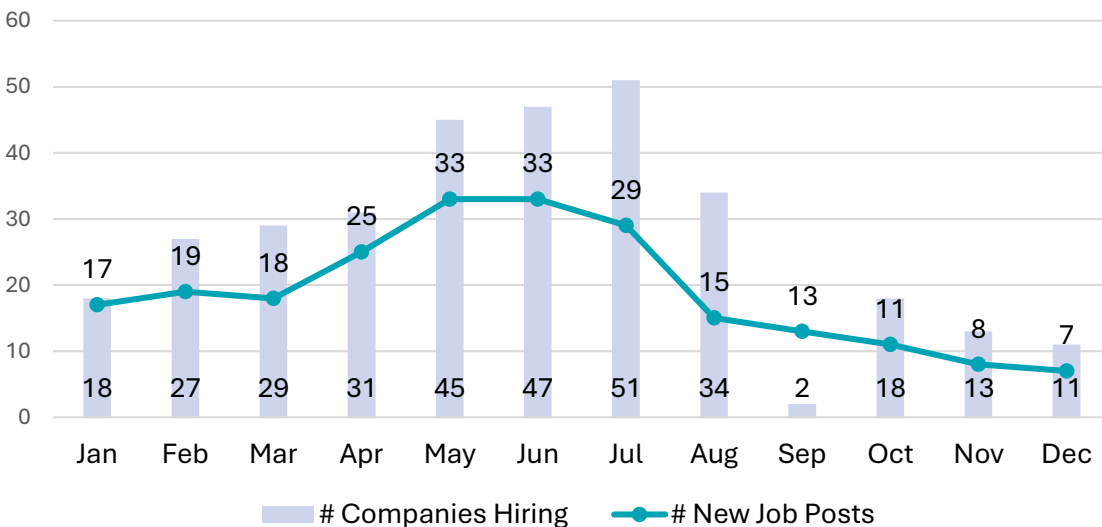
Online job postings in 2024

25.2 days was the average length of time a job posting stayed online for this NOC 52 group in 2024. This matches the average of 25.2 days across all occupations.

Most In-Demand Occupations	# Job Postings in 2024
Graphic designers and illustrators	129
Library and public archive technicians	25
Interior designers and interior decorators	23
Film and video camera operators	22
Other technical and coordinating occupations in motion pictures, broadcasting and the performing arts	16

Source: FindYourJob.ca. [Labour Market Insights Report](#). Local Board Area: Waterloo Wellington Dufferin, January-December 2024. Accessed Jan 29, 2025.

Hiring Activity Trends in Waterloo Wellington Dufferin



Source: FindYourJob.ca. [Labour Market Insights Report](#). Local Board Area: Waterloo Wellington Dufferin, January-December 2024. Accessed Feb 5, 2025.

Technical occupations in art, culture and sport (NOC 52)

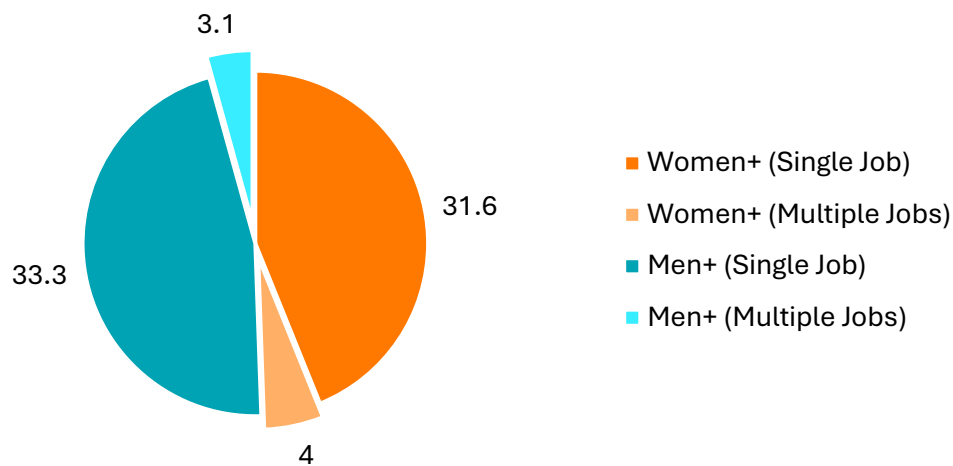
Job Vacancies: Economic Region (Kitchener-Waterloo-Barrie)

With the small size of this employment occupation group, the vacancy data for NOC 52 was rated by Statistics Canada as “F – too unreliable to be published”, or suppressed to meet confidentiality requirements.

Number of Employees by Gender & Multiple Job Holders (x1,000) (Ontario)

Approximately **72,000** people worked in NOC 52 occupations in 2024.

- **4,000 (5.6%)** working multiple jobs were Women+
- **3,100 (4.3%)** of Men+ worked multiple jobs.



