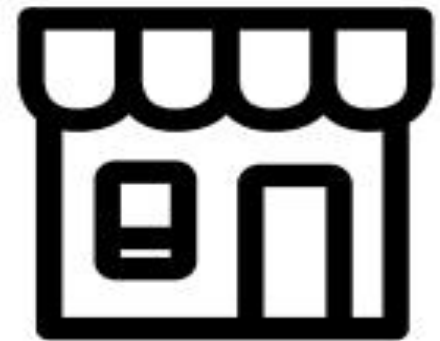


FILM PROFILE



Workforce is **9,140**



901 businesses



Home to **3rd largest cluster of
film businesses** in Canada

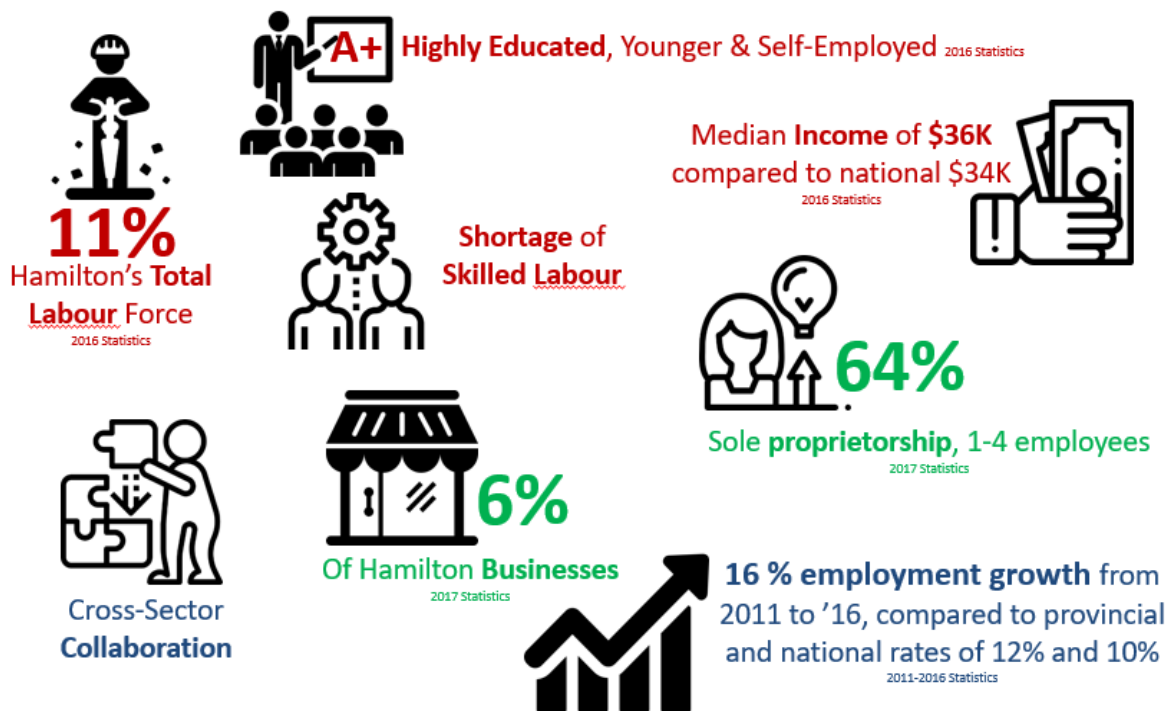
WWW.INVESTINHAMILTON.CA/INDUSTRIES

All content from Creative Industries Sector Profile

Hamilton's Creative Industries Snap Shot

Creative Cultural Industries includes a wide variety of businesses in areas such as music, film, fashion, writing and publishing, visual and applied arts and graphic design, and live performance and festivals.

This sector fosters high-profile creativity and innovation; attracts and supports other key sectors through its impact on quality of life; requires a large number and wide variety of knowledge sets and skills; and enhances Hamilton's image as a vibrant city.



