



FOCUS
ON
WOMEN
2013



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A Report on gender (in)equality in the Canadian independent
screen-based production industry



CUES
Canadian Unions
for Equality on Screen

A report of Canadian Unions for Equality on Screen (CUES)

Prepared by Dr. Amanda Coles

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Ferne Downey

President, Alliance of Canadian Cinema, Television and
Radio Artists (ACTRA)

President, International Federation of Actors (FIA)

Rina Fraticelli

Executive Director,
Women in View





Why Focus on Women?



- ▣ the first gender-based analysis of the unionized independent screen-production industry workforce in Canada
- ▣ reflects and captures the highly collaborative nature of working in the screen-based production industry
- ▣ the inaugural edition of a series of reports that will track the progress of gender equality in the Canadian independent screen-based production sector through statistical analysis and scholarly research

“...the media, arts and entertainment sectors are the framework of political, economic and social developments. At the same time they are a powerful tool for creating public opinion and people construct their perception of the world through what they are seeing in

2011 General Assembly Resolution on Equality in the Media, Entertainment and the Arts

Dr. Amanda Coles

Associate Researcher, Interuniversity Research
Centre on Globalization and Work (CRIMT).

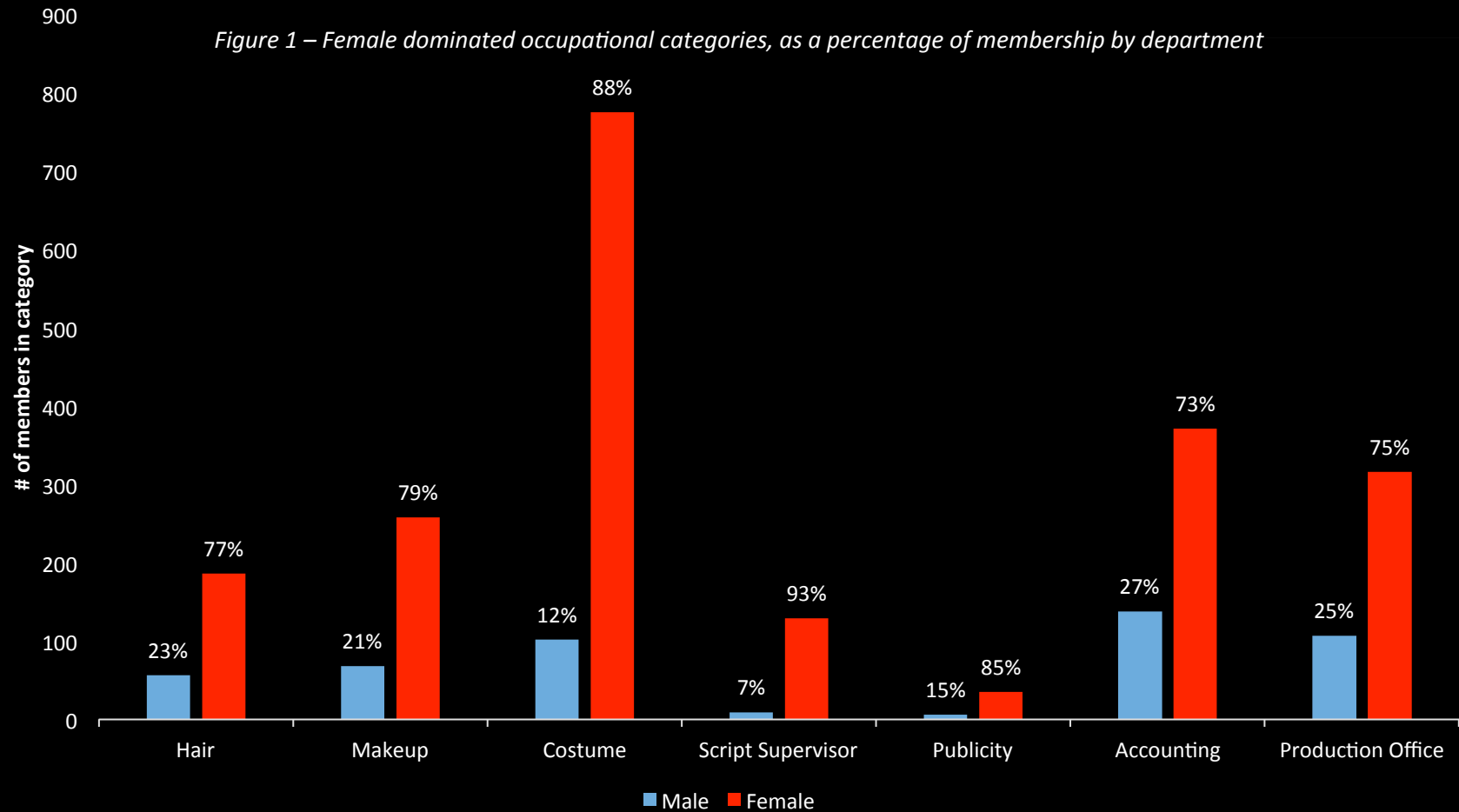
Lecturer, Graduate Program in Arts and
Cultural Management, School of Culture and
Communication, University of Melbourne.