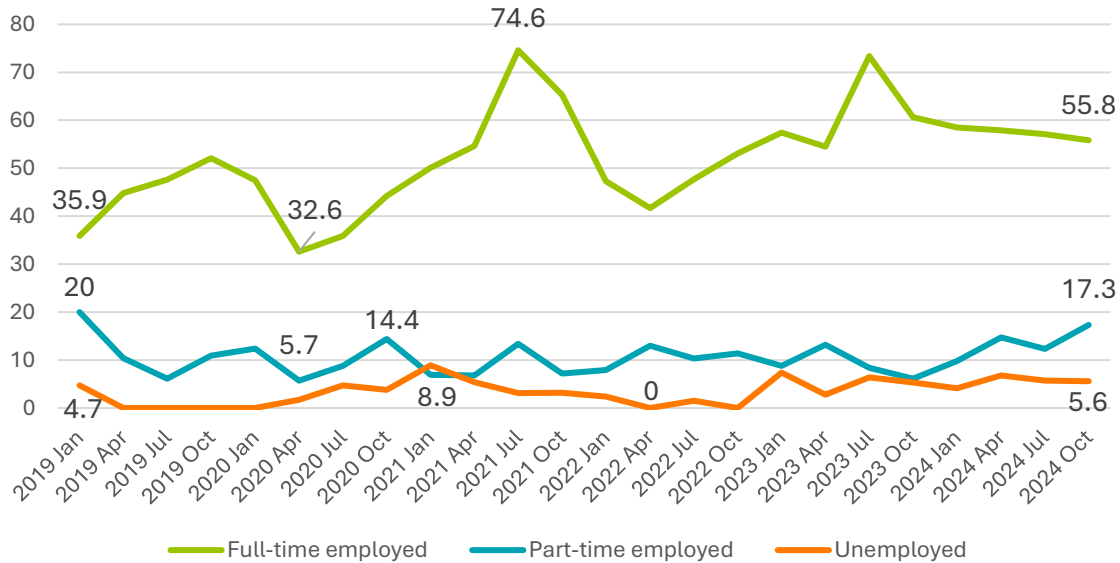
Source: Statistics Canada. [Table 14-10-0416-01 Labour force characteristics by occupation, annual](#), and [Table 14-10-0410-01 Multiple jobholders by occupation, annual \(x1,000\)](#).

“Individuals in the category ‘non-binary persons’ are distributed into the other two gender categories [to protect confidentiality] and are denoted by the “+” symbol.” (Statistics Canada)

Technical occupations in art, culture and sport (NOC 52)

The 5-year Employment Trend in Ontario

- **Full-time** – While the year-to-year patterns are not entirely consistent, dips in full-time employment are more likely around April, with higher levels in July. The COVID-19 dip seen in other occupations is less noticeable in this group. Full-time work is much more common than part-time.
- **Part-time** – some fluctuation, but generally pretty steady
- **Unemployed** – this sector has low Unemployment, occasionally zero

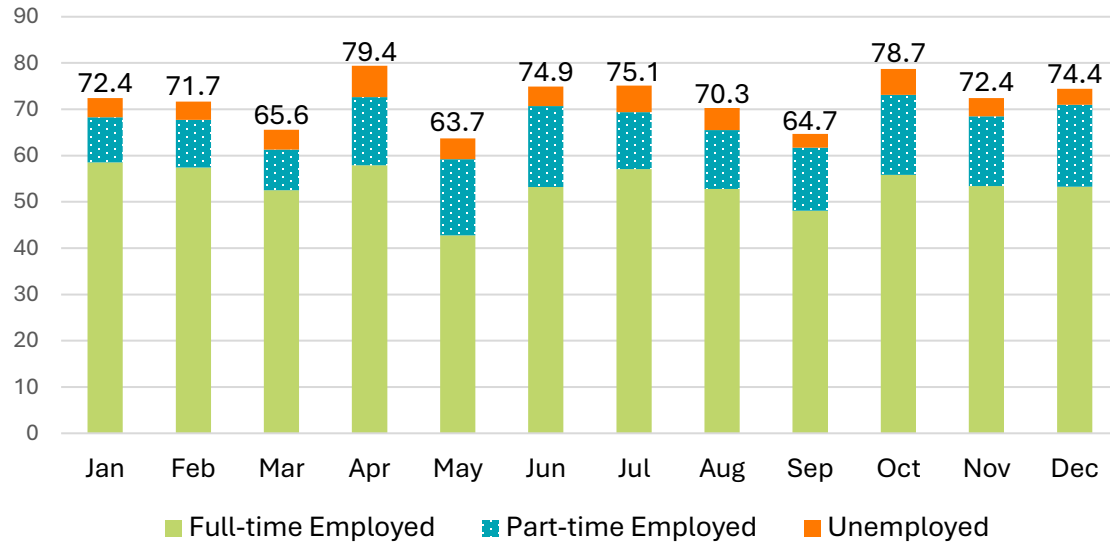


Source: Statistics Canada. Labour Force Survey. [Table 14-10-0421-01 Labour force characteristics by occupation, monthly, unadjusted for seasonality \(x1,000\)](#).

Technical occupations in art, culture and sport (NOC 52)

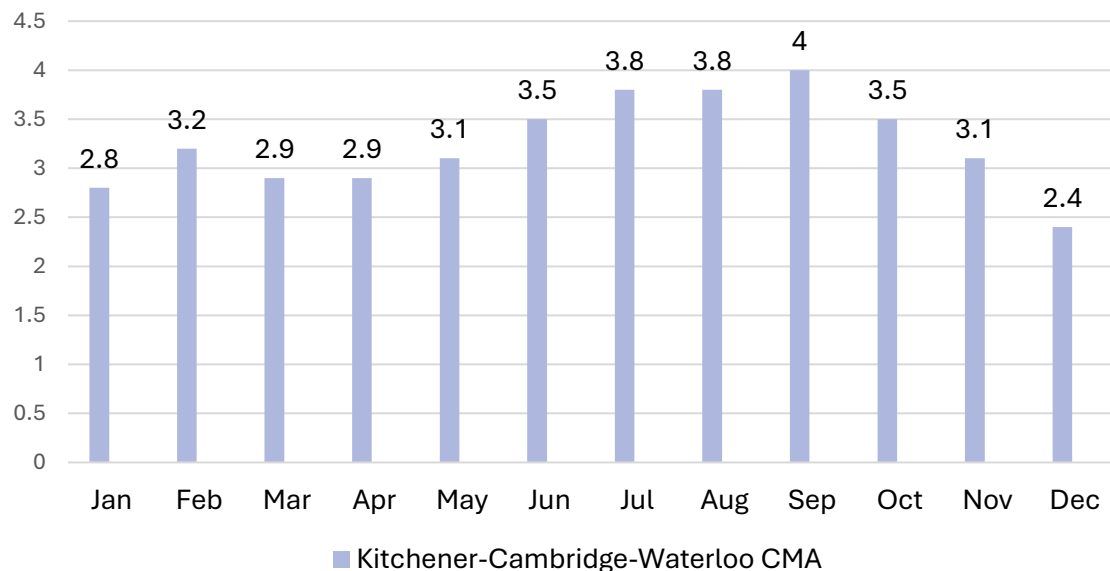
12-month Employment Trend: Ontario (2024)

- **Part-time** employment ranged from 8,800 to 17,700 people.
- **Full-time** employment ranged from 42,800 to 58,500 people.
- **Unemployment** ranged from 3,000 in Sep to 6,800 in Apr.



