GENDER EQUALITY
ISSUES IN THE
CULTURE AND
ART SECTOR

Kyiv
2020
This publication was prepared in the framework of the “Gender Budgeting in Ukraine” Project. The Project is implemented with the financial support of Sweden.

The publication is based on the results of gender analysis of the programs financed from the state and local budgets in the sphere of culture and art, which was carried out by the working groups on gender budgeting in Zhytomyr, Kirovohrad, Kyiv, Khmelnytskyi, Chernihiv regions and in the city of Kyiv.

Gender-responsive approach to the budget process implies taking gender dimension into account at all stages of the budget process and highlighting the focus on ensuring equal rights and opportunities for women and men (gender equality) in the relevant budget documents. Gender analysis of budget programs promotes reduction of gender gaps, improvement of the quality of services for women and men, effective use of public finances and sustainable development of the country.

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Introduction

This publication provides an overview and critical analysis of gender equality issues in the culture and art sector, which were identified as a result of gender analysis of the programs financed from the state and local budgets in Ukraine in 2017-2019. The publication is based on the data presented in the reports of the GRB working groups in the regions and in the city of Kyiv, which consist of the officials of regional state administrations, the Ministry of Culture of Ukraine, institutions of culture and art, regional and Kyiv city statistics departments, and the State Statistics Service of Ukraine. The publication also refers to statistical data, research findings and other sources. Gender analysis of the budget programs was conducted under the guidance of the Ministry of Finance of Ukraine within the framework of a comprehensive reform of the public finance management sphere, which provides for the application of gender approach in the budget process in Ukraine. Gender analysis of the budget programs was carried out by civil servants under the guidance of the finance departments of regional state administrations and the Ministry of Culture of Ukraine, with the support of the experts of the “Gender Budgeting in Ukraine” Project (GRB Project), funded by the Swedish government.

The report is intended to provide the decision-makers in Ukraine (Cabinet of Ministers, Verkhovna Rada, other authorities), as well as as government officials working in the culture and art sector with concise information on the existence of actual gender gaps identified in the budget programs. The report also contains recommendations on how the government can ensure the effectiveness of its policies and public services in further work on elimination of the identified gender gaps and achieving equality. This will help reform the sector towards enhancing the efficiency and effectiveness of the provision of public services in the culture and art sector in the future.
In the traditional sense, culture is a set of spiritual and material values accumulated by the humankind throughout its history. First and foremost, these are the achievement of humankind in the fields of art, education and science, morality. This understanding of culture is connected with the policy aimed at preserving and restoring natural, historical and cultural heritage, museums and exhibitions, with activities in the field of art (music, theatre, etc.), entertainment, media and electronic cultural sites.

In the course of the last century, philosophy and humanities have come to the perception of culture as a lifeworld, that is the real, everyday world in which ordinary people live (work, love, create, rest). “Ordinariness” or “everydayness” of culture means that we all participate in its creation and learn to live in it with the help of a whole range of everyday practices that shape our mindset – we get education, play, learn our mother tongue, acquire work skills and the experience of interpersonal relationships. It is through these ordinary activities that we engage in culture. Cultural meanings and senses are found not in museums but in everyday experience (Williams R., 1997).

Both in the first and in the second meanings, culture has a gender dimension. First of all, it is about ensuring the cultural rights of both women and men. The rights to participate freely in the cultural life of the society or community, to enjoy art, to engage in cultural practices, to make one’s own contribution into development and to receive benefits from this development are enshrined in the Universal Declaration of Human Rights, adopted by the United Nations General Assembly in 1948.
Human rights are a prerequisite for enriching cultural diversity and for ensuring human creativity in a climate of equality, human dignity and non-discrimination. People’s cultural rights also provide for access to cultural achievements regardless of people’s sex, age, nationality, place of residence, etc. According to the State Statistics Service of Ukraine, in the sphere of culture and art in Ukraine, there are 112 theatres (the number of theatre visitors in 2016 – 5.8 million people), 76 concert organizations (the number of concerts visitors in 2016 – 2.6 million people); 576 museums (the number of museum visitors in 2016 – 15.8 million people); 17.0 thousand libraries (the library stock makes up 255.4 million copies); 17.1 thousand club-type institutions (number of seats in them – 4.2 million) (State Statistics Service of Ukraine, 2017).