To learn more about the Hamilton's Creative Industries visit:

www.investinhamilton.ca/industries

Creatives Industries Sector Profile: Film

The Film sub-sector or industry comprises the technological and commercial institutions of filmmaking - i.e., film production companies, film studios, cinematography, animation, film production, screenwriting, pre-production, post production, film festivals, distribution and actors, film directors and other film crew personnel.

The Film industry continues to be a boon to Hamilton's economy. In 2017, the City issued 539 film permits, which resulted in \$12,176,945 direct spend by production companies. Also, over 700+ unionised film workers live in Hamilton and include directors, technicians, writers, actors, hair and makeup specialists, and costume designers⁷. As per Hamilton's 2017 review and 2018 budget submission to city councillors, approximately 100 productions were filmed in Hamilton last year and that the direct spending added \$12 million to the city's economy.

The development of a major film studio is identified as a "stretch target" in the 2016-2020 Economic Development Action Plan. The City has developed amendments to Zoning By-law 05-200 to enable the addition of a production studio and associated warehousing, prop and set design and storage. It also allows the use of digital media such as an animation studio, and associated software development and processing.



Images (clockwise from left): Hamilton Film Studios, Westdale Theatre, Filming on King William St, Lighting Crane – Shaftesbury, and Base Camp - Shaftesbury

Hamilton's Film Sector

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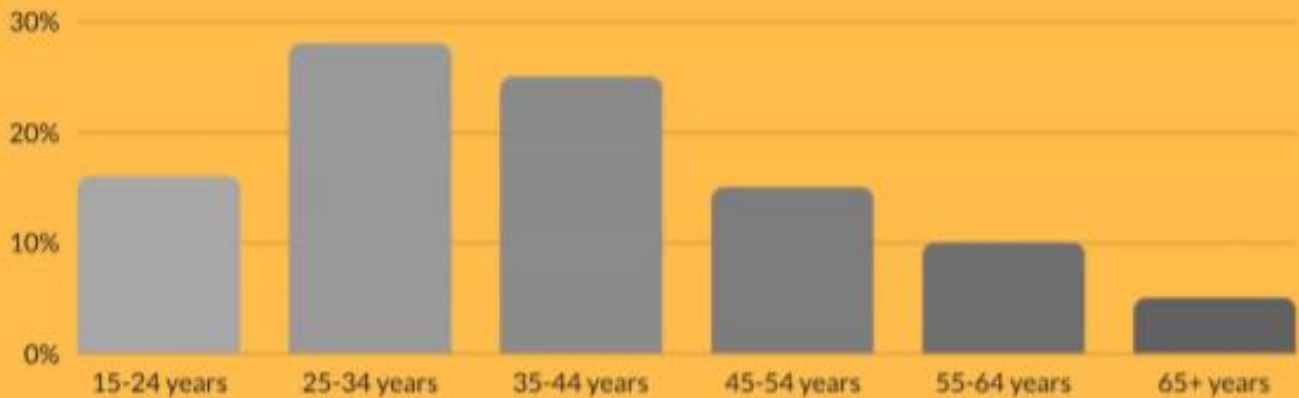
Young

54% of film industry workers are between the ages of 25 to 44 years compared to only 41% in other sectors of the economy

24%

24% of all film industry workers in Hamilton are self-employed

Age of Population with a Post-secondary Certificate, Diploma or Degree in Film Related Programs, 2016



9,400

Total Employment in Hamilton's Film Industry

7,105

Total Number of Workers with Film Related Occupations

901

Total Number of Businesses in Hamilton's Film Industry

2nd

Comparatively, Hamilton ranks as a top two destination for film related occupations

3rd

Comparatively, Hamilton had the 3rd largest growth of employment in its Film Industry