Source: Statistics Canada. Labour Force Survey. [Table 14-10-0421-01 Labour force characteristics by occupation, monthly, unadjusted for seasonality \(x1,000\)](#).

12-month Employment Trend: Local (2024)



Source: Statistics Canada. [Table 14-10-0467-01 Employment characteristics by census metropolitan area, three-month moving average, unadjusted for seasonality \(x1,000\)](#). Guelph CMA data suppressed.

Occupations in art, culture and sport (NOC 53)



Registrars, restorers, interpreters and other occupations related to museum and art galleries ▪ Photographers ▪ Motion pictures, broadcasting, photography and performing arts assistants and operators ▪ Dancers ▪ Actors, comedians and circus performers ▪ Painters, sculptors and other visual artists ▪ Theatre, fashion, exhibit and other creative designers ▪ Artisans and craftspersons ▪ Patternmakers - textile, leather and fur products ▪ Athletes ▪ Coaches ▪ Sports officials and referees

Occupations in art, culture and sport (NOC 53)

Local Demand: Waterloo Wellington Dufferin

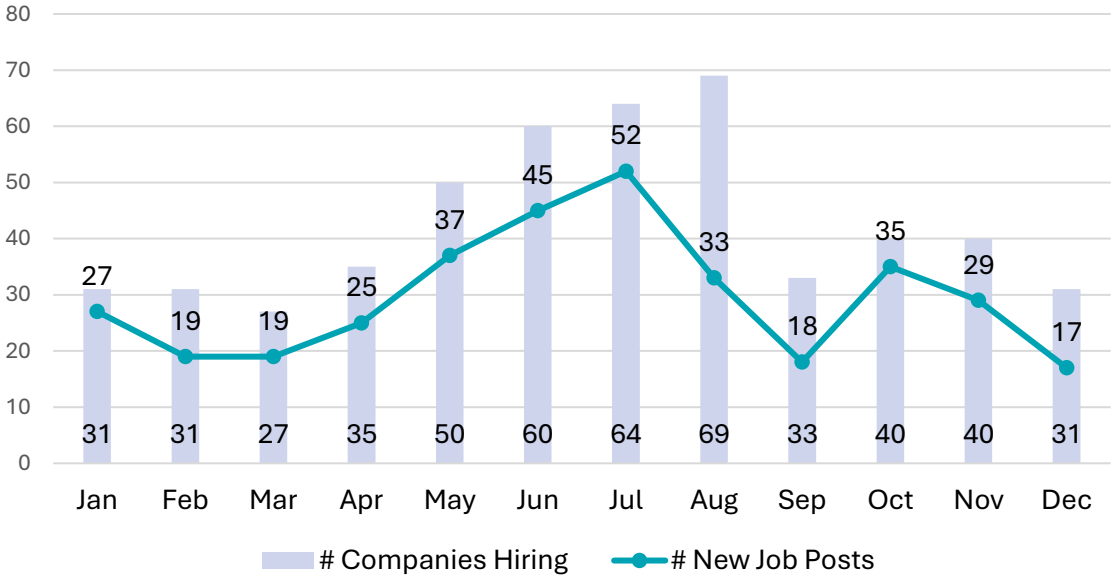
Online job postings in 2024

23.3 days was the average length of time a job posting stayed online for this NOC 41 group in 2024. This is a bit shorter than the average of 25.2 days across all occupations. This could indicate a higher urgency to fill the position or an easier time filling the role.

Most In-Demand Occupations	# Job Postings in 2024
Coaches	190
Motion pictures, broadcasting, photography and performing arts assistants and operators	40
Painters, sculptors and other visual artists	35
Photographers	30
Dancers	25

Source: FindYourJob.ca. [Labour Market Insights Report](#). Local Board Area: Waterloo Wellington Dufferin, January-December 2024. Accessed Jan 29, 2025.

Hiring Activity Trends in Waterloo Wellington Dufferin

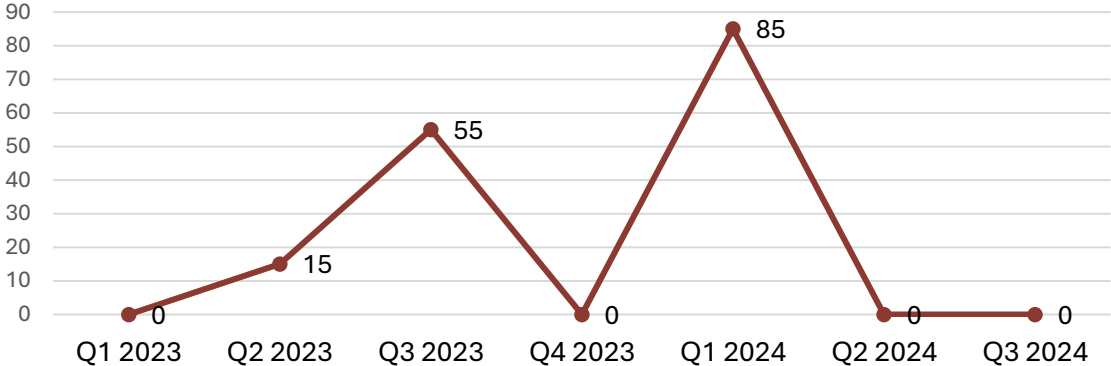


Source: FindYourJob.ca. [Labour Market Insights Report](#). Local Board Area: Waterloo Wellington Dufferin, January-December 2024. Accessed Feb 5, 2025.

