

WORKBC INDUSTRY OUTLOOK PROFILE

INFORMATION AND CULTURE AND RECREATION (NAICS¹ 51)

About this report

This is a summary of forecast information available about this industry in the B.C. Labour Market Outlook 2018 edition forecast. An overview of this forecast is provided in the main report which is available at: www.workbc.ca/labourmarketoutlook. The raw data is available at: [BC Data Catalogue](#).

1. Outlook Highlights

The information and culture sector encompasses businesses producing or distributing information and culture. This sector does not produce goods and is considered as a service-producing sector. The main focus of the sector lies in producing information, educational and cultural or entertainment content.

The recreation sector includes businesses that provide cultural, entertainment and recreational services, for amusement, hobbies and leisure.

The information and culture and recreation industry includes the production of information, educational and cultural or entertainment content. In BC the sector has been growing due to increased demand for the content. Employment in the industry is expected to grow at a faster pace than the provincial average. Over the next ten years to 2028, the industry is expected to have 59,000 job openings.

1.1 B.C. industry employment and job openings

Industry	Employment		Employment Growth			Job Openings		Replacement Share
	Number of Workers	Share of B.C.	(Average Annual Rate)			Number of Openings	Share of B.C.	(Share of Openings)
	2018	2018	2018-2023	2023-2028	2018-2028	2018-2028	2018-2028	2018-2028
This Industry	138,208	5.5%	1.8%	1.7%	1.8%	59,058	6.5%	53.5%
All Industries	2,501,081	100.0%	1.1%	1.1%	1.1%	903,007	100.0%	68.1%

1.2 B.C. industry job openings by type

Job Openings	2018-2023	2023-2028	2018-2028
Total Job Openings	28,524	30,535	59,059
Expansion Demand	13,285	14,152	27,437
Replacement Demand	15,241	16,386	31,627

2018-2028 total job openings²: the total job openings in the 10 years between 2018 and 2028

¹ NAICS: North American Industry Classification System Canada 2012

² Total job openings: the sum of expansion and replacement job openings over the period. A job opening is the addition of a new job through economic growth (expansion) or a job that needs to be filled due to someone exiting the labour force permanently as a result of retirement, death or other reasons (replacement).

WORKBC INDUSTRY OUTLOOK PROFILE

1.3 B.C. industry employment growth and job openings by development region

Region	Employment	Employment Growth (Average Annual Rate)			Job Openings		
	2018	2018-2023	2023-2028	2018-2028	2018-2023	2023-2028	2018-2028
British Columbia	138,209	1.8%	1.7%	1.8%	28,524	30,535	59,059
Vancouver Island/Coast	15,526	2.6%	1.9%	2.3%	4,376	3,971	8,347
Mainland/Southwest	102,801	1.8%	1.9%	1.8%	20,281	23,204	43,485
Thompson-Okanagan	11,964	1.4%	1.3%	1.3%	2,389	2,337	4,726
Kootenay	3,182	1.4%	-0.1%	0.6%	648	361	1,009
Cariboo	2,466	0.3%	-0.1%	0.1%	245	204	449
North Coast & Nechako	1,220	2.8%	1.5%	2.2%	317	254	571
Northeast	1,049	3.0%	1.4%	2.2%	270	208	478

2. Occupations in the Industry

2.1 B.C. top occupations by skill level in the industry

Skill Level	NOC	Occupation	Employment	Job Openings	Replacement Rate (Annual)	Wage Rate Median	Wage Rate Low	Wage Rate High
			2018	2018-2028	2018-2028	2017	2017	2017
LEVEL 0:								
	#0015	Senior managers - trade, broadcasting and other services, n.e.c.	1,126	711	3.7%	36.91	20.00	76.91
<i>Usually requiring combination of education and experience</i>	#0513	Recreation, sports and fitness program and service directors	1,630	692	2.6%	26.03	11.35	47.07
	#0512	Managers - publishing, motion pictures, broadcasting and performing arts	1,044	690	3.6%	29.42	18.33	49.04
	#0131	Telecommunication carriers managers	1,448	666	3.6%	41.03	34.87	57.00
	#0714	Facility operation and maintenance managers	1,065	616	3.8%	35.10	19.85	57.00
		Other occupations	7,560	3,944	-	-	-	-
	Total		13,872	7,319	-	-	-	-
LEVEL A:								
	#5131	Producers, directors, choreographers and related occupations	4,291	2,654	2.5%	26.44	15.81	60.00
<i>Usually requiring a Bachelor's, Graduate or First Professional Degree</i>	#5136	Painters, sculptors and other visual artists	3,349	1,432	2.0%	28.50	15.97	38.86
	#5121	Authors and writers	3,161	1,375	2.3%	25.48	11.35	37.50
	#2174	Computer programmers and interactive media developers	2,665	1,369	2.1%	38.46	22.00	55.77
	#5135	Actors and comedians	2,789	1,263	1.8%	-	-	-
	Other occupations	17,537	7,293	-	-	-	-	
	Total		33,791	15,385	-	-	-	-

WORKBC INDUSTRY OUTLOOK PROFILE

Skill Level	NOC	Occupation	Employment	Job Openings	Replacement Rate (Annual)	Wage Rate Median	Wage Rate Low	Wage Rate High
			2018	2018-2028	2018-2028	2017	2017	2017
LEVEL B: <i>Usually requiring diploma, certificate or apprenticeship training</i>	#5254	Program leaders and instructors in recreation, sport and fitness	10,471	2,859	1.2%	20.00	12.00	27.92
	#5226	Other technical and coordinating occupations in motion pictures, broadcasting and the performing arts	3,501	1,976	1.7%	28.00	15.00	52.88
	#5241	Graphic designers and illustrators	3,314	1,817	1.9%	25.50	15.38	37.00
	#5227	Support occupations in motion pictures, broadcasting, photography and the performing arts	3,323	1,782	1.4%	23.54	14.00	35.00
	#5225	Audio and video recording technicians	2,491	1,291	1.2%	28.62	17.00	39.64
		Other occupations	27,658	11,834	-	-	-	-
	Total			50,758	21,559	-	-	-
LEVEL C: <i>Usually requiring secondary school and/or occupation-specific training</i>	#6533	Casino occupations	3,543	1,237	2.0%	18.50	11.35	20.95
	#6552	Other customer and information services representatives	3,736	1,127	1.7%	20.00	12.00	30.00
	#6421	Retail salespersons	3,050	967	1.6%	12.50	11.35	23.00
	#1451	Library assistants and clerks	1,738	774	2.2%	22.40	15.50	25.91
	#6541	Security guards and related security service occupations	1,296	605	2.7%	14.28	11.35	24.04
		Other occupations	13,040	5,427	-	-	-	-
	Total			26,404	10,138	-	-	-
LEVEL D: <i>Usually requiring on-the-job training</i>	#6722	Operators and attendants in amusement, recreation and sport	3,378	980	1.4%	13.00	11.35	26.00
	#8612	Landscaping and grounds maintenance labourers	2,669	863	1.7%	15.38	12.00	26.00
	#6733	Janitors, caretakers and building superintendents	1,283	671	3.3%	17.00	11.35	25.91
	#6711	Food counter attendants, kitchen helpers and related support occupations	1,750	558	1.0%	11.35	11.35	16.00
	#6611	Cashiers	1,734	555	1.2%	11.35	11.35	18.82
		Other occupations	2,256	900	-	-	-	-
	Total			13,070	4,528	-	-	-