

ATTENTION ARTS, BUSINESS, TECHNOLOGY, WORKPLACE, CAREER EDITORS

FOR IMMEDIATE RELEASE

**Online success story**

[www.cultureconsultants.ca](http://www.cultureconsultants.ca) or [www.consultantsculturels.ca](http://www.consultantsculturels.ca)

**VIRTUAL MARKETPLACE PROVIDES OPPORTUNITY,  
BUILDS CAPACITY IN  
CANADIAN CULTURAL INDUSTRIES**

*Targeted, value-added niche site allows professional consultants to search by industry  
and cultural organizations to post RFPs for FREE!*

**TORONTO – November 2008** – [www.cultureconsultants.ca](http://www.cultureconsultants.ca), the online meeting place for professional consultants and cultural organizations in Canada is helping professionals to find opportunities in the cultural sector and allowing organizations to seek highly specialized expertise.

The free, virtual meeting place offers networking resources, highly specialized information and a targeted way to navigate opportunities and individuals from Canada's cultural industries, including: heritage, film, television and radio, writing and publishing, theatre, music, dance, new media, museums and galleries, visual arts and cultural planning.

With approximately 1,000 unique visitors per month, almost half of these visitors (42 per cent) also bookmark the site. About 30 per cent of visitors return to the site more than once per month.

“Our cultural search portal is abuzz with activity,” says Diane Williamson, project manager. “Professional consultants are able to profile their skills and cultural agencies and firms searching for specialized expertise will be able to find it at [cultureconsultants.ca](http://cultureconsultants.ca).”

Canada's cultural sector is an important economic engine. The government of Canada's recent Throne Speech stated that “cultural creativity and innovation are vital to the economic future of the country.” According to a recent Conference Board of Canada report, arts and culture are “cornerstones of the creative, knowledge-based economy”. The economic impact of the cultural sector is estimated to be \$85 billion in 2007 or 7.4 per cent of Canada's GDP. The impact of the cultural sector on employment equals 1.1 million jobs, or 7.1 per cent of total employment in Canada.

**TESTIMONIALS FROM SUCCESSFUL SITE USERS INCLUDE:**

***Diane Davy of Castledale Inc.*** (with experience in Book Publishing, Magazine Publishing, Film and Television Production, Sound Recording, and Interactive Content), was sought out by a larger consulting firm to serve as a book expert on a proposal they were doing.

“We were the successful applicant and went on to partner on a major strategic study for the book industry. I became the lead on the project with the larger firm as the sub-contractor. It was a good working relationship and we have gone on to a second project and, I hope, will do more in the future.”

*Jane Needles*, arts administrator, consultant and teacher was contacted by Independent Media Art Alliance (IMAA), seeking a bilingual, Montreal-based professional to provide strategic fundraising advice and help them revamp their bylaws.

“www.cultureconsultants.ca has been very beneficial for me; it provided me with very interesting, ongoing work within a new cultural discipline.”

*Jon Linton of TCI Management Consultants* (assists senior management in private, public, and not-for-profit sector organizations with strategic planning and marketing needs). Jon checks the website almost daily for bid opportunities and industry information.

“I find cc.ca to be a valuable resource for cultural opportunities, information and to see what the competition is doing. I have also used it to find professionals when I have had to assemble a specialized team to handle a project.”

#### **ABOUT CC.CA:**

Professional and simple to navigate, [www.cultureconsultants.ca](http://www.cultureconsultants.ca) offers RFPs, comprehensive listings and other related resources. The free, customized website and search portal currently lists approximately 165 profiles of English and French-speaking, professional consultants. Cultural organizations are able to post Requests for Proposals enabling them to directly promote their programs to consultants with a specialized skill set in the cultural area. Specialized search criteria also includes: working language, province, cultural sector and discipline specialty as well as keywords such as aboriginal or multicultural experience, or professional memberships.

Launched in 2006, [www.cultureconsultants.ca](http://www.cultureconsultants.ca) is a joint project of the Centre for Cultural Management at the University of Waterloo (CCM) and the Association of Cultural Executives (ACE), supported generously by the Ontario Trillium Foundation, with additional support from the Canada Council for the Arts and the Ontario Arts Council.

The Ontario Trillium Foundation is an agency of the Ministry of Culture and receives \$100 million annually from Ontario’s charity casino initiative.

**The Association of Cultural Executives (ACE)** is a multi-disciplinary membership organization whose mission is to improve the management of Canada’s cultural resources by fostering professional development and well-being among its members.

**The Centre for Cultural Management (CCM)** was established at the University of Waterloo in 1989 to provide leadership in cultural management, education and research.

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For more information on cultureconsultants.ca, contact:  
Diane Williamson, Project Manager  
Phone: 416-301-6024  
Email: [dwilliamson@cultureconsultants.ca](mailto:dwilliamson@cultureconsultants.ca)

For media information or to set up an interview with a spokesperson, contact:  
Christine Mulkins, Publicist  
Phone: 416-652-2544, Email: [cmulkins@rogers.com](mailto:cmulkins@rogers.com)