Occupations in art, culture and sport (NOC 53)

Job Vacancies: Economic Region (Kitchener-Waterloo-Barrie)

The quality of estimates for these quarters is rated by Statistics Canada as “D – acceptable” in Q3 2023, rated as “E – use with caution” in Q2 2023 and Q1 2024, “F – too unreliable to be published” in Q1 2023, and suppressed to meet confidentiality requirements in the remaining quarters.

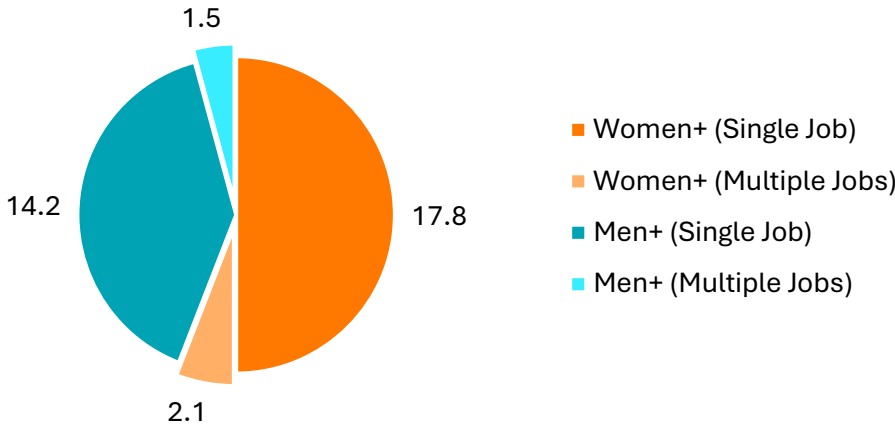


Source: Statistics Canada. [Table 14-10-0444-01 Job vacancies and average offered hourly wage by occupation \(unit group\), quarterly, unadjusted for seasonality.](#)

Number of Employees by Gender & Multiple Job Holders (x1,000) (Ontario)

Approximately **35,600** people worked in NOC 53 occupations in 2024.

- **2,100 (5.9%)** working multiple jobs were Women+
- **1,500 (4.2%)** working multiple jobs were Men+



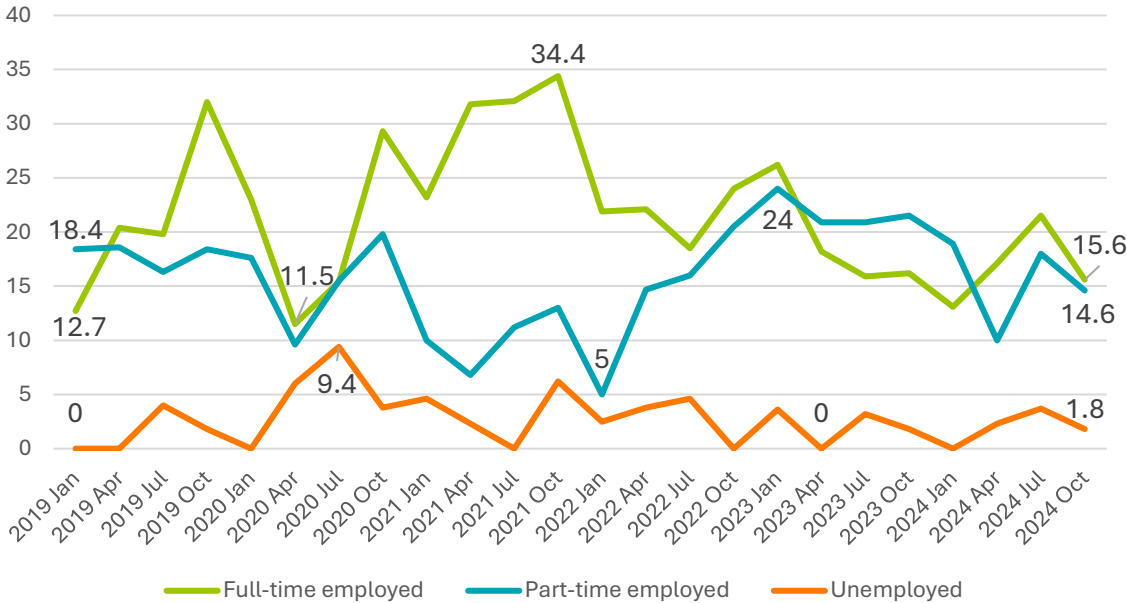
Source: Statistics Canada. [Table 14-10-0416-01 Labour force characteristics by occupation, annual](#), and [Table 14-10-0410-01 Multiple jobholders by occupation, annual \(x1,000\)](#).

“Individuals in the category ‘non-binary persons’ are distributed into the other two gender categories [to protect confidentiality] and are denoted by the “+” symbol.” (Statistics Canada)

Occupations in art, culture and sport (NOC 53)

The 5-year Employment Trend in Ontario

- Full-time** – The COVID-19 pandemic hit this group hard, though it made an excellent recovery in 2021. Full-time work has been more challenging to find in recent years, except for some brief peaks in Jan 2023 and Jul 2024.
- Part-time** – Although part-time work did decline during the pandemic’s early days, the lowest number of part-time workers was during Jan 2022. Was there less funding available to this sector at this time? Part-time work was at its highest in 2023, surpassing full-time work. Did some full-time jobs change to part-time?
- Unemployed** – Unemployment peaked during the COVID-19 pandemic. The following ups and downs of unemployment may be explained by the irregular work and funding available to the Artists and other creatives who dominate this occupation category.