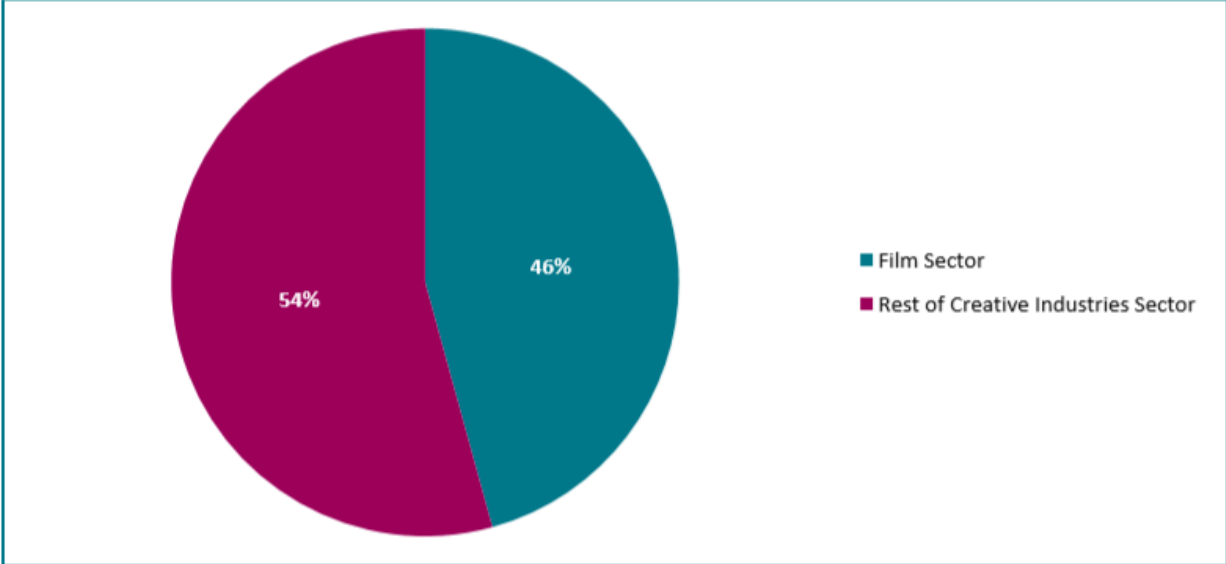
3rd

Hamilton has the 3rd largest cluster of Film Industry Businesses across Canada

Film Workers Characteristics

In 2016, Hamilton accounted for approximately 7,105 film occupations. Film sector workers account for 1.9% of total occupations. As illustrated in Figure 14, the film sector accounted for 46% of total creative industries sector occupations.

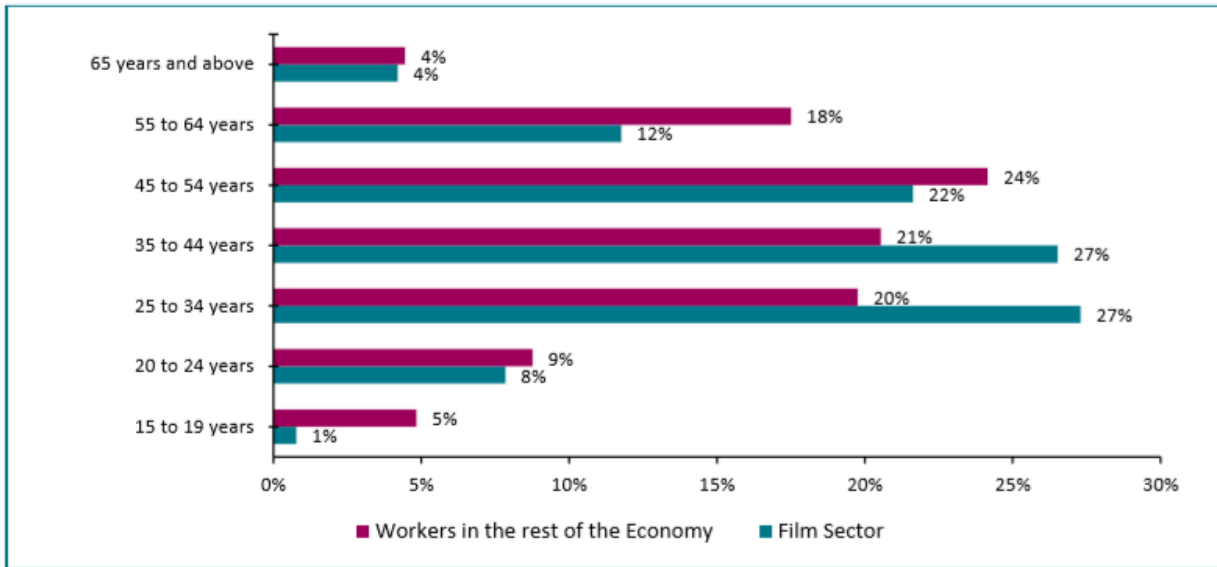
Figure 14: Proportion of Film Sector Workers, 2016



