

For Immediate Release

Canadian Live Music Association Releases National Project on Climate Risk to Canada's Live Music Sector

New research finds weather-related disruption to live music events in Canada has risen eightfold since 2022, placing up to \$3 billion in economic value at risk by 2040. A preparedness toolkit seeks to help live music businesses respond.

October 1, 2026 – CALGARY, AB, CANADA

Today at Werklund Centre, the Canadian Live Music Association (CLMA) released the findings of its national climate risk study, '**Sound Check: Climate Risk and Resilience in Canada's Live Music Sector.**' Drawing on the CLMA's Climate Contingency survey, national disruption data, and climate projections through the 2030s and 2050s, the report finds that climate risk is now a structural issue facing Canada's live music sector, an industry that contributes \$10.92B annually to Canada's GDP, supports more than 101,000 jobs, and attracts nearly 20 million visitors each year.

To help the sector respond, the CLMA is releasing the first resources from its [Climate Contingency Toolkit](#) alongside the report. The free, actionable toolkit translates the study's findings into decision-making frameworks, hazard-specific standard operating procedures, and other practical tools for live music professionals planning for and responding to climate-related disruption.

"This is an issue touching live music events in every corner of Canada—particularly but not exclusively outdoor ones. This report is a necessary step in assessing and addressing the scale and solutions. We hope our toolkit helps to make climate preparedness more comprehensive and accessible for live music providers," said **Maddy Oliver, Interim Executive Director of the CLMA**. "An enormous thank you to our partners and to Werklund Centre, who have powered this project—renewably!"

The study found that weather-related disruption to live music events has risen sharply, from an average of 8 publicly reported events per year between 2010 and 2022, to more than 65 per year between 2023 and 2025, an eightfold increase. Left unaddressed, the report estimates that extreme weather could place between \$1.2 billion and \$3.0 billion of Canadian music-event and festival economic value at risk between now and 2040, with a central estimate of approximately \$1.8 billion. Seventy percent of survey respondents report at least one high-impact weather day per year resulting in partial or full event cancellation, and 35 percent report moderate, measurable financial losses across multiple events.

The CLMA presented its findings, key recommendations, and the first toolkit resources on October 1 at Werklund Centre.

“This is one of the biggest climate adaptation projects undertaken by an arts community, positioning Canada as a leader in this conversation on the global stage,” said **Alex Sarian, President and CEO of Werklund Centre**. “At Werklund Centre, we know that cultural spaces are also civic spaces, and that comes with a responsibility to prepare for the forces shaping how people gather. As we get ready to operate a redesigned Olympic Plaza as a vibrant cultural gathering place in 2028, this research will help us, and others, build greater resilience into how we plan for the future.”

KEY FINDINGS:

Weather disruption trends:

- 70% of respondents report at least one high-impact weather day per year resulting in partial or full cancellation
- An estimated \$1.2 billion to \$3.0 billion in economic value at risk between now and 2040 (central estimate: \$1.8 billion)

Financial and operational impact:

- 90% of respondents report direct financial costs or losses
- 35% of respondents report moderate, measurable financial losses; 14% report significant or severe impacts
- Only 15% of respondents report purchasing adverse weather insurance, while 40% report increased insurance costs

Sector readiness:

- 83% of respondents agree climate change is already affecting their events
- 87% expect impacts to increase over the next five years
- 82% are already considering climate risk in event planning decisions

The Canadian Live Music Association would like to thank the following industry sponsors for making this project possible. Special thanks to our top tier sponsors: Live Nation Canada, Werklund Centre, Sicard Studios, Maple Leaf Sports & Entertainment, Winnipeg Folk Fest, City of Mississauga, Festivals and Major Events Canada, City of Mississauga, Front Row Insurance Brokers, Instant Risk Coverage, Altis Recruitment & Technology, and Calian. This project is supported by FACTOR, Ontario Creates, and Creative BC and the Province of British Columbia.

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About the Canadian Live Music Association

The Canadian Live Music Association (CLMA) is the industry association representing the businesses and individuals who make live music happen in Canada. Our membership comprises agents, venues, festivals, promoters, conferences, ticketers and event tech, and live music suppliers from coast to coast to coast.

In 2023 alone, the **live music industry contributed nearly \$11B to Canada's GDP**, with its largest market being Ontario. Music tourism is a thriving force growing annually, and music tourists spend three times more than typical ones. The CLMA works to entrench live music's economic, cultural, and social value and to create the conditions for concerts to thrive.

To download the full report, and view the first toolkit resources: canadianlivemusic.ca/climate-contingency-roadmap

About Ontario Creates

Ontario Creates is an agency of the Government of Ontario that facilitates economic development, investment and collaboration in Ontario's creative industries including the music, book, magazine, film, television and interactive digital media sectors.

About FACTOR

FACTOR is a private, non-profit funding body providing investment support to the Canadian-owned music industry. Support is provided to Canadian recording artists and songwriters at every stage of their careers, as well as to managers, labels, publishers, promoters, and event producers through our various programs.

About Creative BC

Creative BC is an independent non-profit society created and supported by the Province to sustain and help grow British Columbia's creative industries: motion picture, interactive and digital media, music and sound recording, and magazine and book publishing.

Werklund Centre (formerly Arts Commons) is the steward of Western Canada's largest arts centre and the artistic and civic cornerstone of Calgary's downtown core that fosters the arts through live performance, educational opportunities, and artist development programs. For 40 years, it has been a key contributor to the social, economic, cultural, and intellectual life and well-being of Calgarians—a commitment that is being renewed through the Werklund Centre Transformation project, the largest cultural infrastructure project in Canadian history. It is home to five resident companies, including Alberta Theatre Projects, Calgary Philharmonic Orchestra, Downstage, One Yellow Rabbit, and Theatre Calgary. It houses six gallery spaces, five theatres, a concert hall, rehearsal and education spaces, costume and scene shops, and a restaurant.