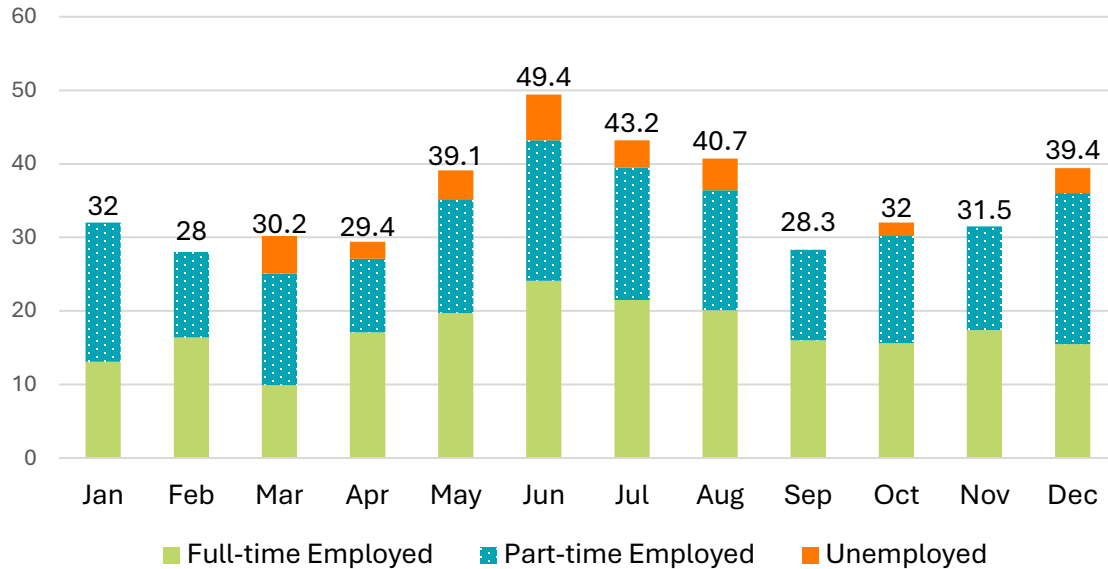


Source: Statistics Canada. Labour Force Survey. [Table 14-10-0421-01 Labour force characteristics by occupation, monthly, unadjusted for seasonality \(x1,000\)](#).

Occupations in art, culture and sport (NOC 53)

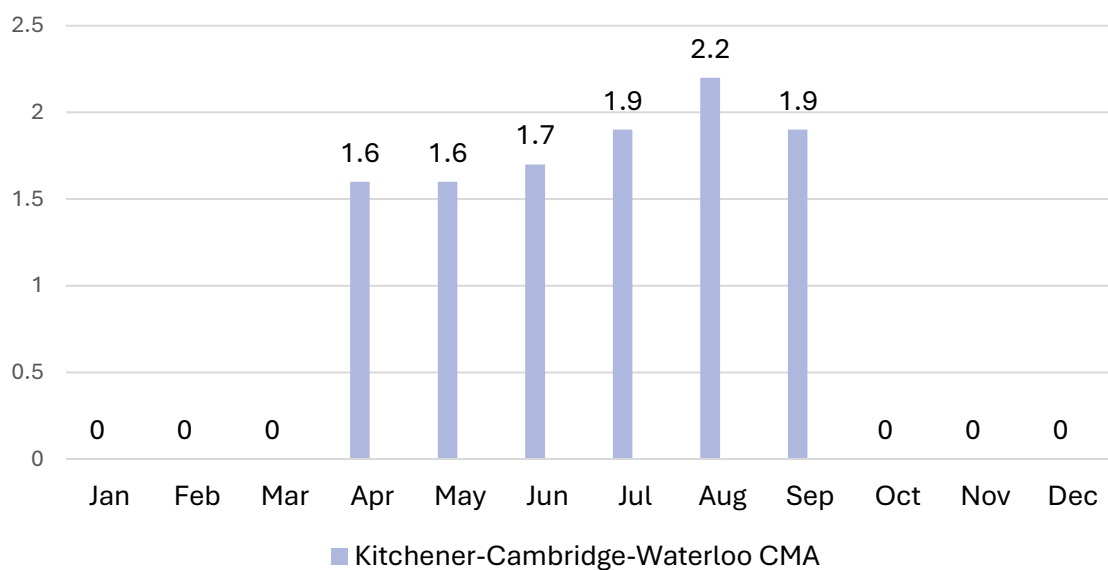
12-month Employment Trend: Ontario (2024)

- **Part-time** employment ranged from 10,000 to 20,500 people.
- **Full-time** employment ranged from 9,000 to 24,100 people.
- **Unemployment** was at 0 in Jan, Feb, Sep and Nov, and hit its peak at 6,200 in Jun.



Source: Statistics Canada – Labour Force Survey. Table: [14-10-0421-01., Labour force characteristics by occupation, monthly, unadjusted for seasonality \(x1,000\).](#)

12-month Employment Trend: Local (2024)



Source: Statistics Canada. [Table 14-10-0467-01 Employment characteristics by census metropolitan area, three-month moving average, unadjusted for seasonality \(x1,000\).](#) Guelph CMA data suppressed. K-W-C CMA data suppressed during Jan, Feb, Mar, Oct, Nov and Dec.

