



Creative Export Strategy Voluntary Self-Identification Questionnaire (2023-2024)

The Department of Canadian Heritage is committed to supporting all Canadian creative industries to maximize their export potential and stand out in global markets.

To better understand who is accessing Creative Export Strategy funding and services, and who is not, Canadian Heritage is collecting baseline information on the self-identity of Canada’s creative exporters via this questionnaire.

The questionnaire should take approximately 10 minutes to complete.

The terminology included is evolving as we strive to advance equity, diversity, and inclusion in our practices.

If you have comments or suggested changes regarding the questionnaire and our approach to data collection, please contact us at exports@pch.gc.ca.

Who should self-identify?

- The questionnaire should be completed by business owners (for-profit companies) and board members (not-for-profit organizations).
- It is important that **ALL owners/board members complete the questionnaire** to ensure a full picture of who is accessing Creative Export Strategy programs and services.

How will the information be used?

Canadian Heritage subscribes to a “zero waste” data collection policy. This means that we ask only for information that is directly relevant to decision-making and optimal administration of Canadian Heritage programs and services, which in this case, is the Creative Export Strategy.

The information we receive through this questionnaire will enable Canadian Heritage to do the following:

- Develop **baseline data about the individuals who are applying** to the Creative Export Strategy’s Creative Export Canada funding program and those applying to participate in Canadian Heritage led trade missions or trade and cultural events supported by the Strategy;
- Determine whether an applicant to Creative Export Canada would be **eligible for reserved program funding** for Indigenous peoples or equity-deserving communities; and
- Analyze and address **gaps and barriers to Indigenous Peoples and equity- deserving communities in accessing the Creative Export Strategy’s programs or services**

How long will the information be retained?

The personal information collected will be **retained for six years**.

Privacy notice

The collection of personal information is authorized by the [Department of Canadian Heritage Act, under paragraph 4\(2\)\(j\)](#) and is requested for a voluntary questionnaire that will be used to provide Canadian Heritage with an understanding who is accessing the Creative Export Strategy’s programs and services in order to address any barriers to access. Collection and use of this personal information are in accordance with the [Privacy Act](#).

The information will be used to gain a better understanding of the Creative Export Strategy’s reach, and of its applicants and recipients, to generate and disclose disaggregated demographic statistics on representation and participation across the Creative Export Strategy’s programs and services and to assess the eligibility of applications for certain programs and incentives within the Creative Export Strategy. The personal information collected will be retained for six years.

There are no administrative consequences for not providing this information. Under the [Privacy Act](#), you have the right of access to, and correction of, your personal information. To exercise either of these rights, contact Canadian Heritage’s ATIP Coordinator by email at aiprp-atip@pch.gc.ca. If you are not satisfied with Canadian Heritage’s response to your privacy concern, you may wish to contact the [Office of the Privacy Commissioner of Canada](#) by telephone at 1-800-282-1376.

Have more questions about the self-identification questionnaire? Please consult the attached **Frequently Asked Questions** document.

Voluntary Self-Identification Questionnaire (2023-24)

Definitions and terminology in this self-identification questionnaire are based on the [Government of Canada Guide on Equity, Diversity and Inclusion Terminology](#).

Personal information

1. First Name	2. Last Name
3. Company/Organization name	
4. Email Address (yourname@domain.com)	
5. City	6. Province/Territory
7. Date of Birth (YYYY-MM-DD) <input type="checkbox"/> Prefer not to respond	

Official language minority communities

Official language minority communities are a group of people whose first language or chosen language is an official language of a country but is not the official language predominantly spoken in the geographic area where they live. In Canada, official-language minority communities are French-speaking communities outside Quebec and English-speaking communities in Quebec.

8. I belong to an official language minority community in Canada. (Select one)

- a) No
- b) Yes, I belong to a French-speaking community outside of Quebec
- c) Yes, I belong to an English-speaking community in Quebec
- d) Prefer to self-describe: _____
- e) Prefer not to respond

Gender

Gender refers to a social and personal identity and may be different than the person's biological sex and may be different from what is indicated on legal documentation.

