



Canadian Women – Making an Impact

Women's History Month 1998

1998 marks the seventh year that Canada will celebrate Women's History Month (WHM) in October in recognition of the women who have played such a vital role in our Canadian heritage. This is an opportunity to instill a sense of pride in our historical origins as well as provide role models for other women – young and old.

With this year's theme, The Business of Women: an evolving story, we will look at how two important areas are unfolding – entrepreneurship and unpaid work. This material highlights advancements and challenges ahead for women as entrepreneurs and as the major providers of household work, caregiving and volunteer work – both of which contribute hugely to the economic and social structure of Canadian life.

While business and unpaid work may seem worlds apart, there are significant links to be made. Women entrepreneurs often cite the skills they learned in running a household or doing volunteer work and those observed in their own mothers as extremely beneficial in helping them run their businesses.

With women making up the fastest-growing segment of entrepreneurs and creating some 1.7 million jobs each

Early entrepreneur and unpaid worker extraordinaire



year, this makes women crucial to Canada's economy. Ironically, many of the same women who run businesses and contribute to economic growth in this country still provide a disproportionate amount of household and caregiving activities as well as volunteer work. Fortunately in Canada, the government has done important work through time-use surveys to measure how Canadians spend their time, at all forms of economic activity. And in 1996, the Census included questions on unpaid work for the first time. This marks a further step in the right direction as governments re-evaluate the economic and social implications of various types of paid and unpaid work. Within these pages we'll look at the irony known as "double shift" and other evidence of how women's spheres of activities have expanded over the last century. This way we will celebrate the wonderfully rich heritage of Canadian women.

In 1883, Mrs. T. Henderson, the wife of a British Columbia prospector and mother of six, made a treacherous, four-month trip with her family across 1,000 miles of steep and winding trails through the Canadian Rockies. With one baby strapped to her body and two others tied to her horse's sides, this brave woman and her family forged fast-running rivers and climbed mountains through the Yellow Head Pass before arriving at their new homestead, exhausted and penniless. Not one to be daunted by a challenge, Mrs. Henderson took on the duties of caring for her husband and six children in their mud-floored, log shack while Mr. Henderson prepared their new Prairie land for crops the next year. Thanks to her resourcefulness, Mrs. Henderson put her homemaking talents to work to earn extra money by baking bread, mending and sewing for neighbouring bachelors. Just as it is today, this was one Canadian woman who juggled her family responsibilities while filling a niche market as a businesswoman.

"The notion that household and childcare services are not worthy of recognition by the court fails to recognize the fact that these services are of great value ... The notion, moreover, is a pernicious one that systematically devalues the contributions which women make to the family economy. It has contributed to the phenomenon of the feminization of poverty."

... Madame Justice McLachlin, in 1993, after the Supreme Court of Canada ruled 7-0 in the Peter v. Below case that common-law spouses should be entitled to compensation for their housekeeping and child care services when the relationship ends. Ms. Peter was awarded the family home.

Unpaid Work – A Legacy to Leave in the Past

In a trend consistent with other developed countries around the world, Canadian women are now leaders in job creation and in generating economic growth. With that in mind, it's time to either put an end to or at least redefine the term "women's work." It could be argued that in the late 1990s, "women's work" means helping drive the economic engine of the country. What it still too often refers to is household work, caring for children and elderly parents and volunteer work – in other words, unpaid work.

"The household and volunteer economy: much of the nation's most important work – and the work that affects our well-being most directly – gets done in family and community settings. Taking care of children and the elderly, cleaning and repairing, contributing to neighbourhood groups – all of these are totally ignored in the GDP when no money changes hands."

Atlantic Monthly, October 1995

Measuring and valuing unpaid work

While women continue to carry too much responsibility for this kind of work, important progress has been made in reducing women's chances of facing "double shift," that is going home to more hours of work after spending a full day on the job. In fact, Canada is a recognized world leader in developing ways to measure and value unpaid work. Statistics Canada first estimated the dollar value of housework performed in Canada as early as 1971 and conducted two major time-use surveys in 1986 and 1992. The 1996 Census included questions on time spent on unpaid work for the first time. On the international front, the Platform for Action, adopted at

the World Conference on Women in Beijing in 1995, called for governments to measure unpaid work and reflect its value in satellite accounts to the Gross Domestic Product (GDP). The Platform for Action also said that this information should be used for the development of policy.

However, we must remember the Canadian women who often lacked appreciation for their work as wives, mothers, unpaid business partners, caregivers to elderly parents, substitute workers during the world wars and volunteers who help their communities. Here's a brief history of unpaid work in Canada.