Support occupations in art, culture and sport (NOC 54-55)



Program leaders and instructors in recreation, sport and fitness ■ Other performers

Support occupations in art, culture and sport (NOC 54-55)

Local Demand: Waterloo Wellington Dufferin

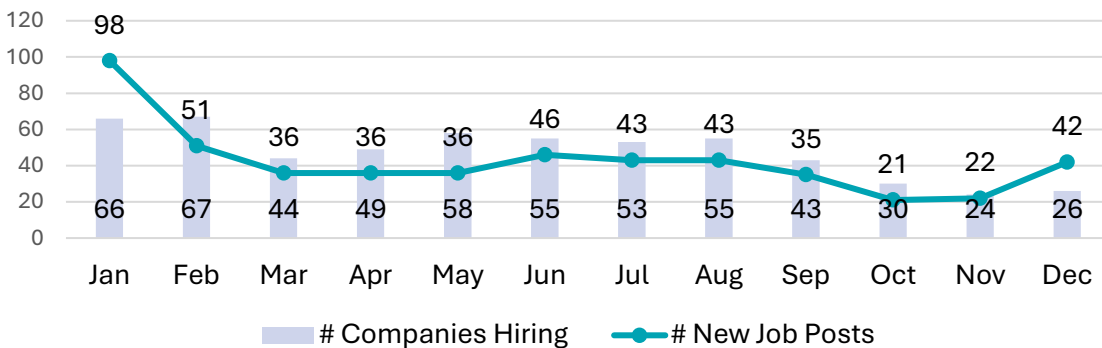
Online job postings in 2024

23.4 days was the average length of time a job posting stayed online for the NOC 54 group (“Program leaders”). **18.9** days was the average length of time a job posting stayed online for the NOC 55 group (“Other performers”). Both are shorter than the average of 25.2 days across all occupations in 2024. This indicates a higher urgency to fill the position or an easier time filling the role.

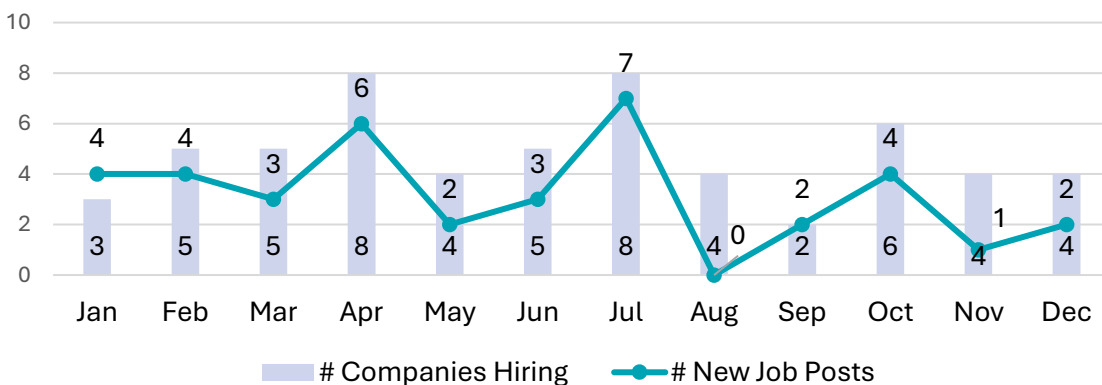
Most In-Demand Occupation	# Job Postings in 2024
Program leaders and instructors in recreation, sport and fitness	527
Other performers	38

Source: FindYourJob.ca. [Labour Market Insights Report](#). Local Board Area: Waterloo Wellington Dufferin, January-December 2024. Accessed Jan 29, 2025.

Hiring Activity Trends in Waterloo Wellington Dufferin (NOC 54)



Hiring Activity Trends in Waterloo Wellington Dufferin (NOC 55)



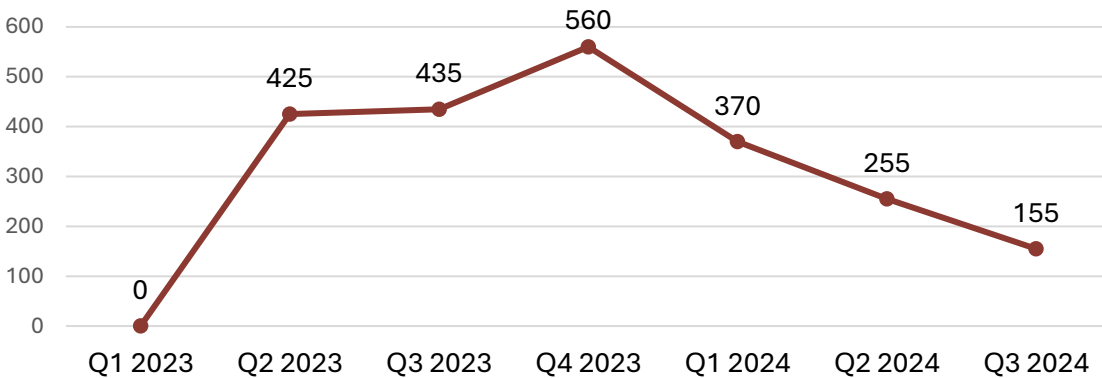
Source: FindYourJob.ca. [Labour Market Insights Report](#). Local Board Area: Waterloo Wellington Dufferin, January-December 2024. Accessed Feb 5, 2025.

Support occupations in art, culture and sport (NOC 54-55)

Job Vacancies: Economic Region (Kitchener-Waterloo-Barrie)

Statistics Canada rates the data quality of these NOC 54 estimates as “D – acceptable” in Q3 2023, Q4 2023, and Q1 2024. Data was rated “E – use with caution” in Q2 2023, Q2 2024, and Q3 2024. The data quality in Q1 2023 was too unreliable to be published.

The vacancy data for NOC 55 was not available from Statistics Canada for this reference period.