9. Select the option that best describes your current gender identity. (Select one)

- a) Woman
- b) Man
- c) Non-Binary
- d) Two-Spirit
- e) Prefer to self-describe: _____
- f) Prefer not to respond

2SLGBTQI+

The acronym 2SLGBTQI+ is used by the Government of Canada to refer to the Canadian community. 2S: at the front, recognizes Two-Spirit people as the first 2SLGBTQI+ communities; L: Lesbian; G: Gay; B: Bisexual; T: Transgender; Q: Queer; I: Intersex, considers sex characteristics beyond sexual orientation, gender identity and gender expression; +: is inclusive of people who identify as part of sexual and gender diverse communities, who use additional terminologies.

2SLGBTQI+ terminology is continuously evolving. As a result, it is important to note that this list is not exhaustive, and these definitions are a starting point to understanding 2SLGBTQI+ identities and issues. Different 2SLGBTQI+ individuals and communities may have broader or more specific understandings of these terms.

10. I currently identify as 2SLGBTQI+. (Select one)

- a) No
- b) Yes
- c) Prefer to self-describe: _____
- d) Prefer not to respond

11. If you would like to specify terms by which you prefer to identify yourself (e.g., Two-spirit, Lesbian, Gay, Bisexual, Transgender, Queer, Questioning, Indigiqueer, Asexual), please do so here:

Indigenous Peoples to Canada

Indigenous Peoples is an umbrella term to address and acknowledge the First Nations, Inuit and Métis Peoples who live in the territory that is today known as Canada and are descendants of the original inhabitants of this territory prior to colonization.

12. I belong to one of the Indigenous Peoples. (Select all that apply)

- a) No
- b) Yes, First Nations
- c) Yes, Métis
- d) Yes, Inuk (Inuit)
- e) Yes, Non-status
- f) Prefer to self-describe: _____
- g) Prefer not to respond

13. If you would like to indicate what First Nation, community, reserve, tribe, Métis local/zone/settlement/organization, Inuit Treaty Organization or Inuit homeland, you identify with or belong to, please do so here:

14. If you would like to indicate which Indigenous language(s) you speak, please do so here:

Racial, ethnic, or cultural backgrounds

Even for individuals who share a similar identity, there are a variety of ways for people to self-identify by racial, ethnic, or cultural backgrounds. In this section you will find different options to identify yourself knowing that preferences may vary significantly within groups that share a common background.

15. Ethnic groups refer to a person's ethnic or cultural origins. Ethnic groups have a common identity, heritage ancestry or historical past, often with identifiable cultural, linguistic and/or religious characteristics. You may choose a single standardized category that best describes your ethnicity or regional descendance, or more than one if you consider yourself a bi or multi-ethnic person.

Select all that apply:

- a) Eastern Africa (e.g., Tanzania, Kenya, Uganda, Rwanda)
- b) Northern Africa (e.g., Algeria, Egypt, Libya, Morocco)
- c) Western Africa (e.g., Benin, Mali, Burkina Faso, Nigeria)
- d) Southern Africa (e.g., South Africa, Botswana, Namibia, Eswatini)
- e) Middle Africa (e.g., Angola, Cameroon, Democratic Republic of the Congo)
- f) Central America (e.g., Belize, Costa Rica, Mexico, Nicaragua)
- g) South America (e.g., Brazil, Chile, Peru)
- h) Central Asia (e.g., Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan)
- i) Eastern Asia (e.g., China, Japan, Mongolia, North Korea, South Korea)