The results of an all-Ukrainian survey conducted by an all-Ukrainian public organization “Association for Community Self-Organization Assistance” in cooperation with the Kyiv International Institute of Sociology, at the initiative of the Ministry of Culture of Ukraine, demonstrate the level of use and access of Ukrainian citizens to the services provided by cultural and art institutions. Almost a quarter of Ukrainian adult population (23.0%) visited a library or a bookstore at least once in the last year. At the same time, the majority of Ukrainian adult population (60.0%) did not read any books (electronic or printed) and did not visit any library or a bookstore (KIIS, 2019).

Women are more involved in reading practices: 26.4% of women and 19.5% of men visited a library or a bookstore at least once during the last year; 56.3% of women and 64.3% of men did not visit any library or a bookstore; 14.1% of women and 11.8% of men did not visit any library or a bookstore, but read books (KIIS, 2019).

17.0% of the Ukrainian population is engaged in some kind of creative and artistic activity. Women are more often engaged in such activities: 21.0% of women and 13.0% of men do it regularly or rarely. The level of adults’ involvement in the arts and crafts in villages and cities is almost equal. As for the creative and artistic development of children, 17.0% of the population say that children of their locality do not have the opportunity to be engaged in it. Even in the largest cities, less than half of the adult population (43.0%) believe that there are sufficient opportunities for creative and artistic development of children in their locality. Residents of villages, urban-type settlements and small towns assess the availability of the opportunities for children’s creative development more critically than residents of large cities (KIIS, 2019).

The survey results indicate that there are some differences between women and men, people of different age, social status and place of residence in terms of their use of services and the level of satisfaction with the accessibility of services in the sphere of culture and art. In general, it can be concluded that women are somewhat more involved in cultural practices than men. The problems of accessibility of cultural services are much more acute in smaller settlements. Because of economic marginalization, the involvement of elderly people in cultural practices is strikingly lower than the
involvement of the younger population, even though elderly people have more free time.

The tendencies indicated above were confirmed in the course of gender analysis of the budget programs in the sphere of culture and art, which was carried out in the framework of “Gender budgeting in Ukraine” Project implementation. For example, in the Kirovohrad region, women’s activity in using library services is higher as compared to men’s activity, in particular, as a percentage of the general number of the relevant population categories (women – 39.5%; men – 30.5%). The least covered group is men from rural areas over the age of 22 (9.5%). Among the participants of events held by libraries, there are twice as many women (66.0%) as men (34.0%). Women who use library services read more books than men do. Thus, the number of published books as per person is 27 among women and 20 among men (GRB Project, 2017).

In the course of gender analysis, it was found that in the Khmelnytskyi region, only 4.0% of retired men use the services of libraries. (GRB Project, 2019).

In the Kyiv region, women predominate (61.2%) as museum visitors, while historical and cultural reserves are mostly visited by men (60.7%) (GRB Project, 2018). These data require further study and implementation of measures that will promote equal access to the services provided by museums and reserves.

When explaining the reasons for their lack of interest in a particular cultural activity, men (30.0%) are more likely than women (23.0%) to refer to the lack of interest, while women (31.0%) are more likely than men (26.0%) to attribute this to limited financial resources. Family responsibilities are also an important factor in explaining low rates of participation in cultural life, since the former limit the time the respondents can spend on cultural activities. Thus, 52.0% of people living in a family of four or more people say that these

![Pie chart](chart.png)
are family responsibilities that can be an obstacle, as compared to 30.0% of those living alone (EC, 2006).

The influence of gender stereotypes can be also traced in the choice of the area of studies. Women make up 79.0% of the students of universities, academies, institutes that provide training in arts and humanities (State Statistics Service of Ukraine, 2019).

But even within the sphere of culture and art itself, there is gender segregation in the labour market – women more often than men work in low-paid jobs in such institutions as libraries, museums, and archives. Among the employees of museums in the Kyiv region, women make up 70.0%: women significantly predominate in the categories of managers (67.0%); specialists (78.0%); maintenance and technical staff (73.0%). Men predominate only in the category of workers (93.0%). Women also predominate (56.0%) among the employees of cultural and historical reserves of the Kyiv region.

The feminization of these institutions is primarily due to low salary levels. According to statistical data, the average monthly salary of the employees of libraries, archives, museums and other cultural institutions is one of the lowest among all types of economic activity. In 2018 it amounted to 6,312 UAH for women and 6,633 UAH for men. (State Statistics Service of Ukraine, 2019).