Source: Statistics Canada, Census of Canada 2016

The age cohorts for the employed labour force (aged 15 years and over) by occupation shows that the majority of film workers are from 25 to 34 years representing approximately 1,895 workers making up 27% of Hamilton’s film workers. The working-age statistics of film workers in Hamilton is comparable to provincial and national statistics. Film workers are younger compared to workers employed in occupations in the rest of the economy.

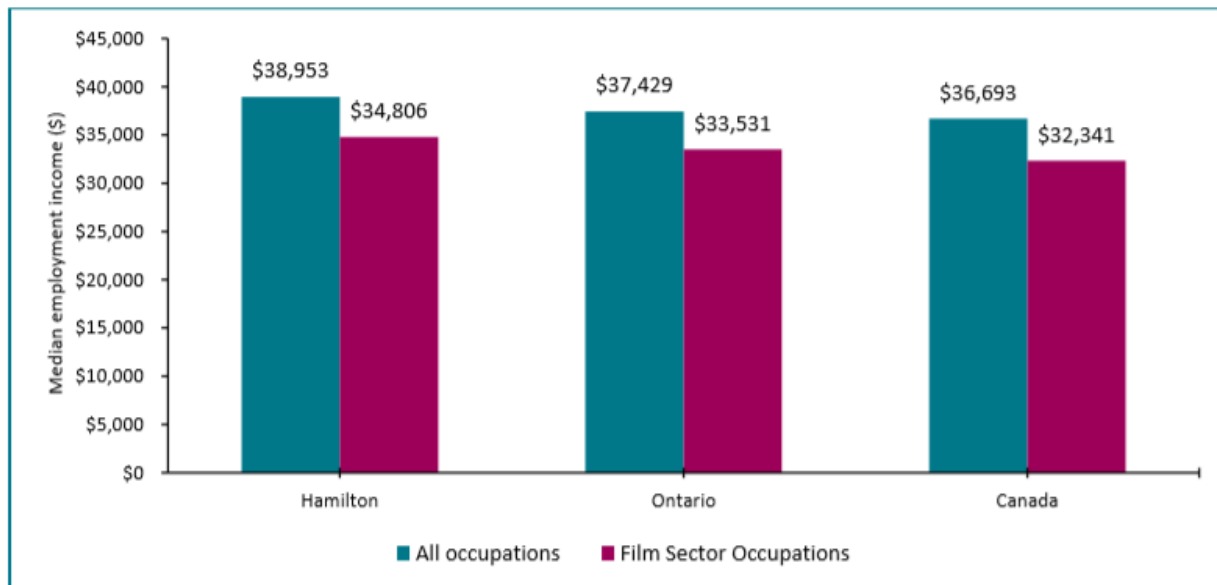
Figure 15: Labour force by Age for the Film Sector, 2016



Source: Statistics Canada, Census of Canada 2016

In 2016, the median employment income of film workers in Hamilton was \$34,806 compared to \$38,953 for workers in all occupations. The median employment income of film workers in Hamilton is higher than the overall median income in Ontario at \$33,531 and Canada at \$32,341.

