

Shaking out the red carpet:

Toward a labour-based analysis
of cultural policy



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Union Futures Conference
October 25, 2012
Montreal

From perception...



- Discourses of the creative economy, creative class, creative cities – a “Floridian oasis” of work & labour markets



To reality...

■ The “dark side” of creative labour

- Individualized risk assumption,
- Self-exploitation
- Excessive hours
- Low income levels
- Physically demanding, dangerous
- Chronic employment & income insecurity
- Exclusionary networks
- Insecure legal foundations for collective bargaining

“The show must go on”

as one of the most powerful management tools ever invented



What is: Labour-based analysis

Key features

- To understand how (cultural) policy shapes labour markets, working conditions and quality of life for (cultural) workers;
- To understand how (cultural) workers & worker organizations participate in (cultural) policy development processes
- To connect the two in an **interactive** relationship

The interviews



ACTRA

NABET

NABET 700 CEP
Toronto Film & Video Technicians

NOVA SCOTIA

Department of Economic and Rural Development
and Tourism

DGC

DIRECTORS GUILD OF CANADA
LA GUILDE CANADIENNE DES RÉALISATEURS



Film
NOVA SCOTIA

Where stories come to life™



Writers Guild
of Canada



Ontario

Ontario Media Development
Corporation

Société de développement
de l'industrie des médias
de l'Ontario



Canadian Radio-television and
Telecommunications Commission

Labour-based analysis, part one

- How does cultural policy operate as a form of labour market regulation?
 - Federal – CRTC 1999 Broadcasting Policy
 - Provincial – Tax credits in ON & NS
 - Key finding: Cultural policy shapes the quantity *and quality* of work in the film and television industry.

Labour-based analysis, part two

3. What role (if any) do unions play as policy actors in cultural policy networks?

- Key finding: Associational and discursive policy strategies of unions shape whether/how cultural labour problems are understood as cultural policy problems

So what?

- Shakes out the “red carpet” notion
- Links the decisions that states and governments make to the daily lived experiences of cultural workers
- Exposes the role that cultural workers play in supporting, contesting and reimagining the concept of the creative economy