At the same time, job advertisements for such specialties as editing director, photographer, video designer, broadcaster, streamer, presenter in a mobile application offer a salary of 10 to 75 thousand UAH per month in Kyiv (Work.ua, 2020). Although there is no gender-disaggregated data available on employment in these cultural sectors in Ukraine, studies at the European Union level indicate that these are men who tend to dominate in the “creative” occupations. They also dominate in the workplaces connected with the use of technology, such as videographer and editorial.
staff on television, technical staff in the music industry, and so on.

Gender segregation in the sphere of culture and art is observed in the choice of area of education in specialized educational institutions, which is driven by stereotypical ideas about “female” (weaving, embroidery, librarianship, music theory, etc.) and “male” activities (pottery, artistic metal processing, conducting, directing, etc.) (GRB Project, 2017).

Gender segregation can be also observed at the level of managerial decision making. Thus, in 2018, among the directors of museums belonging to the management sphere of the Ministry of Culture of Ukraine, almost half were women (7 out of 15); women prevailed among the directors of national and regional libraries (23 out of 29); there were 16 women among the 25 managers of regional folk art centres. However, women made up only 21.0% among the managers-art directors of regional theatres, and among 8 directors of national theatres, there was only one woman. In Kyiv, among 21 managers-art directors of theatres, there were only 3 women (14.2%). As for the management of the reserves subordinated to the Ministry of Culture, out of 25 managers, only 4 were women (Ministry of Culture of Ukraine, 2018).

If we analyse culture in its broad sense, as people’s lifeworld, it is in this exact world that certain “gender behaviour scenario” is shaped/defined. Gender behaviour scenario is a culturally determined list of characteristics, roles, types of activities that determine the social behaviour of women and men, and the relationships between them in certain societies. This “gender behaviour scenario” applies to our appearance, clothes, guidelines, ways of communication, division of paid and unpaid labour, sexuality, family responsibilities, and so on. All this in its totality shapes our “gender roles”, which determine different personal life experiences. Despite the diversity of cultures, in any culture, the access to education, health services and labour market, life expectancy and freedom of movement depend on gender roles. Our relationships with other people, our ability to make decisions and act autonomously depend on gender as well. Gender interfuses with all various manifestations of personality and is something we live with every day.

Collective ideas about “typical male” or “typical female” roles that function in culture facilitate the creation of stereotypes that may limit or enable women and men to realize themselves. For example, horizontal and vertical gender segregation in the labour market is the result of existing stereotypes regarding the division of activities into purely “female” and “male” ones.

Culture and traditions can help or create obstacles, can be repressive or create opportunities for individual freedom. Therefore, traditions and norms need to be critically examined as to whether we should perpetuate them or do away with them.

The sphere of cultural industry plays an important role not only in the reflection but also in the creation of socio-cultural models and norms. The content that is transmitted
in books, plays, films, radio and television shows has a powerful influence on the formation of behavioural models related to gender roles and relationships.

The media are recognized as a powerful factor in the process of achieving gender equality. Unfortunately, most of the time the media tend to portray public life as a male sphere, leaving to women only the private sphere. According to a December 2019 study conducted by NGO “Institute of Mass Information”, women as lead characters are present only in 26.0% of materials in online news: crime news and emergencies – 28.0%, show business – 27.3%, politics – 10.4%, sports – 6.6%, life story – 6.1%, international topics – 4.5% and human rights materials – 4.0%.

As for the number of female experts in online media, female experts’ comments are provided only in every sixth piece of news – an average of only 15.0% of the materials (Institute of Mass Information, 2019). It can be concluded that women’s contribution to political, cultural and social life is imperceptible.

Patriarchal gender stereotypes and sexism are common in the media. Sexist manifestations are especially visible in the presentation of information about female politicians, when their professional qualities are overlooked, while attention is paid to their clothes, accessories, hairstyles and personal life. At the same time, male politicians are presented as strong and determined individuals who can make important and independent decisions. There is a common belief that these are only men who possess “serious qualities” such as rationality, leadership, logical thinking, as well as focus on work or career. Meanwhile, women are allegedly characterized by emotionality, passivity, predominance of intuition over rationality, and focus on home and family. The media are trying to show a woman’s complete dependence on the man. Several images of such a woman are created for the audience. First of all, this is a woman as a mother whose main area of self-fulfilment is her family and the most important things for her are the care for children and her husband. Secondly, the image of a housewife who loves her home most of all. Her main area of interests is the process of taking care of her home, cleaning, creating comfort, purchasing new appliances. The third image is a woman who is a decoration, passive supplement to a man. It is because of such artificially created images that biased views regarding the role and place of women in society emerge (Institute of Mass Information, 2015).