Behind the camera

Work in the screen based industries is highly gendered



Figure 1 – Female dominated occupational categories, as a percentage of membership by department

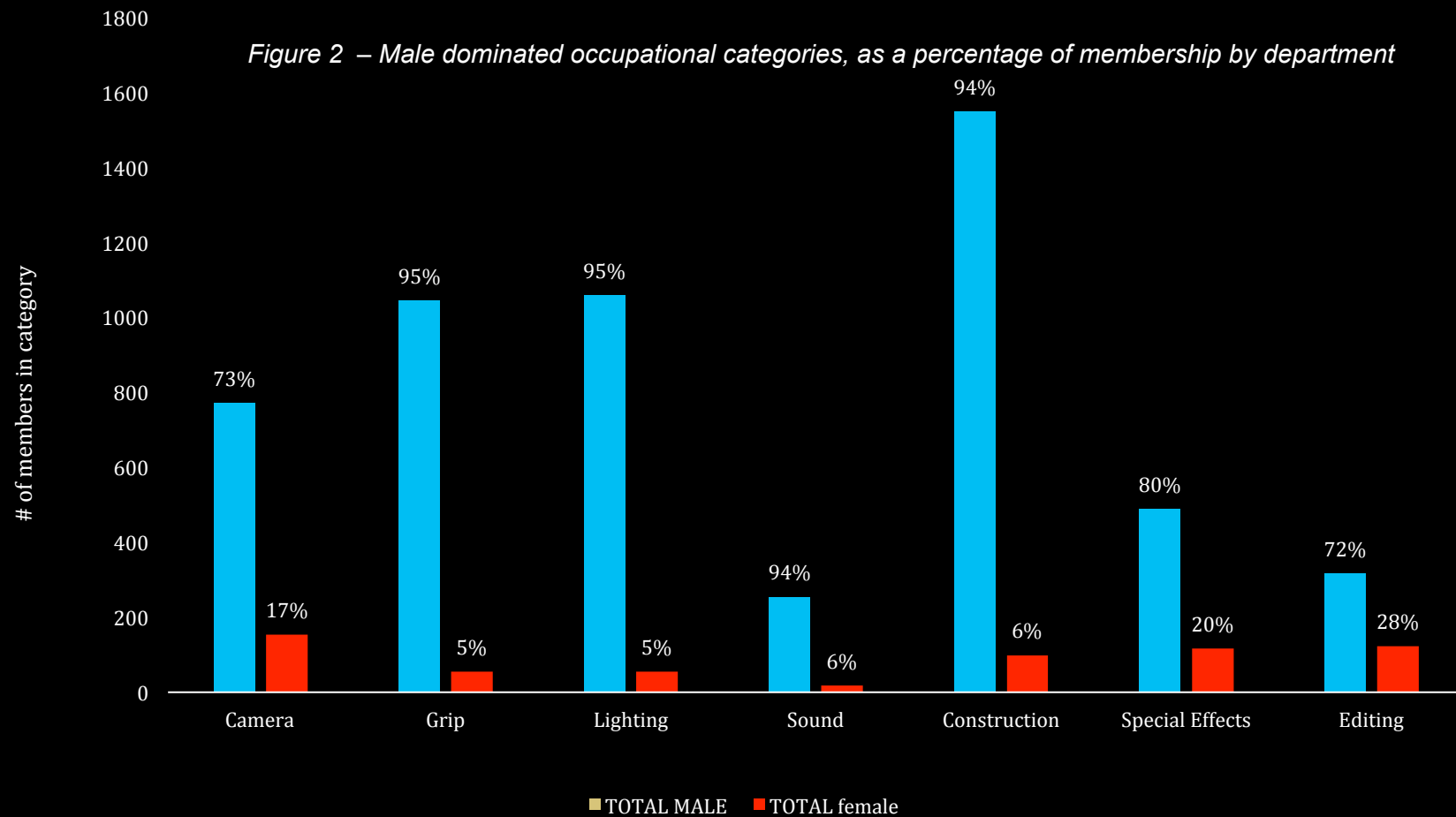