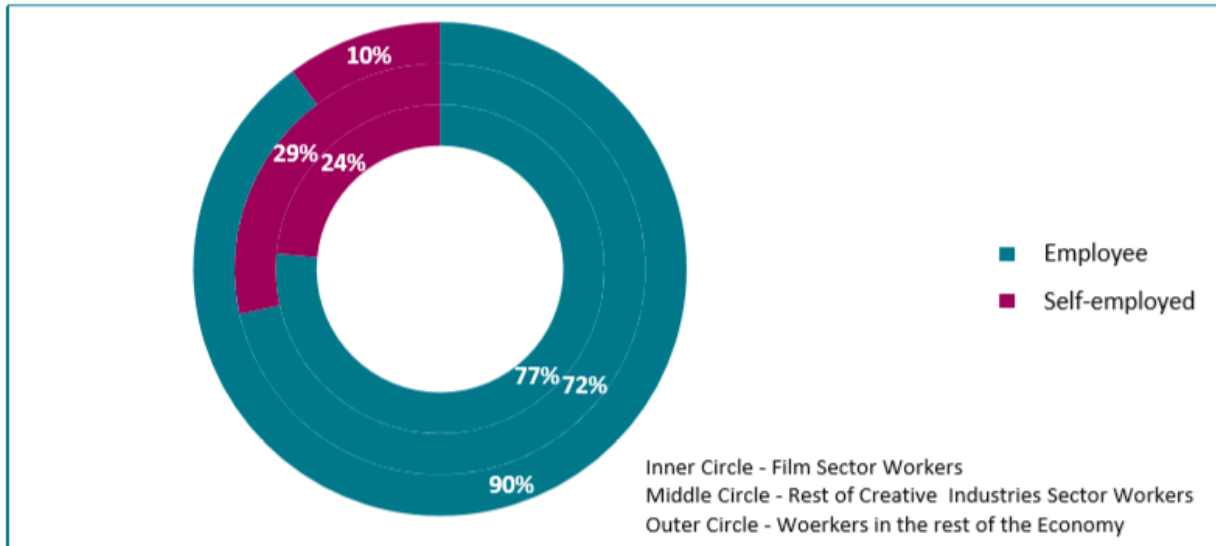
Figure 16: Employment Income of Film Sector, 2016



Source: Statistics Canada, 2016 Census of Population, Statistics Canada Catalogue no. 98-400- X2016304.

Analysing occupations by class of worker, it was determined that the film sector workforce has a higher percentage of employed workers compared to the rest of the creative industries sector workers.