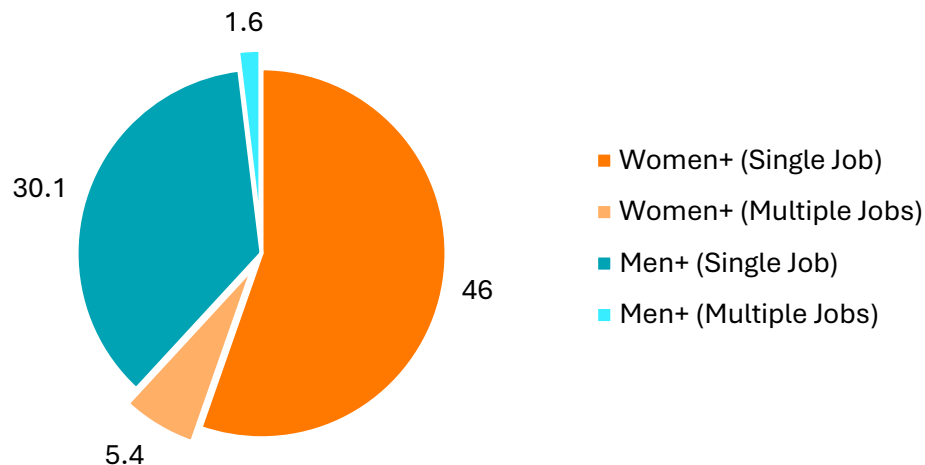


Source: Statistics Canada. [Table 14-10-0444-01 Job vacancies and average offered hourly wage by occupation \(unit group\), quarterly, unadjusted for seasonality.](#)

Number of Employees by Gender & Multiple Job Holders (x1,000) (Ontario)

Approximately **83,100** people worked in NOC 54 & 55 occupations in 2024.

- **5,400 (6.5%)** working multiple jobs were Women+
- **1,600 (1.9%)** working multiple jobs were Men+



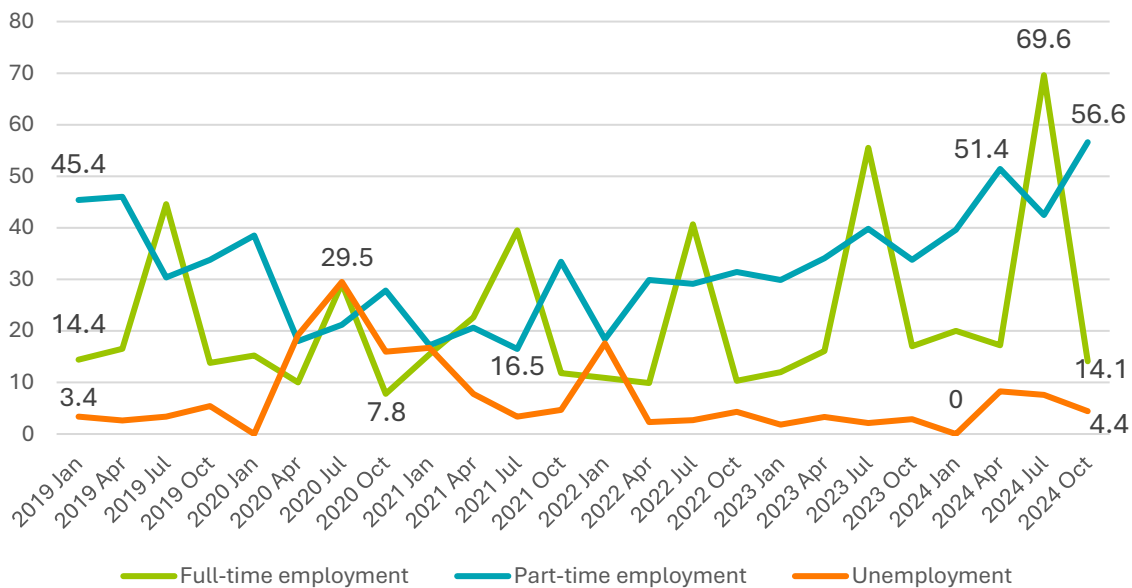
Source: Statistics Canada. [Table 14-10-0416-01 Labour force characteristics by occupation, annual](#), and [Table 14-10-0410-01 Multiple jobholders by occupation, annual \(x1,000\)](#).

“Individuals in the category ‘non-binary persons’ are distributed into the other two gender categories [to protect confidentiality] and are denoted by the “+” symbol.” (Statistics Canada)

Support occupations in art, culture and sport (NOC 54-55)

The 5-year Employment Trend in Ontario

- **Full-time** – we see a clear seasonal pattern of spikes in full-time employment opportunities during the warmer months, hinting that full-time hours are highly contract-based. The summer of 2024 demonstrates strong recent growth.
- **Part-time** – Dips in part-time employment levels often happen near peaks in full-time employment. The Fall of 2024 showed strong recovery over these 5 years,
- **Unemployed** – Given the group-based nature of these occupations, it is unsurprising to see high unemployment rates during the COVID-19 pandemic and a couple of winters following. It is less clear what caused the rise in unemployment in 2024.

