

Executive Summary

The Saskatchewan Recording Industry Association (SRIA) is a non-profit, member based association that represents the music and sound recording sector of this province. This sector is comprised of close to 3000 people who are employed or self employed as musicians, songwriters, sound engineers, managers, agents, publicists, lighting engineers, retail clerks, studio owners, radio dj's, producers, concert promoters, and so on.

According to the Balcon Report (1995), the provincial music industry generates \$81.3 million per year in economic activity.

In January 1998, the Department of Post-Secondary Education and Skills Training entered into an agreement with SRIA under the Sector Partnership program to deliver the first phase of a long-term **Professional Development Strategy** for the music and sound recording industry of Saskatchewan. The key deliverable points of this agreement included:

- **Analysis of existing training, educational programs and resources available in Saskatchewan and on a national level.**
- **Development and implementation of an on-line database of educational and training programs, resources, opportunities and training providers.**
- **Identification of gaps, both in program content and accessibility in Saskatchewan**
- **Identification of potential resources or partnerships**
- **Development of strategies for providing training and employment opportunities, including self-employment opportunities, including opportunities for Aboriginal people.**
- **Development of a sustainable sector partnership that supports a long-term human resource strategy that will evolve as technology evolves.**

The Canadian Music Training Database

Through the Sector Partnership Agreement, SRIA has successfully created the **Canadian Music Training Database** and an outline for the next phases of this exciting initiative.

The **Canadian Music Training Database (CMTD)** is a fully functioning search-driven database that resides on the web site of SRIA at www.sria.sk.ca. It contains information on education and training and related programs being delivered by Universities, Colleges, public and private institutes, associations, guilds, unions and individuals across Canada. In addition, training and education providers are profiled and their programs defined. It is a valuable resource for anyone looking for information on programs currently available in Canada.

The CMTD currently holds information on 329 programs available across Canada today. These programs can be broken down into the following categories:

- **Interpretive:** singers, musician, arranger, conductor, etc.
- **Creative:** composers, lyricist, creative director, etc.
- **Technical:** sound engineer, copyist, stagehand, computer technologist, etc.
- **Administrative:** producer, manager, promoter, marketing director, agent, etc.
- **Health:** music therapists, etc.

The Gap Analysis

The analysis of the current listings enabled SRIA to identify gaps that exist in currently available training. The gap analysis identified current available training and key issues in each area. For the most part, there is an enormous lack of training in Saskatchewan for this sector. Most of Saskatchewan’s music industry looks to other provinces for their training and work experience. This could be improved by developing a training strategy that enables Saskatchewan workers to remain in this province while upgrading their skills or obtaining the education that would allow them to become competitive on an international level. In addition to specific recommendations for curriculum development that are outlined in the attached document, the gap analysis identified the following general recommendations:

1. **Two different types of curriculum should be developed.** The number of workers in the provincial industry who are currently employed or self-employed dictates that courses be available during the evening or on weekends as “extended learning” programs or workshops.

Full semester programs should also be developed for the entry level worker or student considering employment opportunities in our industry.

2. **Developing partnerships with training institutions like SIAST, DTI, SIFC and the Universities in Saskatchewan will be essential to the creation of accredited programs.** Partnerships with existing training institutions should be developed as soon as possible.
3. **Every opportunity to import curriculum from outside the province should be explored, to ensure that content development is not duplicated.** If courses are available outside of Saskatchewan that could be successfully imported and implemented in the province, this should be researched and negotiated prior to the development of new content and courses.
4. **Every opportunity to enlist “exit level” workers in the music industry in the development of content and curriculum should be explored.** A variety of senior executives of record and concert production companies are entering retirement, and could be valuable sources of information for the development of content.
5. **Distance learning modules should be developed for all courses,** to enable people living in rural and Northern communities full access to these educational

opportunities through the Internet. Partnerships with local libraries and schools to enable access to the Internet should be explored.

- 6. Additional programs for internship, mentoring, and financial support for those who have to travel to receive additional training should be developed.**

Action Plan: A Human Resource Strategy

While SRIA has successfully created, developed and launched the **Canadian Music Training Database**, this is only the beginning of the work that must continue on the **Professional Development Strategy**. They have clearly identified the next steps to implement a long-term human resource strategy for the music and sound recording industry of Saskatchewan:

- 1. Maintain and develop the Canadian Music Training Database**
- 2. Develop new curriculum**
- 3. Deliver new training programs**

To achieve these goals, they will require the support and financial backing of numerous funding partners over the next five years.