Behind the camera

Work in the screen based industries is highly gendered

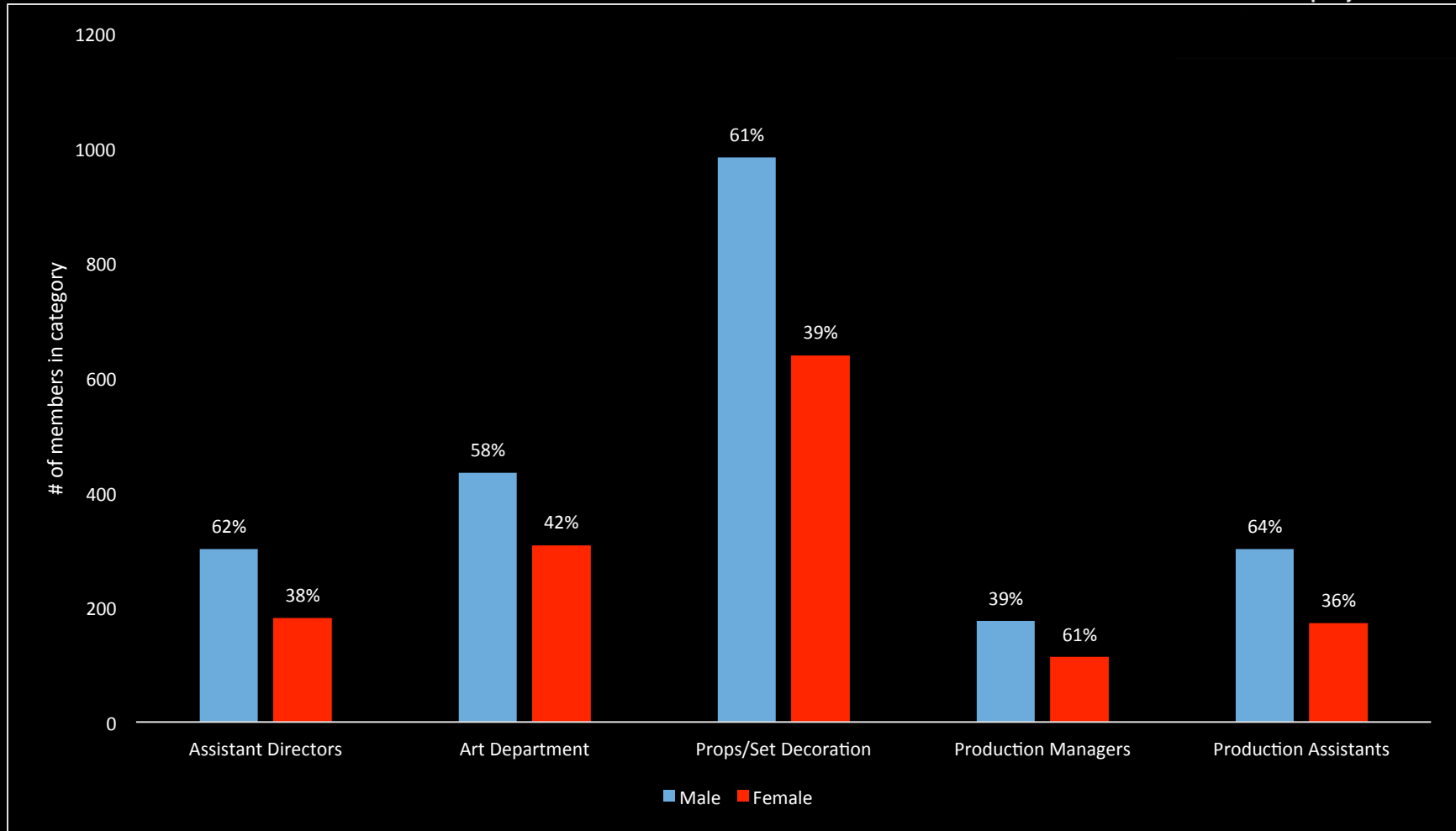


Figure 2 – Male dominated occupational categories, as a percentage of membership by department