Figure 17: Class of Worker of Film Sector, 2016



Source: Statistics Canada, Census of Canada 2016

Film Education Profile

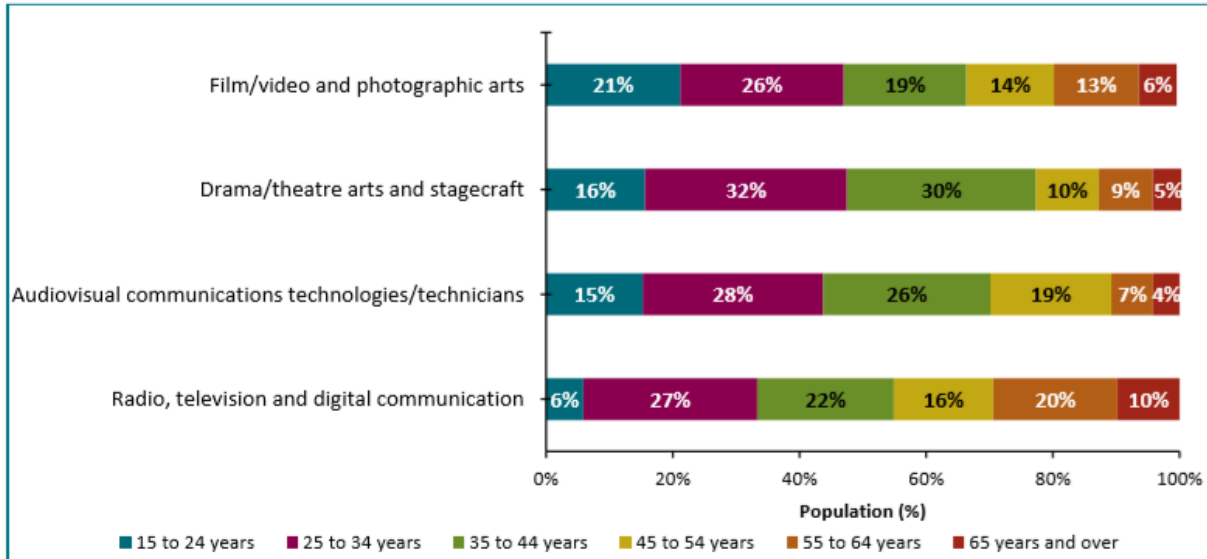
In 2016, approximately 332,950 residents aged 15 years and over had a postsecondary certificate, diploma or degree in Hamilton. Approximately 3,485 people (1% of the total population) had a postsecondary certificate, diploma or degree in film-related courses. The proportion of film degrees in Hamilton is lower than provincial rates at 2.5% and higher than national rates at 0.4% of the total population. The proportion of the population with film-related degrees is listed below:

- Audio-visual communications technologies/technicians – 1,440 people
- Film/video and photographic arts – 1,085 people
- Drama/theatre arts and stagecraft – 705 people
- Radio, television and digital communication studies – 255 people

The film education profile shows that approximately 61% of graduates were males compared to 39% of females. As shown in Figure 18, the majority of the population with film degrees were young graduates between the ages of 25 to 34 years. Approximately 21% of graduates with film/video and photographic arts were between 15 to 24 years.

Based on the data analysed, Hamilton has a good pool of skilled candidates capable of participating in the labour force in the film sector.

Figure 18: Age of Population with a Postsecondary Certificate, Diploma or Degree in Film Sector, 2016



Source: Statistics Canada, Census of Canada 2016

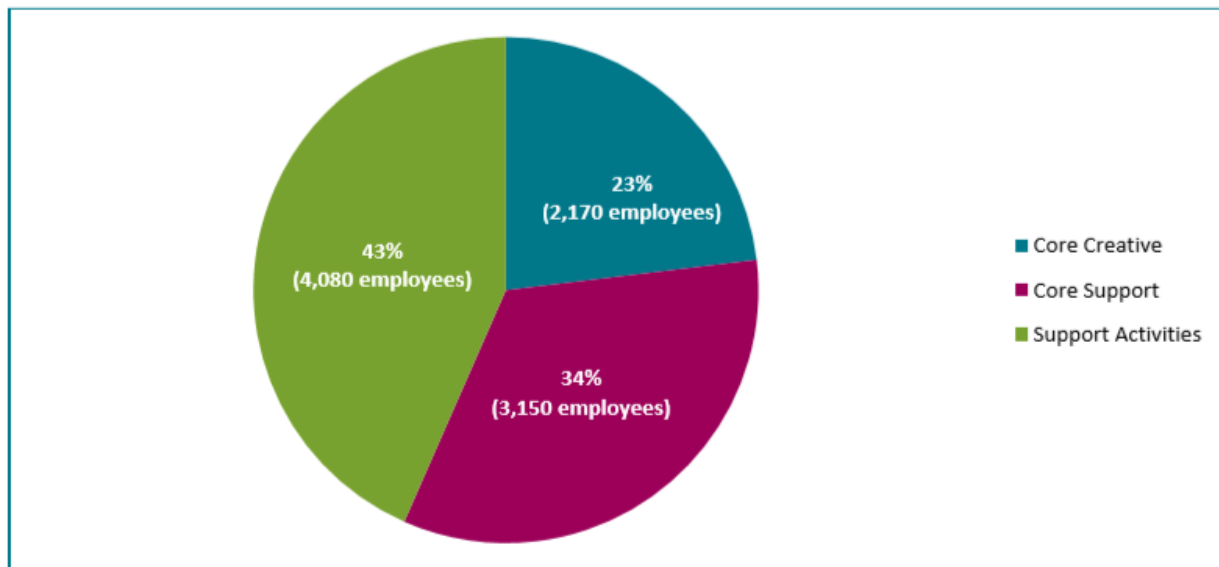
Analysing the Film sub-sector programs available in Colleges in Ontario, it was determined that Mohawk College offer two film programs in Hamilton. They are the:

- Creative Photography - Still and Motion
- Media Studies
- Closed Caption for Media: An Introduction
- Developing a Graphic Design Portfolio Documentary Scriptwriting
- Dramatic Scriptwriting
- Drawing for Comics & Graphic Novels Ensuring Successful Print Results Graphic Design
- Graphic Novels Introduction
- Growing Up Digital-Living and Working in Canada Introduction to Journalism
- Media and Society Media Discovered
- Pro Tools Certification Typography 1
- Video Editing Introduction World Cinema

Film Employment

In 2016, approximately 32% (9,400 employees) of Hamilton’s creative industries sector employment was related to the film sector. In terms of function, 23% (2,170 employees) were in core creative film sector employment while 34% (3,150 employees) were in core support film sector employment and 43% (4,080 employees) were employed in support activities for the film sector.

Figure 20: Film Sector Employment by Function, 2016



Source: Statistics Canada, Census of Canada 2016

- Core Creative - Motion picture and video industries was the top employing core creative film sector, representing 9% (875 employees) of all film sector employment
- Core Support - Other schools and instruction⁹ was the top employing core support film sector, representing 17% (1,580 employees) of all film sector employment
- Support Activities - Other professional, scientific and technical services¹⁰ were the top employing support activities for the film sector, representing 14% (1,290 employees) of all film sector employment

Employment in the film sector grew by 10% from 2011 to 2016. The largest growing film sector employment by function was:

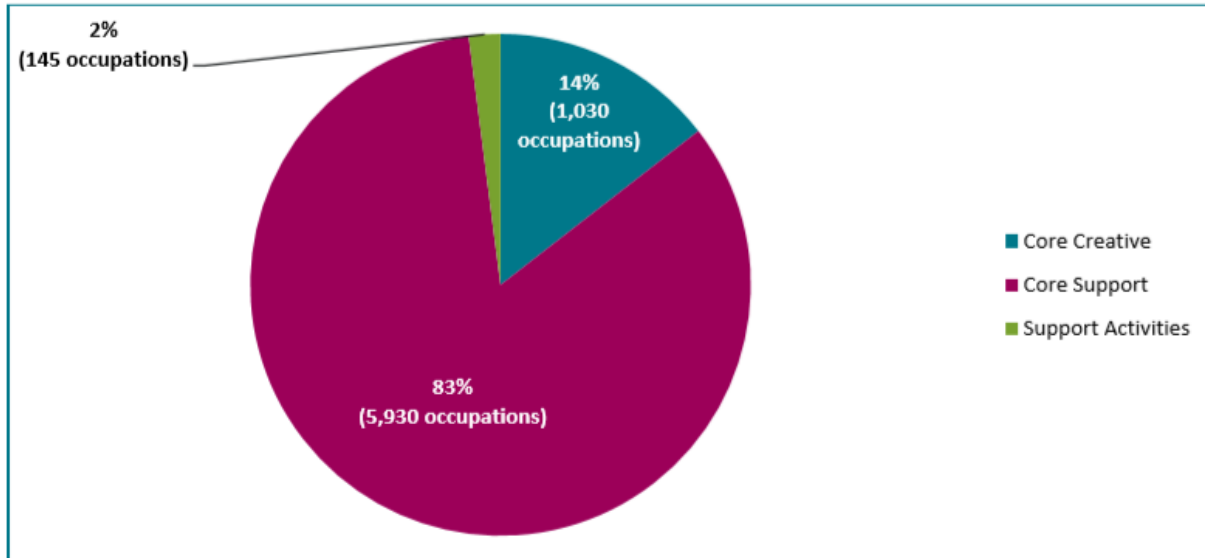
- Core Creative - the largest employment growth was Independent artists, writers and performers
- Core Support – the largest growth was in Advertising, public relations, and related services
- Support Activities – the largest growth was in Specialized design services