- j) Southern Asia (e.g., India, Pakistan, Sri Lanka)
- k) South-eastern Asia (e.g., Philippines, Cambodia, Indonesia)
- l) Western Asia (e.g., Iran, Turkey, United Arab Emirates)
- m) Caribbean (e.g., Cuba, Haiti, Jamaica)
- n) Eastern Europe (e.g., Hungary, Poland, Romania, Ukraine)
- o) Northern Europe (e.g., Denmark, Estonia, United Kingdom of Great Britain and Northern Ireland)
- p) Southern Europe (e.g., Greece, Italy, Portugal, Spain)
- q) Western Europe (e.g., Belgium, France, Germany, Switzerland)
- r) Oceania (e.g., Micronesia, Melanesia, Polynesia)
- s) Prefer to self-describe: _____
- t) I don't know
- u) Prefer not to respond

16. Race is a term used to classify people into groups based principally on physical traits, such as skin colour. Racial categories are not based on science or biology but on differences society has created, with significant consequences for people's lives, such as specific barriers, prejudice and discrimination in Canadian society. These consequences can vary between racialized communities, with Black People and People of Colour having differing experiences. Racial categories may vary over time and depend on the place and can overlap with ethnic, cultural or religious groupings.

Select all that apply:

- a) Black
- b) East/Southeast Asian
- c) Latino/Latina/Latinx
- d) Middle Eastern
- e) South Asian
- f) White
- g) Prefer to self-describe: _____
- h) Prefer not to respond

17. If you would like to specify terms by which you prefer to identify yourself, not listed above (e.g., Quebeceer, Irish, Indo-Canadian, Arab, Jewish), please do so here:

Deaf and (dis)abilities

The Accessible Canada Act defines disability as “any impairment, including a physical, mental, intellectual, cognitive, learning, communication or sensory impairment – or a functional limitation – whether permanent, temporary or episodic in nature, or evident or not, that, in interaction with a barrier, hinders a person’s full and equal participation in society.” For the purposes of this questionnaire, please only identify disabilities that have lasted or are expected to last six (6) months or more.

18. I identify as a person who is Deaf, partially Deaf or hard of hearing. (Select one)

- a) No
- b) Yes
- c) Prefer to self-describe: _____
- d) Prefer not to respond

19. I identify as a person who has a (dis)ability or (dis)abilities. (Select one)

- a) No
 b) Yes
 c) Prefer to self-describe: _____
 d) Prefer not to respond

20. If you would like to specify terms by which you prefer to identify yourself (e.g., blindness, visual impairment, physical impairment, reduced mobility, learning disability, intellectual impairment, living with a mental illness, chronic illness), please do so here:

Other

21. I wish to share other self-identification information with the Department of Canadian Heritage that has not been captured above. (Select one)

- a) No
 b) Yes:
 c) Prefer not to respond

Attestation

I have read the most recent version of the *Creative Export Strategy Voluntary Self-Identification Questionnaire*.

I attest that the information in this document is true, accurate and complete.

I authorize the Department of Canadian Heritage to disclose any information received in the application within the Department of Canadian Heritage for the following purposes: to reach a decision; to administer the implementation of the project and to evaluate results.

In the event of an access to information request regarding the company/organization/applicant/recipient/beneficiary in the Department's possession, the information will be treated in accordance with the [Access to Information Act](#) and the [Privacy Act](#).

Where funding is approved, however, the amount of funding, the purpose for which the funds were granted and the name of the company/organization receiving the funding are considered public information.

Funding received, whether received as a grant or a contribution, may be audited by the Department of Canadian Heritage or the Auditor General of Canada (pursuant to [clause 7.1 of the Auditor General Act, \(R.S.C. 1985\)](#)).

For Creative Export Canada Applicants only: If found to have submitted false or unsupported information, applicants may be required to repay the full amount of the financial support received and may be declared ineligible for programs and services from the Creative Export Strategy for the next two fiscal years or more.

Please review the information you entered and make any required corrections before submitting your questionnaire to exports@pch.gc.ca.

Name (Required)

Title (Required)

Signature (Required)

Date (YYYY-MM-DD) (Required)