Appreciation for our foremothers

In Aboriginal and pioneer societies in early Canada, tasks were segregated by gender, but work, family and community life were integrated. Women's work, which often meant food cultivation, gathering and preparation, was also recognized as vital. In addition to feeding their families, Huron women could elect men to their governing councils and Iroquois women ran the longhouses and could veto matters of war and peace.

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In the 1800s, the work of European women settlers also necessarily focused on family and community. Pioneer women made and preserved food, planted and tended crops, manufactured clothing, watched flocks and taught children. In the 1860s, the Agricultural Association of Upper Canada stated explicitly that “a good wife” was “indispensable” to a farmer.

The unpaid work these women did enabled men to hunt, fish, build boats and fell trees for lumber – activities for which they were paid as Canada moved into a modern market economy. The roles of women and men became disturbingly segregated as urban society supplanted rural life. The workplace became more and more separate from the home and the word “work” came to

mean waged labour. When industrialization boomed between 1850 and 1950, “dollar figures” came to represent worth to society and women’s unpaid work became literally worthless and undervalued.

It’s been a tough struggle for women to have the work they do without pay in their homes and communities recognized as essential to the functioning of today’s market economy. Canada wouldn’t be the country it is today without the incredible determination and commitment of women in all aspects of life. As we get ready to face a new century with more economic clout than ever, it is the perfect time to remember our foremothers and the women who still do double time today in their lives as businesswomen, caregivers and activists.

- Statistics Canada’s 1992 time-use survey indicated that **65.6%** of all household work was carried out by women.
- According to the 1996 Census, among wives * who held full-time jobs, **51%** reported spending 15 hours or more doing unpaid housework and **64%** reported spending 15 hours or more weekly on childcare activities. Of husbands who worked full-time, **23%** spent at least 15 hours on housework and **39%** spent 15 hours or more on childcare in a week. (*Note: these figures do not include same-sex marriages)
- With regard to unpaid care for seniors, **4.1%** of women reported spending five to nine hours each week while **2.4%** of men reported the same.
- Using the 1992 time-use survey, Statistics Canada estimated the value of household work at between **31%** and **46%** of the Gross Domestic Product or between **\$210.8 billion** and **\$318.8 billion** annually. The estimated value of one year’s worth of household work undertaken by women is between **\$11,920** and **\$16,860**, depending upon the method of estimation.

Unpaid work milestones

- 1971** A Statistics Canada report estimates that household work represents 41% of Canada's Gross Domestic Product (GDP).
- 1978** Statistics Canada publishes a study on the approaches to valuing unpaid work in monetary terms, entitled *Estimating the Value of Unpaid Work in Canada*.
- 1981** Statistics Canada conducts the first national survey of time use as a pilot study.
- 1985** Statistics Canada publishes its second set of estimates of the value of non-market activities in the home, entitled *The Value of Household Work in Canada, 1981*.
- 1986** Statistics Canada conducts its first time-use survey as part of the General Social Survey program. Other General Social Surveys that provide data on unpaid work include the Family History Survey (1990) and the Health and Social Support module (1985).
- 1988** Marilyn Waring publishes *If Women Counted, a New Feminist Economics*, which makes the case for a re-evaluation of the economic contributions of household work and volunteer work by women.
- 1990** Commonwealth Ministers Responsible for Women's Affairs agree to fully recognize the paid and unpaid contribution of women and to promote their equitable share in the rewards and benefits accruing to the economy.
- 1993** The first Canadian-organized International Conference on the Measurement and Valuation of Unpaid Work is held thanks to co-convenors, Status of Women Canada (SWC) and Statistics Canada. In addition to helping organize the conference, the federal government provided funding for Canadian women's groups to participate.
- 1993** In December, Statistics Canada releases a report entitled *Dual Earners: Who's Responsible for Housework?* which concludes that although housework is usually shared more equitably as women's education level and earning power grow, women perform the majority of housework (65.9%), especially as the number of children increases, regardless of their working status.
- 1994** Statistics Canada publishes its fourth study on the value of household work, *The Value of Household Work in Canada, 1992*. The value of household work is estimated at between \$210.8 billion and \$318.8 billion, depending upon the method used.
- 1995** The UN Fourth World Conference on Women in Beijing calls for national and international statistical organizations to measure unpaid work and reflect its value in satellite accounts to the GDP. This represents a 20-year long, grass-roots movement that involved more than 1,200 non-government organizations led by the International Women Count Network, which includes Canadian members.
- 1995** The UN Human Development Report announces that women's unpaid and undervalued work is worth \$11 trillion annually worldwide. It says that three-fourths of men's work is in paid market activities compared with only one-third of women's work.
- 1995** Statistics Canada releases *Households' Unpaid Work: Measurement and Valuation*, an in-depth report on the measurement and valuation of unpaid work in Canada, along with revised estimates for 1961-1992 and examination of changes in households' unpaid work over time. (Cat. No. 13-603, No. 3)
- 1996** The first Canadian Census to collect data on unpaid work focuses on dependent care as critical and urgent unpaid work issue of public policy interest. It confirms the patterns of time-use surveys and will enable further analysis of paid and unpaid work patterns

for different population groups across the country. Inclusion of these type of questions in the Census is the result of much hard work and commitment on the part of grass-roots, Canadian women's organizations.