Behind the camera

60/40 gender equality zone in some occupations

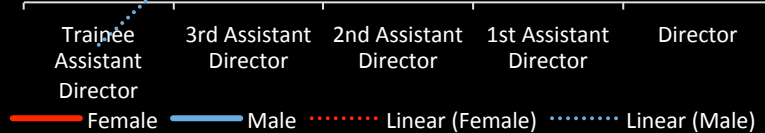


Behind the camera Canadian content and glass ceilings



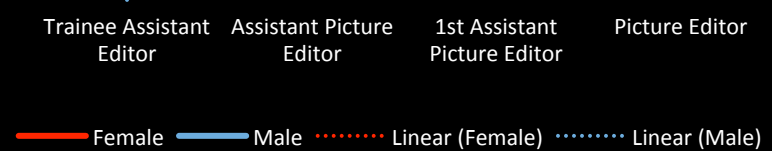
Career path by gender, Directors

of members in category



Career path by gender, Editors

of members in category



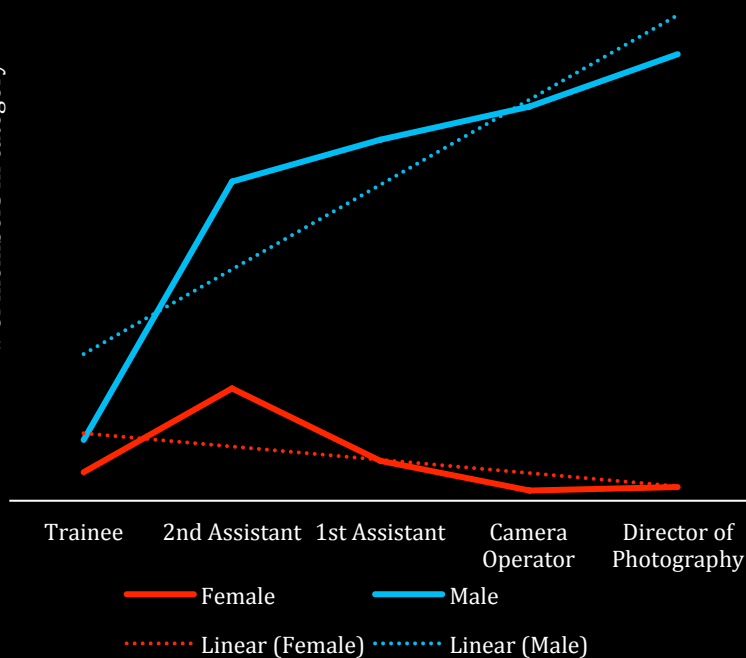
What the data tells us

Canadian content and glass ceilings



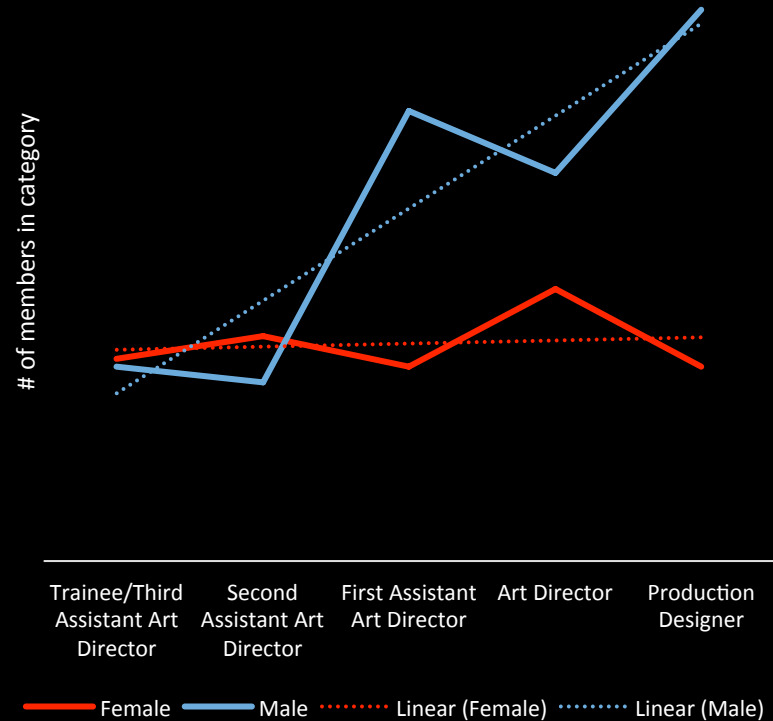
Career path by gender, Directors of Photography

of members in category

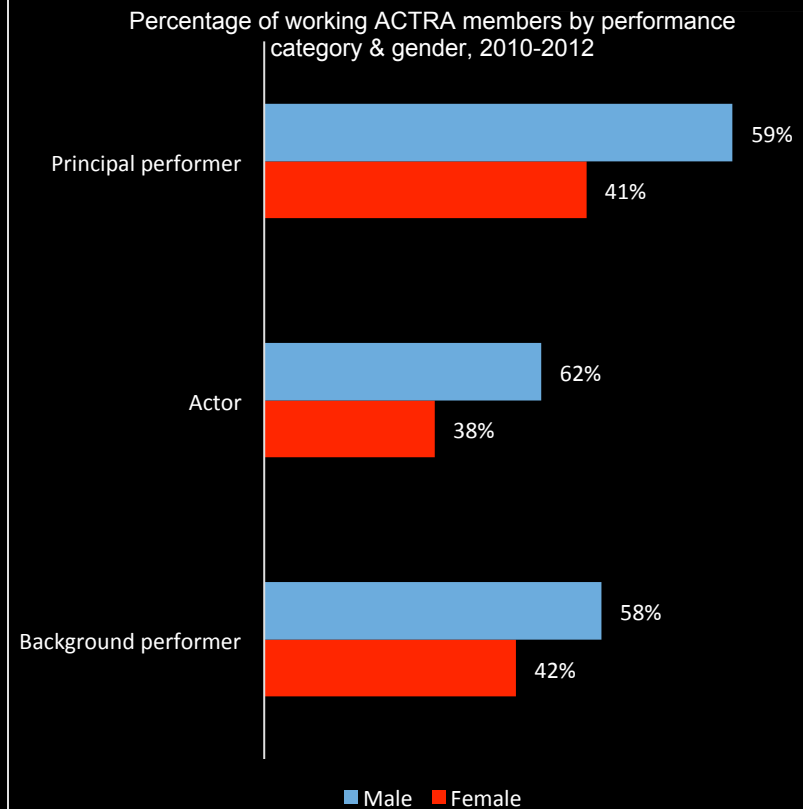
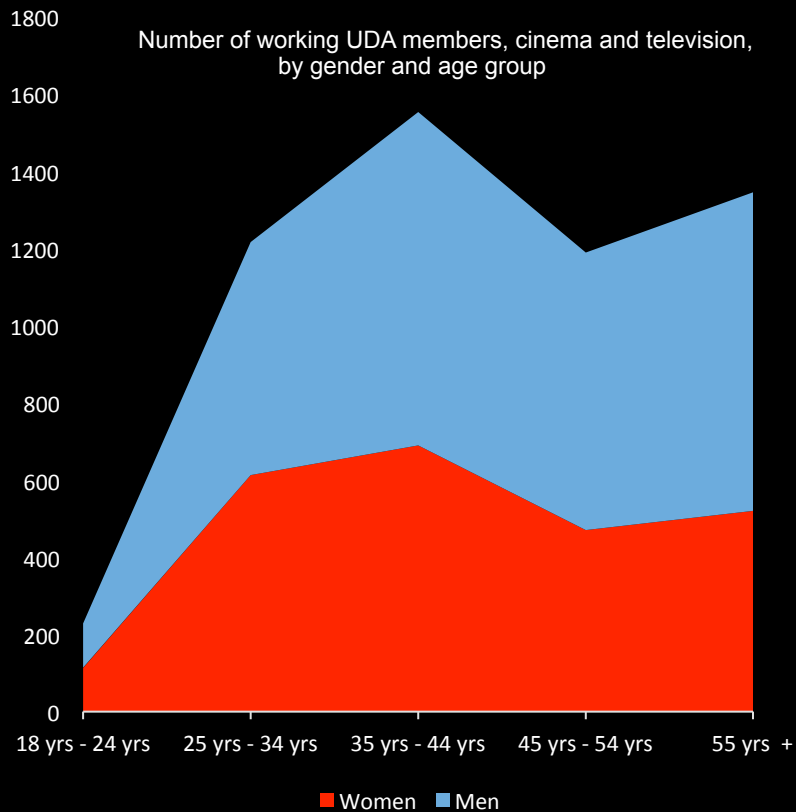