Each of the above three steps will require substantial investment to ensure successful delivery. Following are the key components of the next three steps, and recommendations to ensure continued growth and delivery of this industry sector initiative:

1. Canadian Music Training Database Maintenance

The value of the CMTD is proportional to the number of times it is accessed by a Canadian, and to the relevance of the information it contains. In order to maintain the value of the **Canadian Music Training Database**, we must:

- Maintain and update the information contained in the database**
- Continue to solicit new information from education providers currently not represented in the database**
- Promote the existence of the Canadian Music Training Database to high schools, teachers, universities, colleges, institutions, and the general public across Canada.**

This can only be achieved with the creation of a full-time position at the **Saskatchewan Recording Industry Association** for an employee devoted to the maintenance and promotion of the CMTD. This person would be responsible for soliciting information from institutions across Canada, and maintaining the current database. They would also develop awareness campaigns to target high schools, career counsellors, employment offices, and other potential users of the CMTD.

Recommendation: Funding must be made available to the Saskatchewan Recording Industry Association to maintain and upgrade the Canadian Music Training Database. A contract position would enable complete and continual maintenance and upgrading of the database, as well as marketing of the database to schools, teachers, students and other end users of this valuable resource.

2. Development of New Curriculum

A complete outline for proposed curriculum has been developed by SRIA and is included in the attached document. A summary of this next step includes:

- **Research of available curriculum and content**
- **Negotiating importation of available curriculum**
- **Contracting content development of unavailable curriculum**
- **Developing learning tools, course outlines, texts, workshop manuals, etc.**
- **Researching and contracting appropriate instructors**
- **Developing partnerships for delivery of programs**
- **Developing partnerships for creation of distance learning materials**
- **Developing partnerships for delivery and access to distance learning materials**
- **Securing additional funding for all of the above**

This next phase will require additional financial support before it can be undertaken. SRIA will apply for funding from every source possible, including FACTOR, SOCAN, CRIA, CARAS, and the Department of Post-Secondary Education and Skills Training.

Recommendation: The Department of Post-Secondary Education and Skills Training can provide key financial support for this crucial stage of the strategy. An investment by the Province of Saskatchewan into this initiative will leverage federal dollars and corporate sponsors. Development of curriculum and certifiable courses is the most important step in our human resource strategy for Saskatchewan's music industry.

3. Delivery of Training Programs

The final phase of the **Professional Development Strategy** would include the implementation and delivery of training programs in Saskatchewan. These programs would be a model for the rest of the provinces, and would be developed with distance learning and exporting of content as important considerations. This phase would include the following steps:

- **Solidify partnerships with SIAST and other training providers**
- **Contract instructors**
- **Offer first courses through SIAST**
- **Promote course availability throughout the province**
- **Solidify partnerships with libraries and schools in Northern and rural communities**

- **Deliver distance learning components**
- **Promote availability of courses throughout Canada**
- **Develop corporate sponsors for continual improvement to course outlines, delivery mechanisms, content, teaching tools, etc.**
- **Continue to implement new curriculum as it becomes available**
- **Continual improvement and upgrading to curriculum and delivery mechanisms as technology changes**

The successful delivery of a comprehensive training program will be dependent on the support of the community, corporate and training partners, and funding resources. Implementation of this **Professional Training Strategy** will require a long-term commitment from all partners, and a substantial investment on the part of the Saskatchewan Recording Industry Association, the provincial government, and the corporate community.

Recommendation: The Department of Post-Secondary Education and Skills Training can take a lead role in ensuring the successful implementation and delivery of these training programs. A long-term commitment to funding through renewed Sector Partnership programs can provide leverage to access federal funding and corporation sponsorships.

Additionally, the Department of Post-Secondary Education and Skills Training can assist with the development of partnerships with SIAST, the Universities, and other institutions like DTI and SIFC. They can also act as the lead department in enlisting the support of other provincial and federal departments, including the Saskatchewan Department of Education, the Department of Labour, Department of Economic and Co-operative Development, Human Resources Development Canada, Department of Canadian Heritage, etc.

In summary, this is an ambitious initiative that could have long term benefits for the province of Saskatchewan. The obvious lack of available courses in Saskatchewan has meant that each year our most valuable resource, our people, are forced to leave this province to obtain their education and work experience in other parts of the country. The only solution is to create a training program that will enable them to stay in Saskatchewan.

Due to the large percentage of positions in the music and sound recording industry that are self-employed, a training strategy must be created using an “industry sector” approach. The **Saskatchewan Recording Industry Association** is committed to the development and delivery of a training program that will provide a solution and create employment and increased economic opportunities for this industry sector.