1996 Statistics Canada releases The Statistics Canada Total Work Accounts System which includes a wide-ranging survey of possible fields of application of a Total Work Accounts System concept and data relevant to researchers and public policy people. (Cat. No. 89-549-XPE/EXP in French)

1997 A coalition of women's groups led by Mothers are Women holds a policy symposium on unpaid work.

1997 Federal/Provincial/Territorial Ministers Responsible for Status of Women release Economic Gender Equality Indicators. Unpaid work is central to the development of the 'work' indicators.

1998 The federal Budget includes a tax credit for unpaid work by caregivers.



Women and Entrepreneurial skills

Marie Saint-Pierre, born in 1961 in Montreal, is president of her own design firm of women's fashions. After graduating with a B.A. from the University of Montreal in 1984, she went on to take fashion at the Lasalle College where she graduated in 1986. She also received an honorary scholarship for excellent quality of work during her apprenticeship with the Montreal Fashion Group. Marie was selected as one of Quebec's most promising women by *Chatelaine* in 1990 and was named "Designer Elle Québec" in 1994 by *Elle Québec* magazine. Ms. Saint-Pierre's most recent award was a Canadian Designer Award of Distinction in 1996.

E. Cora Hind arrived in frontier Winnipeg in 1882 and applied for a job as reporter with the *Free Press*. Although her application was denied because she was a woman, Ms. Hind refused to give up on her goal of earning a living. Attracted by a recent invention called the typewriter, she rented one for a month and taught herself to type. She then researched which firms in town had purchased one of the new devices and showed up on one of their doorsteps as the first woman typist west

of the Great Lakes. After that, she started her own business as a contract typist working mostly for farmers and farm agents and learning about the agricultural industry. Some 20 years later, she was a recognised expert on the agricultural sector and advocate for Canadian farmers. At that point she made it through the doors of the *Free Press* as their agricultural editor.



Guyllaine Saucier, born in Noranda, Québec, is a highly respected Québec business woman who was the first woman appointed President of the Québec Chamber of Commerce.

From 1975 to 1989, she was President of the *Groupe Gérard Saucier Ltée*, a major forest products company. Ms. Saucier has sat on the boards of several major Canadian companies, including Northern Telecom, PetroCanada and the Bank of Montreal and she was recently reappointed Chair of the Board of Directors of the Canadian Broadcasting Corporation (CBC). Ms. Saucier has served in that position since April 1, 1995, and will continue until March 31, 2000. When Guyllaine Saucier was appointed to the Order of Canada in 1989, her citation noted that "she has



displayed exceptional civic-mindedness and has made significant contribution to the business world”.

Thelma Chalifoux, an innovative educator and pioneering activist in the field of native housing, is a leading member of the Canadian Métis community and an entrepreneur. Born and educated in Alberta,



Ms. Chalifoux's experience as a single mother raising seven children – not to mention 30 grandchildren and 15 great grandchildren – has given her a deep interest in and concern about women's

issues. Her career began in 1969 when she joined the Métis Association of Alberta. Since then, she was the first Aboriginal woman to broadcast on commercial radio with CKYL Radio Peace River. Thelma Chalifoux developed community groups in northern Alberta, specializing in native housing for both the Alberta Housing Corporation and the Métis Housing Corporation. Since 1994, she has been Senior Partner, Chalifoux and Associates Educational and Economic Consulting specializing in the development and application of Métis specific cross-cultural training courses. She also owns Secret Gardens Originals which sells crafts and floral designs. Ms. Chalifoux has served as Vice President of the Aboriginal Women's Business Development Corporation and was the first Métis woman ever appointed to the Senate of the University of Alberta. In November 1997, Ms. Chalifoux was appointed to the Senate of Canada.

Making skills pay off

Businesswomen show **excellent organizational skills**, often gained from running a household, watching their mothers cope with a number of activities simultaneously and from volunteer work.