Advertising and marketing also play a significant role in spreading gender stereotypes. Even though advertising is essentially a marketing tool, it conveys values, attitudes and stereotypes that potentially affect the general behaviour beyond purchasing decisions and impose some view of life through their combined influence. Sexist advertising manifestations include: treating a person as an object that can be disposed of; emphasized dominance of one sex over the other; stereotypification of gender roles. A kind of sexism that is common for Ukrainian advertising is the eroticization of the image of a woman, when the idea of passivity and defencelessness of a woman is enhanced by the image of the
naked body, its intimate parts or through erotic context (Sokurenko, 2019).

The sphere of culture as a whole is crucial to overcoming outdated stereotypes and promoting cultural diversity on the basis of gender equality. Changes in today’s society make it clear that the traditional women’s role models are no longer feasible and realistic since a growing number of women play a leading role in society now. Today, one can see that women are present in many professional fields which were previously considered to be exclusively male spheres.

The cultural industry sphere must become more focused on creating content that keeps up with the times – the content that would create modern images and modern type of relationship between a man and a woman. The new egalitarian type of relations between sexes, which replaces the patriarchal one, is based not on the domination/submission relationship – which is traditionally established and ranked as a law of nature – but on the relationship of personal complementarity in society and family. The egalitarian principle of gender equality should not be understood as blurring of the differences between the sexes; on the contrary, it provides for taking into account the psychophysiological features associated with the sex, but at the same time leads to the destruction of barriers that interfere with the self-realization of an individual. This applies to both women and men.
Main gender problems in the sphere of culture and art in Ukraine include the following ones:

- A gap in cultural consumption. Women consume cultural goods and services more often and more regularly than men.

- Uneven access to cultural services in urban and rural areas, as well as for elderly people, children and persons with disabilities.

- Gender imbalance in higher education: women make up the largest share of graduates of higher education institutions in the sphere of culture and art.

- Occupational segregation in the sphere of culture and art: uneven distribution of women and men in different sub-sectors and areas of activity of the sphere of culture and art.

- Gender imbalance at the decision-making level: the trend of “the higher the position, the fewer women are represented in this position” is observed here, just like in any other sphere.

- Uneven coverage of the historical and current contribution of women and men to the culture.

- Dissemination of patriarchal gender stereotypes in the media.

- Eroticization of the female image and sexism in advertising.
In 2017-2019, with the assistance of the “Gender Budgeting in Ukraine” Project, gender analysis of 9 budget programs in the sphere of culture and art was conducted (Zhytomyr, Kirovohrad, Kyiv, Chernihiv, Khmelnytskyi regions and the city of Kyiv).

In the course of the analysis, it was important to establish how programs and budgets affect women and men and the subgroups within these two categories, whether women and men in their diversity have equal access to services provided through the programs, whether the services meet the needs and opportunities of women and men (girls/boys), whether the activities planned in the programs strengthen or weaken gender equality.

Some of the main gender issues and problems identified are as follows:

- Lack of gender-disaggregated data, which prevents from the identification of gender gaps and justifying the need for measures aimed at reducing them.

- Gender gaps and disparities were identified in all of the analysed programs, in particular, concerning the numerical representation of women and men among cultural and art staff and among the users of these services.

- Gender stereotypes and common role models of women’s and men’s behaviour determine their preferences in culture and art.
Programs in the sphere of culture and art do not take into account the needs of women and men in all their diversity. Female employees outnumber male employees in the culture and art sector; a steady tendency of the industry’s feminization is observed.

Men/boys from rural areas make up the smallest share of cultural and artistic services users (especially with regard to library services). The detailed results of the analysis, the key issues that need to be addressed in order to improve the budget programs’ effectiveness and the recommendations are outlined in the Annex.
Recommendations

Following the results of gender analysis, recommendations regarding reduction of the identified gender gaps, overcoming the negative trends in meeting the needs and interests of women and men in their diversity, and better targeting of budget programs aimed at ensuring gender equality were suggested. In particular:

- Systematically conduct gender budget analysis of all programs in this sector.

- Explore the opportunities of women and men and the subgroups within these two categories in accessing cultural and artistic services.

- Ensure the collection of gender statistics in the culture and art sector (especially about service beneficiaries).

- Hold awareness-raising and information campaigns in order to increase the interest and involvement of men and boys in cultural and artistic activities.