Employment in support activities for the film sector such as electronics and appliance stores, printing and related support activities and consumer goods rental declined from 2011 to 2016. The consumer goods rental industry includes consumer electronics and appliance rental and videotape and disc rental.

Film Occupations

In 2016, approximately 46% (7,105 occupations) of Hamilton's creative industries sector occupations was related to the film sector. In terms of function, 14% (1,030 occupations) were core creative film sector occupations while 83% (5,930 occupations) were in core support film sector occupations and 2% (145 occupations) were support activities occupations for the film sector.

Figure 9: Film Sector Occupations by Function, 2016



Source: Statistics Canada, Census of Canada 2016

- Core Creative - Producers, directors, choreographers and related occupations were the top core creative film sector occupations, representing 7% (470 occupations) of all film sector occupations
- Core Support - Advertising, marketing and public relations managers were the top core support film sector occupations, representing 27% (1,900 occupations) of all film sector occupations
- Support Activities - Broadcast technicians was the top support activities film sector occupations, representing 1% (90 occupations) of all film sector occupations

Occupations in the film sector grew by 20% from 2011 to 2016. The largest growing film sector occupations by function were:

- Core Creative - the largest growth was Producers, directors, choreographers and related occupations

- Core Support – the largest growth was in Advertising, marketing and public relations managers

Film Businesses

In 2017, the film sector has a total of 901 businesses. In terms of function, 35% (315 businesses) were core creative film sector businesses while 8% (76 businesses) were core support film sector businesses and 57% (510 businesses) was businesses in support activities for the film sector.

In terms of employee type, the majority of businesses were self-employed establishments without employees. Approximately, 157 businesses had 1-4 employees, and 49 businesses had 5-9 employees. Five businesses in this sector had at least 100 employees. Of these two businesses are Motion picture and video exhibition, one fine arts school and two printing businesses.

Film Asset Mapping

The asset mappings of creative industries in the Film sector shows businesses concentrated along and around James Street North at Barton Street W and E. Film businesses are also seen in the area around central Hamilton at Queen St N, Locke St N and Dundurn St N and also along John St North. A few businesses are also seen near McMaster University, Lime Ridge Road and Kenilworth Avenue. The cluster near James Street North includes Factory Media Center and HAVN. The city also has some clustering of film businesses (spaces and production studios) such as Digital Canaries located in the city's north end and its industrial zones. Additional investment in the film sector includes renovations to Sherman Avenue Playhouse Theatre. The Playhouse Theatre started operations in 1913 showing silent films and vaudeville. When reopened, the theatre will be the oldest movie house in Hamilton and be a part of Hamilton's architectural heritage.

Figure 26: Creative Industries in the Film Sector, 2018



Source: MDB Insight, 2018

Resource Materials

- MDB Insight – City of Hamilton – Creative Industries Sector Profile Study: Sub-Sector Profiles: <https://investinhamilton.ca/industries/creative-industries/>
- City of Hamilton: [Economic Development Action Plan 2016-2020](#)