- Entrepreneurial women tend to choose a business based on a **personal interest** in the product or service.
- Women demonstrate a **stronger performance** in the areas of **production, operation and human resources** than in financial management, accounting and marketing.
- Women generally favour a **flexible management style** which fosters employee involvement.
- These women demonstrate how **their resourcefulness, determination and innovation** helped them create a product or service which guaranteed them markets and allowed them to succeed in the world of business.

Facts about entrepreneurial Canadian women

Businesses led by more than **700,000 women** create jobs for some **1.7 million Canadians** – more than the *Canadian Business* Top 100 companies combined. This is four times the rate of the average firm.



Some **46%** of new small businesses are led by women, making up nearly one-third of all firms in Canada.

While **45.6%** businesswomen still operate in the retail trade sector, some **54.4%** are evenly distributed throughout all other sectors in Canada. In fact, the number of retail trade and personal services firms owned by women declined between 1991 and 1994, while the numbers grew in such sectors as agribusiness, mining, financial/insurance/real estate, communications, construction, manufacturing, transportation and business services.

Overall, businesswomen in these sectors tend to be younger than their male counterparts.

Almost **50% of the women are younger than 45** while nearly two thirds of the men are over 45.

The number of women-led companies grew in every province between 1991 and 1994. **Prince Edward Island has the lowest number with 3,600 companies** run by women and **Ontario leads with 248,500.**

Women's businesses show a comparable rate of survival as the average business. In fact, 76% of women-led companies in existence in 1991 were still around in 1994, compared to 78% of all firms. Statistics also show their firms are as likely to pay their bills on time as the average commercial venture.

In 1995, the incorporation rate for businesses owned by women was **highest in construction and manufacturing.**

The growth rate for the self-employed women business sector from 1975 to 1990 was 172.8% with **521,000 self-employed women** in Canada in 1990. This gave the self-employed women

employment sector the fastest growth rate of all employment sectors during that time.

In 1990, **9.3%** of all employed women in Canada were self-employed, **up from 5.6% in 1975.**

Up to **70%** of businesses started by women were **started in the home.**

In one survey, the majority of self-employed women interviewed (**60-81%**) **founded their own business**, 9-29% purchased their business and 5% inherited their business.

In a **Quebec survey**, the majority of women entrepreneurs (about 71%) had three dollars or more equity to every dollar of debt and about 81% planned to completely eliminate or at least reduce their business's debt load.

Most surveys show that women tend to **use their personal savings to fund new ventures**, followed by loans from banks or other financial institutions.

Up to **68.8%** of surveyed women-owned businesses are solely owned.



According to Statistics Canada, in 1990, **32.7% of women-owned businesses had paid help**, up from 23.6% in 1975.



About **one quarter of self-employed women were born outside Canada** and among employed women, immigrant women have slightly greater tendency than Canadian-born women toward self-employment.



According to a cross-section of surveys, the two major barriers experienced by women in starting or operating a business are **difficulties in obtaining financial** and a **disproportionate responsibility** for family responsibilities.



The two major challenges facing women operating a home-based business are distractions by **family, friends and household tasks** and a **lack of dedicated space** for their business.



Women Inventors Project

Dr. Anne B. Underhill

of British Columbia is an astrophysicist specializing in the study of hot stars. From 1949-62, she was a senior science officer at the Dominion Astrophysical Observatory in Victoria. Dr. Underhill taught astrophysics at the University of Utrecht in the Netherlands and at Harvard. She was a director of a division at NASA Goddard Space Flight Centre in Maryland where she helped develop satellites for observing astronomical objects from space. Dr. Underhill published more than 200 research papers in astrophysics. She is retired.

Harriet Brooks

Canada's first woman nuclear physicist, was the first person to realize that one element could change into another. She was also among the early discoverers of radon and the first researcher to attempt to determine its atomic mass. Born in Exeter, Ontario in 1876, Dr. Brooks graduated from McGill University in 1888. In 1889, she began research with Dr. Earnest Rutherford, the famous physicist and a supportive mentor. In 1901 she was the first woman to study at the Cavendish Laboratory at Cambridge University, England, where she earned her MA. For a brief period she worked at Madame Marie Curie's lab in France. A year later,

Harriet returned to McGill and her research with Dr. Rutherford. In 1907, she married Frank Pitcher and, due to the morality of the time, was forced to give up her work. Although this brilliant scientist left the physics field, she remained active in the Federation of University Women and raised three children. Harriet Brooks died in 1933, possibly from a radiation-related illness.