- Conduct analysis of the content of cultural and artistic activities with the aim of preventing the spread of patriarchal gender stereotypes.
Prospects for further work

As a result of gender budget analysis of the programs in the culture and art sector, gender gaps and negative trends in meeting the needs and interests of women and men were revealed, recommendations on elimination and reduction of these gaps were provided for the Ministry of Finance of Ukraine, Ministry of Culture, Youth and Sport of Ukraine, Regional State Administrations, and institutions of culture and art. Changes should be introduced into the policies, programs and budget documents in accordance with the provided recommendations. “Gender Budgeting in Ukraine” Project plans to monitor the changes in the programs and budget documents, as well as assess their impact on the lives of different groups of women and men.

Despite the fact that many changes can be made on the basis of existing knowledge and the gender imbalance identified as a result of the analysis, some issues require further exploration, in particular:

- The reasons for the gender imbalance in the use of services in the culture and art sector and in the level of involvement in cultural practices (lack of services that meet interests, lack of infrastructure, economic marginalization, etc.).
- Methodology of women’s and men’s, girls’ and boys’ cultural needs assessment.
- Accessibility of services in the sphere of culture and art for women and men (girls/boys) with disabilities and residents of rural areas.
Mechanisms of introducing systems of annual monitoring of the involvement of Ukrainian citizens in the activities in the culture and art sector (disaggregated by gender, age, place of residence, etc.) to be carried out in the framework of budget programs implementation.

Ways of improving the work of cultural and art institutions in accordance with the needs of women and men, urban and rural residents, and so on.

Methods of conducting content analysis of sources (television, radio, press, advertising materials, theatrical performances, etc.) as for their propagation of patriarchal gender stereotypes.
Overview of gender equality issues identified by gender budget analysis in the sphere of culture and art
Services of specialized educational institutions in the culture and art sector
(Zhytomyr region and the city of Kyiv)

<table>
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<th>Gender problems</th>
<th>Keys issues to be addressed when planning, providing services and drawing up the budget</th>
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<tr>
<td>• There is a gender gap in the number of girls and boys studying in specialized art institutions (on average 68.0% of girls and 32.0% of boys).</td>
<td>• When determining the volume of the regional order, calculate and take into account the real need of the region in human resources and take measures regarding employment assistance to the graduates of cultural and art institutions.</td>
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<td>• There are gender differences in the choice of the area of studies. Boys more often chose the following areas: guitar, wind instruments, percussion instruments and piano; while girls chose piano, bowed string instruments, vocalism, folk instruments. The biggest gap in the representation of boys is observed in the following specialities: “librarianship” (0.0%), “decorative and applied arts” (7.0%), “musical art” (in particular, such specializations as “music theory” (0. 0%), “piano” (13.0%), “choral conducting” (14.0%). At the same time, girls are least represented in the speciality of “musical art” (specialization “orchestral wind and percussion instruments” (11.0%).</td>
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<tr>
<td>• The specialities where there are only girls (“librarianship”, “musical art” with a specialization “music theory”) have the lowest cost of study per person.</td>
<td>• Conduct gender-sensitive information campaigns aimed at overcoming gender stereotypes related to the feminization of the culture and art sector.</td>
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<td>• The ratio of women and men among the employees of specialized art educational institutions is as follows: women – 71.0%, men – 29.0%.</td>
<td>• Organize training for teachers on gender mainstreaming in the educational process.</td>
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<td>• The average wage gap among the employees of these institutions makes up 5.6% in favour of women.</td>
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Library services
(Kirovohrad, Khmelnytskyi regions)

The activity of women in using library services in the Kirovohrad region is higher than that of men, in particular with regard to the following indicators: users as a percentage of the total number of the relevant population groups (women – 39.5%; men – 30.5%; (including rural areas – 23.6%); number of library visits per user: women – 17; men – 5; number of published copies of literature per user: women – 27; men – 20.

In the Khmelnytskyi region, women also predominate as library visitors, with 59.4% of women and 40.6% of men.

The interest of men of different groups in attending public events held by libraries is insufficient (there are twice as many women as men among the participants of events): women – 66.0%; men – 34.0% (Kirovohrad region).

As for the age groups, lower activity of the users aged above 22 years is observed, especially among men in rural areas (as a percentage of the total number of the relevant population groups): women – 27.5%; men – 20.1%; (including rural areas – 9.5%). Higher activity of users under the age of 22 is associated with their studying in educational institutions and thus higher demand for information resources (Kirovohrad region).

