



#ForTheLoveOfLIVE

CLMA Launches National Research Study

Closing the Gap

Impact and Representation of Indigenous, Black, and
People of Colour (IBPOC) Live Music Workers in Canada

"Closing the Gap: Impact and Representation of Indigenous, Black, and People of Colour (IBPOC) Live Music Workers in Canada" is a national research project led by the Canadian Live Music Association (**CLMA**) and its partners.

The study is designed to quantify the impact and representation of the live music community in Canada, and examine the challenges and barriers that impede IBPOC participation within the industry. The study's findings and recommendations will inform the development of an industry-wide action plan to implement more inclusive practices nationwide. For more information about the project, please visit: www.closesthegap.live.

As part of the research project, an online survey has just been released in French and English. Anyone and everyone working in the live music community, in every region of Canada, is encouraged to participate. To thank you for your participation, we will have a random draw for a \$200 gift card every week the survey is open. A final report outlining the study's findings and recommendations will be made publicly available at the conclusion of the research later this year at: www.canadianlivemusic.ca.

How can you help?

1. COMPLETE THE SURVEY!

Share your stories and experiences with us and help to provide a more detailed picture of the opportunities for, and barriers to, addressing racism and discrimination in the live music sector.

[Click HERE](#) to access the survey.

2. ENCOURAGE EVERYONE IN YOUR COMPANY/ORGANIZATION/NETWORK TO COMPLETE THE SURVEY

The success of this project depends on our live music community's engagement. Help spread the word by mentioning the survey during phone calls and in meetings, adding the survey link to your email signature, and including the link as part of your newsletter.

3. POST A VIDEO SUPPORT MESSAGE

Create a video message to share on social media. See the example below and customize how you see fit.

Eg. "We all know there are disparities between the contributions of Indigenous, Black, and People of Colour and the alarming lack of representation of these communities in the Canadian live music industry. It's time we make significant changes. The CLMA along with its partners have launched a survey to identify this gap so recommendations can be made within the industry. I believe real change is possible. If you work in live music, regardless of your background, we need your voice. Take the survey and spread the word." Tag #ClosingTheGap #ForTheLoveOfLIVE and @Canadian_Live

4. USE SOCIAL MEDIA TO SPREAD THE WORD

Use our graphics (download [HERE](#)) alongside these key messages to drive awareness and participation via Instagram, Facebook, and Twitter. Feel free to customize and personalize.

Social Post- Nomination Challenge: Want to make a change when it comes to equity, diversity, and inclusion in the live music industry? Take this survey. Change starts [here](#). I nominate @FriendHandle, @FriendHandle, and @FriendHandle. #ClosingTheGap #ForTheLoveOfLIVE @Canadian_Live

Social Post- Awareness Caption: There are disparities when it comes to IBPOC representation within the live music industry but change is possible. Take this survey, regardless of your background, so we can identify the gaps and create real change. #ClosingTheGap #ForTheLoveOfLIVE @Canadian_Live

Social Post- Awareness Caption: Help provide a more detailed picture of the opportunities for, and barriers to, addressing racism and discrimination in the live music sector by taking this survey. #ClosingTheGap #ForTheLoveOfLIVE @Canadian_Live

Tag our handles below and use #ClosingTheGap and #ForTheLoveOfLIVE in any social posts so we can easily share them! Feel free to use our digital assets [HERE](#).



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#ClosingTheGap

#ForTheLoveOfLIVE



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