Dr. Monique Frize, born in Montreal, is now the National Sciences and Engineering Research Council (NSERC)/Nortel Joint Chair

for Women in Science and Engineering in Ontario. However, her start in the engineering field was not an easy one. As a student at the University of Ottawa, faculty advisors told

her to study chemistry because "girls aren't engineers."

Fortunately, young Monique did not heed that advice and went on to graduate with a Bachelor of Applied Science in Electrical Engineering and by 1970 had earned a Master's degree from the Imperial College in London, England. She specialized in engineering in



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medicine and received her PhD from Erasmus University in the Netherlands in 1989. That year, Dr. Frize was appointed chair of a new program, Women in Engineering, at the University of New Brunswick. In 1992, Monique Frize received an Honorary Doctorate from the University of Ottawa (DU); in June 1993, a Ryerson Fellowship; in 1994, an Honourary Doctorate in Science (DSc) at York University; and in 1995, an Honourary Doctorate in Engineering at Lakehead (DEng). She was inducted as a Fellow of the Canadian Academy of Engineering in 1992 and as Officer of the Order of Canada in October 1993. She joined Carleton University as a Professor in the Department of Systems and Computer Engineering in July 1997.

Isabelle Budd, an Ontario inventor, designed the Double Breast Prosthesis, a camisole with pockets for removable pads, for women who have lost their breasts to cancer. Ms. Budd, who had a double mastectomy herself, found previous versions of this type of prostheses heavy and uncomfortable so she developed a lightweight, easy-to-wear type. Fortunately for the many customers who have benefitted from this invention, Isabelle Budd was not deterred by the many challenges she faced in trying to produce her vest. One problem was denial of funding because government agencies

did not consider her product to be a true prosthesis. Finding a manufacturer was another difficulty Isabelle faced while battling cancer at the same time.

Dr. Elsie MacGill

Born in Vancouver in 1905, Dr. Elsie Gregory MacGill was an internationally-recognized aeronautics engineer and the first woman to design, patent and test an airplane. The daughter of Judge Helen MacGill, Dr. MacGill contracted polio myelitis when young and walked with a cane for the rest of her life. Because of this, she was never able to fly the aircraft she designed. Elsie MacGill graduated in engineering from the University of Toronto and received her doctorate at the Massachusetts Institute of Technology in 1929 – making her the first woman to obtain an degree from either of these institutions. During World War II, she oversaw production of the Hawker Hurricane and developed a special winterized version of this



aircraft which became the first high-speed plane to have skis and de-icing equipment. Dr. MacGill helped create the Maple Leaf II, a training plane for the Mexican Air Force, which went from the design stage to air worthiness certification in a record eight months. In 1946 she was the first female Technical Advisor to the UN's International Civil Aviation Organization and the first woman member of both the

Engineering Institute of Canada and the Canadian Aeronautical and Space Institute. She continued her work as a consultant until her death in 1980.

Dr. Maude Abbott

was born in St. Andrew's East, Quebec, in 1869. With the help of a scholarship, Maude earned her BA at McGill University but was unable to study medicine there since women were not allowed into its medical program. Maude attended Bishop's College and became a doctor in 1894. Three years later, she wrote a successful paper on heart murmurs, but was once again challenged. Women were not admitted to the Montreal medical society where she was to read her paper so a male friend presented it for her. Ironically, in 1898 Maude became curator of McGill's Medical museum where she catalogued specimens and developed an interest in pathology. There she began work on her book, *The Atlas of Congenital Cardiac Disease*, which detailed a new classification system for congenital heart diseases. By 1923 she was Chief of Pathology at a woman's medical college in Pennsylvania but returned to Canada in 1926. She died in 1940.

Olivia Poole

a British Columbia inventor and entrepreneur, created a device used in about one in five homes in North America by people who need that helping hand to cope with the demands of parenthood. The Jolly Jumper® is perhaps one of the world's best known baby products. Ms. Poole, a mother of

seven who grew up on the White Earth Reservation in Minnesota, combined traditional native design and modern technology in her invention. Olivia and her family moved to B.C. in the early 1950s. She and her husband began manufacturing her invention and by 1959, their factory in North Vancouver produced several thousand Jolly Jumpers® a month. The Pooles later sold the business which continues to sell Jolly Jumpers® in Canada, the U.S., Britain and Australia.

Dr. Sylvia Fedoruk

was taught by her father in a one-room schoolhouse in rural Saskatchewan. Sylvia entered the University of Saskatchewan's medical program and graduated in physics in 1951. For 35 years Dr. Fedoruk was chief medical physicist for the Saskatchewan Cancer Foundation where she was involved in developing both the Cobalt 60 unit and one of the first nuclear scanning machines. Dr. Fedoruk also has a love of athletics and in 1986 was inducted into the Canadian Curling Hall of Fame. From 1988 to 1994 Sylvia Fedoruk served as the first women Lieutenant-Governor of Saskatchewan. She has since retired.