In the Khmelnytskyi region, by means of analysing the genres of issued books, it was established that men prefer scientific (55.0% of men) and technical literature (54.5% of men), while women prefer artistic

Conduct information and awareness-raising campaigns to promote public libraries, especially among boys and men.

Systematically carry out outreach and career guidance activities among boys in order to avoid gender stereotypes in choosing the profession of a librarian.

Develop library infrastructure in a way that meets the needs of women and men and the sub-groups within these two categories.

Conduct surveys among women and men on the level of their satisfaction with the existing libraries, on the library fund’s compliance with the needs of women and men, on the need to expand library services, on their interest in organizing and conducting library activities (taking into account the age and social characteristics of women and men).

For libraries, to include thematic activities aimed at promoting interest of different groups of boys and men in reading, visiting libraries and using library’s information resources in the main activities of library institutions.

Provide data on libraries’ users and staff broken down by gender, age and place of residence in administrative reporting and the documents used in the budget process.
books (72.0% of women), fiction (66.5% of women), translated literature (57.5% of women) and socio-political books (53.7% of women).

- Women significantly predominate among librarians (feminization of the librarian profession); women – 96.3%, men – 3.7% in the Kirovohrad region; women – 98.8%, men – 1.2% in the Khmelnytskyi region. One of the factors promoting the feminization of the industry is the low salary.

- In the Khmelnytskyi region, the average monthly salary of women is higher than that of men. The largest gap in the average monthly salary of women and men is observed among specialists – 33.8% (5,130 UAH – women, 4,069 UAH – men), the smallest gap is among maintenance and technical personnel – 3.1% (women – 4,024 UAH, men – 3,886 UAH).

- The level of rural libraries’ technical equipment is insufficient (there is not enough modern literature, equipment and technology, modern databases, educated staff).

- In the structure of expenditures for maintaining libraries, the largest share is made up by the expenditures on salaries – 91.5%, then energy costs – 5.8%, which testifies to an extensive form of the institutions’ functioning; 1.7% is spent on the payment of services, 0.8% on items, materials, equipment and supplies, 0.1% on business trips expenses (Khmelnytskyi region).
Theatres
(Zhytomyr region)

- In 2018, the total staffing of theatres amounted to 220 positions, of which 168 (76.4%) are in music and drama theatre, and 52 (23.6%) in the puppet theatre. The actual number of staff is 203, of which 117 women (57.7%), 86 men (42.3%).

- Female artists have a slightly higher qualification category than male artists. Out of the total number of artistic personnel, 12 people have the title of Merited Artists, 9 persons (75.0%) among female artists and 3 persons (25.0%) among male artists.

- Women make up 64.7% of visitors to the music and drama theatre and the puppet theatre. In terms of age groups, the majority of the audience (41.7%) are visitors aged 26 to 44 years old. Within this category, 75.6% are women, 24.4% are men.

- Among theatre visitors, the share of urban population accounts for 84.3%, rural – 15.7%, although, according to statistical data, the distribution of these groups in the total number of the Zhytomyr’s region residential population is 58.8% to 41.2%. The gap between urban and rural population is even greater among the music and drama theatre’s visitors: 90.8% of urban population and 9.2% of rural population.

- The financial support from the regional budget in both theatres makes up more than 83.0% and is mainly spent on the payment of salaries to employees (89.6% of the total budget expenditures) and the payment for consumed energy and utilities (7.3%).

Keys issues to be addressed when planning, providing services and drawing up the budget

- Organize appropriate cooperation with potential representatives of target groups of service recipients (research and analysis of each target group’s profile, namely age, men/women ratio, place of residence, level of education, income level, etc.) to identify viewers’ needs and prepare the relevant repertoire.

- Introduction of a page with visitors’ reviews and a constant monitoring of viewers’ preferences. Following the research result, ensure that the repertoire is updated for the relevant categories of viewers, especially for the greater engagement of young people and men, viewers with special needs (for example, to provide hearing impaired visitors with the possibility to view the plays with text rendered on the screen; to provide visually impaired people with audio description in headphones; for people with autism and reduced learning ability to keep the lights on and keep the volume down so that the visitors could feel as comfortable as possible, etc.).

- Together with the authorities of remote from the city of Zhytomyr administrative-territorial units and transport operators, to develop a transportation schedule in order to provide residents of rural areas with the possibility to visit theatres.

- Introduce changes into the schedule of showing individual performances.

- Ensure maximum touring coverage of the territory of the region.

- Develop a season tickets project.