Career path by gender, Production Designers

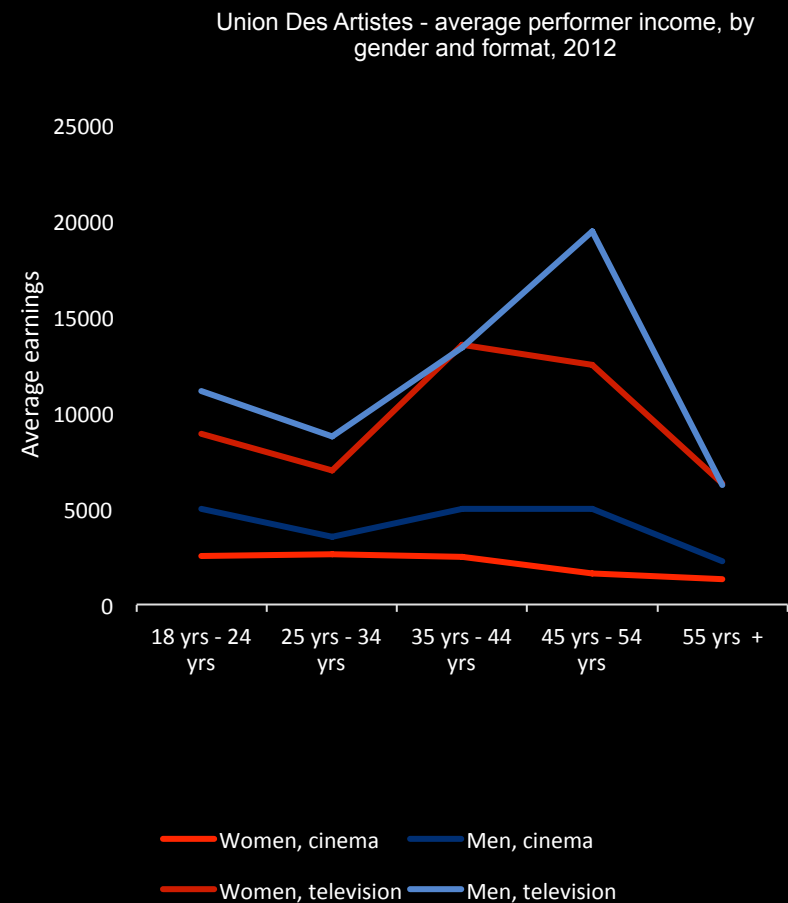
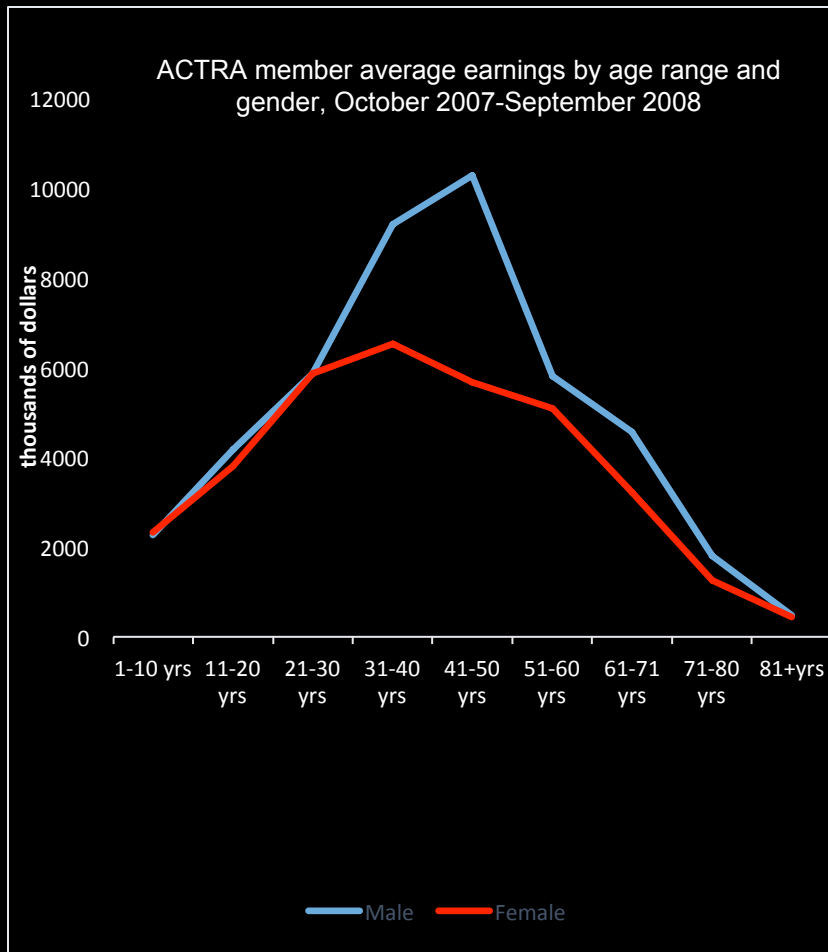
of members in category