The pros and cons of minding your own business

Upside

- gaining control over your life
- added flexibility in your life
- stimulation
- personal satisfaction of success
- greater feelings of competence & self-confidence

Downside

- long hours
- performing many roles, from management to administrative
- bearing high financial responsibilities
- risk of failure
- dealing with uncertainty
- doing "double shift" with family responsibilities
- difficulties in access to capital
- isolation

Despite all the challenges facing entrepreneurial women, studies have found that the majority of women business owners (as high as 96%) were satisfied with their role as an entrepreneur and at least 85% would start their own business over again. (Women in Business: A Collective Profile, 1992, Federal Business Development Bank)

Web sites

The following are Internet addresses of interest to entrepreneurs. Also keep in mind that major banks have web sites which include special sections for small business owners, sometimes specifically for women, like the Bank of Montreal's Institute for Small Business site.

Association of Atlantic Business Owners *	www.bizbureau.com/aawbo/eaawbo.htm
Business Development Bank of Canada *	www.bdc.ca
Canadian Federation of Independent Businesses * ..	www.cfib.ca
Canadian Women's Business Network	www.cdnbizwomen.com/
Foreign Affairs & International Trade Canada *	www.infoexport.gc.ca/menu.asp
Industry Canada's - Strategis *	http://strategis.ic.gc.ca
Revenue Canada *	www.rc.gc.ca/menu/EmenuZZZ.html
Status of Women Canada *	www.swc-cfc.gc.ca
Town Canada	www.mgl.ca/~town/
Women Entrepreneurs of Canada (WEC)	www.wec.ca
Women's Wire	www.womenswire.com/smallbiz/
Women's World	www.intergov.org/womens_world/menu.html

* Site is bilingual.

National Film Board Titles

The following are some relevant film titles on women entrepreneurs and unpaid work available through the National Film Board of Canada (NFB). For more information, contact the NFB Office: **Tel 1-800-267-7710; Fax (514) 283-7564; Greater Montreal Area: Tel (514) 283-9000 Fax (514) 283-7564** or visit their Web site at **www.nfb.ca**. To borrow or rent: check out your public library.

Alternate Route

1997, 45 min.

Alternate Route features young women and men combatting the economic oppression that comes from living in a society with too many people and not enough jobs. They are fighting back with courage and resourcefulness. This is Generation E: "E" is for entrepreneur. Shot in Saskatchewan, Ontario, New Brunswick and Manitoba, Alternate Route follows the young owners of four businesses as they deal with the ups and downs of running their companies and their lives. These ambitious young people are not afraid to take risks and are carving out a place for themselves in society. They prove that self-employment is a viable alternative to unemployment. (Also available in French under the title *Jeunes, Beaux et Entrepreneurs*)

A Balancing Act

1992, 24 min.

Through first-hand accounts of working women and men, A Balancing Act offers an inside look at the positive impact of structural change in the work-

place. From flex time to satellite offices, from job sharing to telecommuting, these changes are designed to help working people, especially parents, strike a healthier balance between



family life and work while at the same time increase job performance and productivity in the workplace. (Also available in French under the title *Question d'équilibre*)

The Housewife/ La Ménagère

(bilingual)

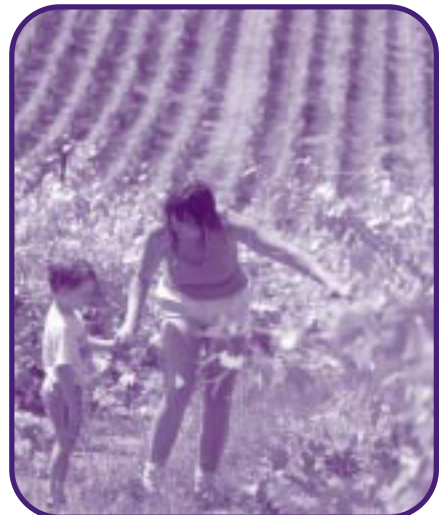
1975, 6 min.

An animated study of a day in the life of a housewife, described without words, with a minimum of detail but with a perception all the more pertinent because of the simplicity of presentation. The film makes no judgements but serves as an apt starting point for any discussion of the role of women and the value of their work.