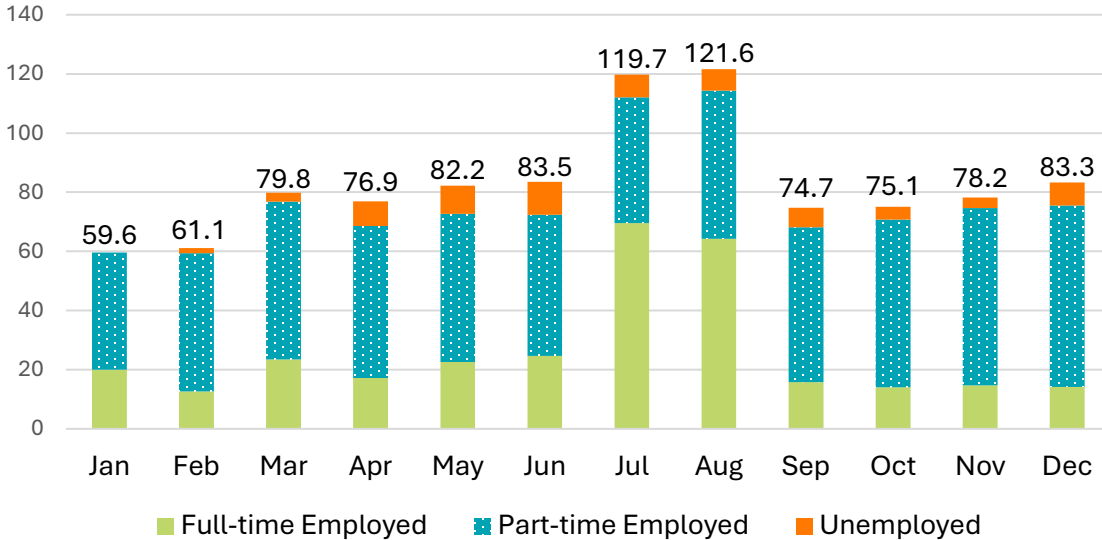


Source: Statistics Canada – Labour Force Survey. Table: [14-10-0421-01., Labour force characteristics by occupation, monthly, unadjusted for seasonality \(x1,000\).](#)

Support occupations in art, culture and sport (NOC 54-55)

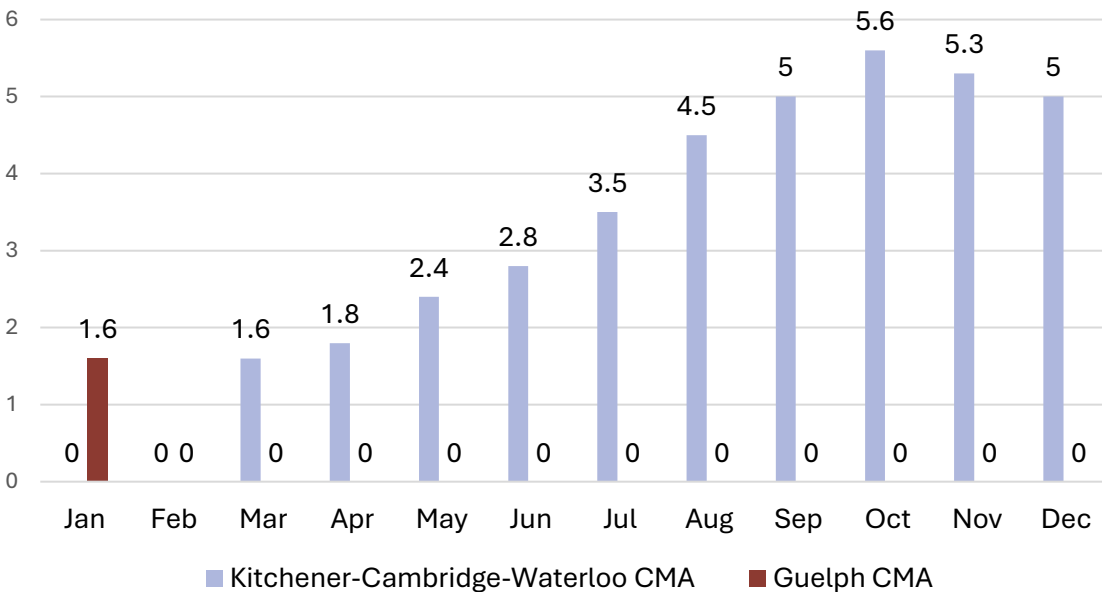
12-month Employment Trend: Ontario (2024)

- **Part-time** employment ranged from 39,600 to 61,300 people.
- **Full-time** employment ranged from 12,600 to 69,600 people.
- **Unemployment** ranged from 0 in Jan to 11,100 in Jun.



Source: Statistics Canada. Labour Force Survey. [Table 14-10-0421-01 Labour force characteristics by occupation, monthly, unadjusted for seasonality \(x1,000\)](#).

12-month Employment Trend: Local (2024)



Source: Statistics Canada. [Table 14-10-0467-01 Employment characteristics by census metropolitan area, three-month moving average, unadjusted for seasonality \(x1,000\)](#). Guelph CMA data suppressed except in January. K-C-W CMA data suppressed in Jan and Feb 2024.

Summary

Job Postings

- Every occupational group had job posting lengths at or below the average occupational length.
- Across all groups, there are more companies than new postings. This is connected to active posting data where job postings may be up for more than one month.
- Postings are down across most groups. NOC 54 has more posting stability over the year.

Vacancies

- The data is inconsistent and unreliable. Any data is a snapshot of demand, not the trend.

Job Holders

- The split between Men+ and Women+ occupying these jobs is almost even. 50% to 62% of job holders are female, and Women+ are more likely to be single job holders.
- This occupational group has multiple job holders who account for more than 10% of the workforce.

Employment Trends in Ontario & Waterloo Wellington Dufferin

- Provincially, NOC 51 and 52 had lower 5-year unemployment levels while NOC 53, 54 and 55 demonstrated more instability in unemployment.
- Provincial employment in NOC 51 and 52 has returned to pre-COVID levels.
- Provincial employment in NOC 53, 54 and 55 fluctuates much more and may be connected to seasonal employment.
- NOC 51 has seen steadier engagement and employment in Q4 2024 in the CMAs and province.
- Provincially, NOC 52 has grown engagement in Q4 and returned to early 2024 numbers. In Kitchener-Waterloo-Cambridge, employment has been falling.
- NOC 53 has seen provincial engagement grow over the beginning of the year. Employment at the K-W-C level is only trackable between April and September.
- NOC 54 and 55 engagement in Ontario is larger at the end of the year rather than the beginning. Employment provincially and locally has been larger in the last quarter of 2024.



Workforce Planning Board
of Waterloo Wellington Dufferin

73 Water Street North, Suite 407
Cambridge, ON N1R 7L6

www.workforceplanningboard.com
www.findyourjob.ca

info@workforceplanningboard.com