- Update websites to improve public information supply, develop and make more
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<tr>
<td>• The current sanitary conditions available in the music and drama theatre do not meet the norms (almost thrice as insufficient), which is actually confirmed by the constant queues to women's bathrooms</td>
<td>• Accessible e-services, introduce the option of reserving and purchasing tickets online.</td>
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<td>• Make use of other online resources, in particular, social networks, blogs and special forums, to promote theatres in such a way, among other things.</td>
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<td>• When carrying out repair works or reconstructions of the theatres, it is essential to take into account the requirements of the State Construction Regulations regarding sanitary conditions.</td>
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<td>• To equip bathrooms for people in wheelchairs and install other special devices (ramps, lifts, handrails) to be used on the premises of the theatres by people with special needs.</td>
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<td>• For the theatres to take steps aimed at increasing various sources of funding, attracting donors and sponsors that would provide financial, material and other kinds of support (establishing relationships between institutions and business (fundraising). To expand the list of related paid services by conducting workshops, trainings, creating theatrical studios, providing services of the organization and holding of celebrations, festive events, etc.</td>
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<td>• For the department of culture and tourism of the regional state administration together with the regional council and the theatres to settle the issue of determining the conditions upon which the privileged categories of consumers visit performances (in accordance with the order of the Ministry of Culture of Ukraine dated 30.01.2013 No. 43 &quot;On enforcement of the right of socially vulnerable groups to visit enterprises, institutions and organizations, which belong to the sphere of management of the Ministry of Culture of Ukraine, on preferential terms&quot;).</td>
</tr>
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</table>
### Gender problems

- Women predominate in the total number of museum visitors (over 60.0%).

- In terms of the age structure of museum visitors, this is the adult population that predominates (over 60.0%).

- Museums located in the urban area dominate in terms of the number of visitors – 174 thousand people or 84.0% – while the number of visitors to museums in the rural areas makes up 33 thousand or 16.0% (Kyiv region).

- From among museums visitors, 59.8% are residents of cities of the region, 29.5% are residents of other regions, 9.1% are residents of rural areas, 1.6% are citizens of other countries (Chernihiv region).

- Women predominate in number among the employees of museums of regional subordination: 70.0% – Kyiv region; 61.8% – Chernihiv region.

- Women predominate in all categories of employees: managers – 53.0%, specialists – 75.0%, service personnel – 81.0%, workers – 51.0%. Men are mostly represented in the category of managers – 47.0% and workers – 49.0% (Chernihiv region).

- The low representation of men among museum employees is due to the low popularity of men obtaining the relevant qualification with a major in “Museum studies and protection of historical and cultural monuments”, as well as due to low salary level.

### Keys issues to be addressed when planning, providing services and drawing up the budget

- Take into account the gender problems identified in the analysis when developing a regional program for the next period and dwelling upon its goal, objectives and activities in order to make museum services as appropriate as possible for different segments of the population.

- Introduce changes to performance indicators of the activity of museums and exhibitions in order to highlight gender issues.

- Introduce a program of computer monitoring of museum visitors taking into account gender- and age-disaggregated indicators, which will allow keeping in mind the sex-age structure of visitors when planning and allocating budget resources.

- Carry out information campaigns on museums promotion.

- Introduce surveying of museum visitors to learn if they are satisfied with the work of museum institutions, if the exhibitions meet the interests of women and men, girls and boys.

- On the basis of the survey results, include thematic activities that would meet the interests of women and men belonging to different age and social groups.

- Conduct career-guidance and motivational activities among university graduates and at employment centres in order to improve the situation with human resources in museum institutions.
<table>
<thead>
<tr>
<th>Gender problems</th>
<th>Keys issues to be addressed when planning, providing services and drawing up the budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>• The gender gap in the average salary of museum employees made up 6.7% in the Kyiv region in 2017, and 5.3% in the Chernihiv region in 2018 in favour of women.</td>
<td>• Review museums’ working hours with the aim of settling the issue of the accessibility of their services to a greater number of visitors from among the working population category.</td>
</tr>
<tr>
<td>• The average monthly salary of women is 3,817 UAH, of men – 3,561 UAH (Kyiv region); women – 4,000 UAH, men – 3,900 UAH (Chernihiv region).</td>
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<tr>
<td>• In the category of managerial positions, the gender pay gap in favour of women amounted to 16.7%; of specialist positions – to 11.0% (Kyiv region).</td>
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<tr>
<td>• The gender pay gap in favour of men made up 2.5% in the category of maintenance and technical staff; 10.0% in the category of workers (Kyiv region).</td>
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<tr>
<td>• The pay gap between women and men is associated with seniority allowances, since women have longer length of service.</td>
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<tr>
<td>• Structure of the regional budget's expenditures on financing museums: 74.9% – employees’ remuneration, 11.0% – payment for the services provided by third-party organizations (museum’s security), 7.0% – payment for utilities and energy, 3.1% – archaeological studies, 2.6% – purchase of items, materials, and equipment, 1.4% – other expenses.</td>
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</tbody>
</table>
**Reserves**
(Kyiv region, Vyshhorod historical and cultural reserve, National Museum-Preserve “Battle for Kyiv 1943”)