In Her Chosen Field

1989, 28 min

This striking documentary pays tribute to the importance of women farmers to the agricultural economy and recognizes the invisible subsidy their labour provides to consumers. Farm women from all over Canada, and ranging in age from their 30s to 70s, are shown running a variety of farm operations, including mixed farming in Saskatchewan, wheat farming in Manitoba and dairy farming in Ontario. These women share their views on agriculture today and their attempt to deal with economic and social challenges. (Also available in French under the title *Une terre à soi*)



A Web Not a Ladder

1989, 28 min.

Women are opening new businesses in Canada at four times the rate of men. In the process, they are determining their own business ethics and re-evaluating their concepts of success. This video profiles six businesswomen who, despite financial constraints and barriers of sexism, racism and ageism, are determined to do business their way. (Also available in French under the title *Les Affaires au féminin*)

Who's Counting?

(Original feature-length version)

1995, 94 min.

With irony and intelligence Marilyn Waring demystifies the language of economics by defining it as a value system in which all goods and activities are related only to their monetary value and monetary exchange. The result is that unpaid work, usually done by women, is unrecognized and activities that may be environmentally and socially hazardous are regarded as productive. She maps out an alternative economic vision based on the idea of time as the one thing we all have to exchange. Shot in Canada, New Zealand, New York City, the Persian Gulf and the Philippines this film is an entertaining primer for anyone who suffers from what Waring calls "economics anxiety." (Available also in a short TV version under the same title)

Who's Counting? Series

1996, 87 min.

This challenging three-volume series, specifically designed for classroom use, is based on the popular feature film *Who's Counting?* Marilyn Waring on Sex, Lies & Global Economics. Elected to the New Zealand Parliament at age 22, Waring discovered that national accounting systems do not count many things – notably the work of women and the cost of environmental damage. This world-renowned political economist, feminist and author demystifies the language of economics with vigour and humour. Each volume is about 30 minutes long and support material is included.

Volume 1. Marilyn Waring on Politics: Local & Global; Volume 2. Marilyn Waring on Women and Economics; Volume 3. Marilyn Waring on the Environment:

Working Mothers

1970s, About 112 min.

A collection of 10 short films produced in the 1970s, offering audiences a point from which to assess gains made by women over the previous two decades with emphasis on the ongoing need for social and political change. The series provides a basis for the economic analysis of women's work inside and outside the home.

Sources for this brochure

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Women Entrepreneurs in Canada: Geared toward Success, Business Development Bank of Canada, 1997 *

* available in English and French

Suggested activities to celebrate Women's History Month

NOTE: These activities can be adapted for the classroom or any other community groups

✿ As an assignment, prepare a book review on a biography of a woman in Canadian history.



✿ Organize a discussion on how women helped shape Canada. You could invite a 'living woman of history' to speak about her life or ask your local historical society or archives for speakers.

✿ Talk with your mothers, aunts, grandmothers about their lives as women. Capture these stories on video or audio tape or in writing. Share what you've gathered with others in your community through such media as newsletters, radio stations, historical societies, archives, etc.



✿ Show a video on women and their roles in history and hold a discussion afterwards (use the list of NFB films in this booklet as a resource).

✿ Invite a speaker – perhaps a women's historian or living pioneer. Follow up with a discussion or question and answer period on how women's lives have changed, and why their contributions have received less recognition.



✿ Approach school and community newspapers and bulletins about printing the Women's History Month quiz or writing some articles about women's history.



✿ Keep a log of everything you do in a day. Ask your family members or friends to do the same. Compare the work you do. Ask older women what their log sheet would have looked like if they had completed one in their younger years.

✿ Create a display for your classroom, foyer or library. This could include photos, poems, biographies, diary entries or a list of books to read.

✿ Research the life of a woman in history, then animate this character, answering questions from classmates.



Nellie McClung

✿ Stage a meeting of women in history. Perhaps a pioneer farm woman could meet a contemporary business woman. They could compare notes on the type of work they do and the societal reaction to this role. Students might consider role-playing for this activity instead of inviting 'real' women to participate.

✿ Suggest that your local or school libraries include biographies of Canadian women in their children's story hours.

✿ Lead a discussion on topics such as entrepreneurial women, pioneer women in business, the role of women in the Klondike and Cariboo gold rush, the historical duties of Aboriginal women, Canadian women inventors, etc.



✿ Host a Women's History Month pot-luck dinner using family recipes from the past. Invite guests to talk about the history of the women in their family and inspiring women in their own lives. Have the Women's History Month Quiz on hand to try!

✿ Review one of the films listed in this booklet or one of the Web sites.

✿ Distribute the Women's History Month quiz.

✿ Ask your library to display books about Canadian women in history for the month of October.

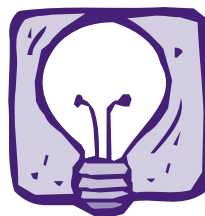
✿ Design posters or artwork which can be displayed throughout the school or community.