On screen You can't be what you can't see



On screen Men make more money, have longer careers



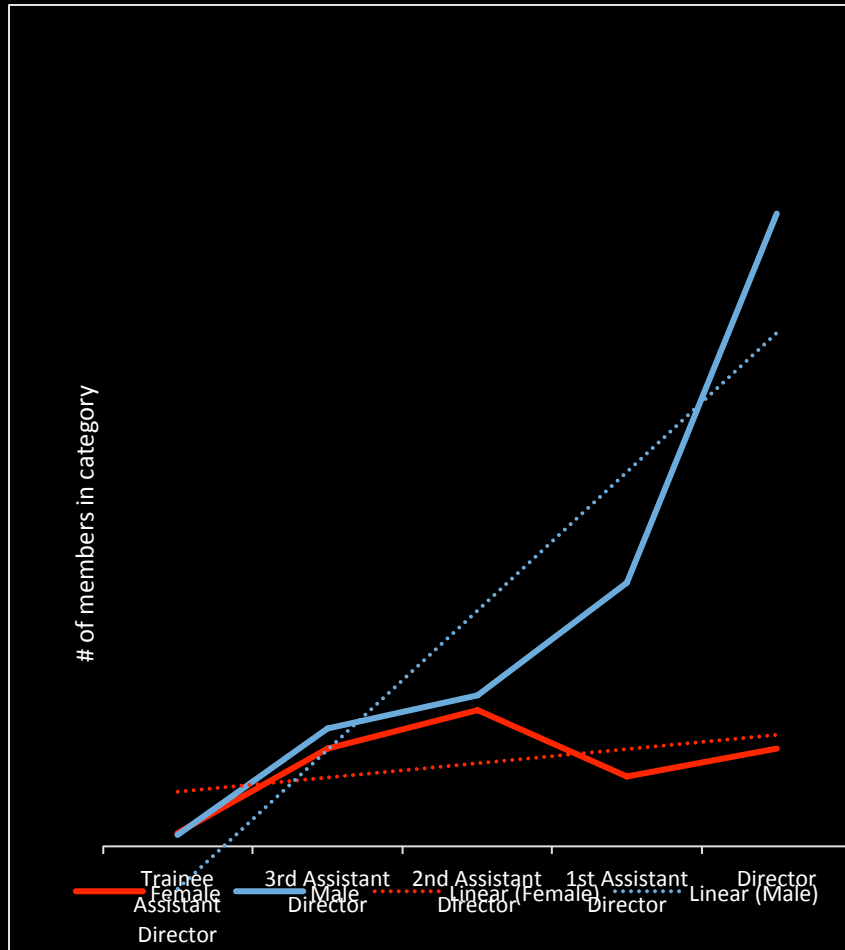
And ...Action!

Next Steps



- 1. Form a Gender Equality Working group or Women's Committee with a clear mandate**





2. Gather gender-based data for your organization

3. Adopt a gender equality statement for your organization



ACTRA Equality Statement

Union solidarity is based on the principle that all union members are equal and deserve mutual respect. Any behaviour that creates conflict prevents us from working together to strengthen our union.

As unionists, mutual respect, cooperation and understanding are our goals. We neither condone nor tolerate behaviour that undermines the dignity or self-esteem of any individual or creates an intimidating, hostile or offensive environment.

Discriminatory speech or conduct which is racist, sexist, transphobic or homophobic hurts and divides us. So too, does discrimination on the basis of disability, age, physicality, class, religion, language and ethnic origin.

Sometimes discrimination takes the form of harassment. Harassment means using real or perceived power to abuse, devalue or humiliate. Harassment is not a joke. The uneasiness and resentment it creates are not feelings that help us grow in solidarity.

Discrimination and harassment focus on characteristics that make us different. They reduce our capacity to work together on shared concerns such as decent wages, safe working conditions and justice in the workplace, society and in our union.

ACTRA's constitution, by-laws and practices reflect our commitment to equality and respect. Our collective agreements deal with harassment and discrimination by engagers or on set.

ACTRA takes harassment and discrimination complaints seriously. ACTRA activities are harassment-free zones to ensure that the dignity and equality of all sisters and brothers is respected.

Pursuant to ACTRA By-law No. 7 (Member Rights and Responsibilities; Discipline Process) complaints of harassment and discrimination will be investigated and substantiated complaints will result in action by the Union. Complaints should be directed to the President or her/his designate.

4. Put Gender Equality on YOUR Agenda!

Board Meeting AGENDA

June 5, 2013

1. Welcome
2. Minutes of last meeting
- 3. Gender Equality**
4. Funding
5. Hiring
6. Other Business

5. Do gender-based professional development initiatives or gender-equality training



6. Join us!



- ▣ **Help CUES get and **keep** gender on the agenda.**
- ▣ **Help us develop a Gender Equality Checklist for production.**

Stick around!



SexMoneyMedia & TIFF Higher Learning Panel

2:00-3:30PM in Cinema 3

Moderated by Rina Fraticelli

With:

- ▣ **Ferne Downey**, ACTRA National President
- ▣ **John Doyle**, Globe and Mail Television Critic
- ▣ **Lauran Michalchyshyn**, Head of Sundance Productions
- ▣ **Dr. Stacy Smith**, USC Annenberg & Head Researcher, Geena Davis Institute on Gender and Media.



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