✿ Launch a creative writing or poster competition in your school or group on the theme of women's history. Illustrate the roles women have played over the years. Perhaps a local bookstore could offer a prize or a community paper could publish the winning essay/poster.

✿ Take a young girl to work for the day – at home or in the community. Whether your work is inside or outside the home, paid or unpaid, show a young girl what you do in a day. Be a role model and mentor for her. Organize a walking tour of historic sites related to women's achievements in your community, for example, pioneer homes, grave sites, schoolhouses, museums, etc.

✿ Or, stretch your creative mind and come up with your own way to celebrate the very special month of October in honour of women who played such a key role in shaping the Canada we know today.



Women's History Month Quiz

Women Entrepreneurs / Unpaid Work

1. What skills did Mrs. Henderson use to earn extra money for her family in 1883?
 - gold prospecting
 - baking & sewing
 - horse whispering
 - mountain climbing
2. In which Census did Statistics Canada first include questions on unpaid work?
 - 1971
 - 1978
 - 1992
 - 1996
3. Who was the first Canadian woman to receive a patent?
 - Janet Morris
 - Marilyn Waring
 - Ruth Addams
 - Violet Milstead
4. How many jobs do Canadian business women create each year?
 - 700,000 jobs
 - 3.5 million jobs
 - 1.7 million jobs
 - 1 million jobs
5. The growth rate for self-employed women in Canada was the fastest growing employment sector between 1975 and 1990. What was the rate?
 - 172.8%
 - 117%
 - 53%
 - 29%
6. In early Canadian history, which Aboriginal women had the power to veto matters of war and peace as well as responsibility for feeding their families and running their communities?
 - Huron
 - Algonquin
 - Iroquois
7. According to a 1992 Statistics Canada survey, the value of household work was estimated at between.
 - \$210 & \$318 million
 - \$1.7 & \$3.1 billion
 - \$ 210.8 & 318.8 billion
8. Which Canadian pioneer in aeronautical engineering designed the Maple Leaf II, a training plane for the Mexican Air Force in the 1940s?
 - Dr. Elsie Gregory MacGill
 - Mrs. T. Henderson
 - Dr. Anne B. Underhill
9. Which National Film Board film series highlights an internationally recognized expert from New Zealand on the costs associated with unpaid work and environmental damage?
 - Who's Counting
 - A Web Not a Ladder
 - Balancing Act

10. Which Montreal woman was told to study chemistry because “girls aren’t engineers”?
- Marie Saint-Pierre
 - Guylaine Saucier
 - Monique Frize
11. Which Canadian girl, at age 13, developed a printer for Blissymbolics, an international pictograph language which allows persons to communicate by computer?
- Wilhemina Gates
 - Rachel Zimmerman
 - Dianne Harkin
 - Esther Dyson
12. What are the two top barriers that Canadian business women say they encounter when starting their own business.
13. Which Quebec woman, born in 1869, had to have a male friend present her paper to the Montreal medical society in 1897 because they did not allow women members?
- Dr. Maude Abbott
 - Dr. Roberta Bondar
 - Dr. Elsie MacGill
14. Which organization was inspired by a group of Ontario farm women known as Women for the Survival of Agriculture?
- 4-H Club
 - La femme et la Gestion de la Ferme
15. When did Canada first recognize Women’s History Month?
- 1967
 - 1977
 - 1992
 - 1867

Answers to Quiz

1. Mrs. Henderson used her skill at baking bread, mending and sewing for neighbouring bachelors to extra money for her family
2. 1996
3. Ruth Addams, inventor of the cook stove, was the first woman to receive a patent
4. Women create more than 1.5 million jobs each year. That is four times the rate of job creation for the average firm
5. 172.8%
6. Iroquois women
7. \$210.8 & 318.8 billion
8. Dr. Elsie Gregory MacGill
9. Marilyn Waring’s approach for an alternate economic vision is profiled in “Who’s Counting?”
10. Dr. Monique Frize who went on to become a Fellow of the Canadian Academy of Engineers and Office of the Order of Canada
11. Rachel Zimmerman
12. Women often encounter difficulty obtaining financing & carry a disproportionate amount of responsibility for the family
13. Dr. Maude Abbott had a male friend present her paper. Ironically, she later became Curator of McGill’s Medical Museum
14. Diane Harkin and a group of women farm operators from Winchester, Ontario formed Women for the Survival of Agriculture which inspired other farm women to form their own organizations such as La femme et la Gestion de la Ferme, founded in 1975
15. 1992