<table>
<thead>
<tr>
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<tr>
<td>Men predominate in all age categories among reserves’ visitors. In particular, men outnumber women in the total number of visitors (60.7%), among children (60.2%), young people (61.6%); middle-aged visitors (63.25%); the elderly (53.6%).</td>
<td>Introduce an effective user feedback tool (survey) on a permanent basis in order to examine the level of women and men’s (as well as of their sub-groups’) satisfaction with the services provided by the reserves.</td>
</tr>
<tr>
<td>The share of residents of rural areas among the users of reserves’ services makes up 89.0%; urban area residents – 11.0%.</td>
<td>On the basis of the survey conducted among women and men, investigate the needs of rural and urban residents, their level of interest in visiting the reserves, organizing and holding exhibitions, excursions and other events, the feasibility of expanding the list of services provided by the reserves.</td>
</tr>
<tr>
<td>Women with a share of 56.0% predominate in the structure of reserves’ staff. There are more women only in the category of specialists. With regard to the managerial positions, maintenance and technical staff, gender balance is observed.</td>
<td>Develop reserves’ infrastructure in accordance with the needs of women and men and the sub-groups within these two categories, in particular, by updating information resources, modernizing the material and technical base, increasing the level of informatization of the reserves, developing new competences of the staff and improving its social security level, creating equal conditions for receiving services for budgetary funds.</td>
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<tr>
<td>In terms of the age structure, these are employees aged 36-60 years old that predominate.</td>
<td>Carry out outreach and awareness-raising activities to increase the coverage of services.</td>
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<tr>
<td>The gender pay gap makes up 19.3% in favour of women (the average monthly salary of women is 4,850 UAH, for men – 3,913 UAH). Women’s salaries are higher in all job categories.</td>
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<tr>
<td>The pay gap is associated with seniority allowances since women have longer length of service.</td>
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<tr>
<td>The low salary level affects the staff turnover and prestige of the profession as a whole.</td>
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Zoo
(Mena zoological park, Chernihiv region)

<table>
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<tbody>
<tr>
<td>• Among the visitors, 52.4% are women, 47.6% are men, which testifies to the fact that representatives of both sexes are interested in this form of leisure activity.</td>
<td>• Take into account the gender problems identified in the analysis, as well as factor gender aspects in input indicators and product indicators when developing a regional program for the next period and dwelling upon its goal and objectives in order to make zoo services as appropriate as possible for different segments of the population.</td>
</tr>
<tr>
<td>• In terms of age groups, the majority of zoo visitors are children (59.0%). The share of adult visitors is formed by family visits as well as by adults accompanying children's groups.</td>
<td>• Work out a concept of infrastructure development and improvement of the recreational area, which will generate a potential target audience, will allow keeping and increasing the demand for zoo services (among other things, to increase the playground area in order to create conditions for recreation of families with children, install additional swings, which prove to be popular). This will help attract more visitors.</td>
</tr>
<tr>
<td>• The most active visitors to the zoo are residents of cities of the Chernihiv region (60.6%), while the share of visitors from among the residents of rural areas in the Chernihiv region is 18.5%.</td>
<td>• Take measures to increase the safety of visitors and employees (renewing and installing more secure protection fences, etc.).</td>
</tr>
<tr>
<td>• In 2017, 9.9% of the total number of visitors was engaged in scientific and educational services provided by the zoo (excursions, lectures, public leisure activities, scientific and educational events), which indicates that it is advisable to increase this indicator.</td>
<td>• Introduce surveying of visitors (women and men, boys and girls) in order to study the level of their satisfaction with the work of the zoo, to study their needs, the necessity to expand the range of services, the collections of animals, with subsequent consideration of their results when developing plans for the zoo work.</td>
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<tr>
<td>• In the structure of the zoo employees, only 15.9% have higher education, which is a stimulating factor for the development of research and educational work in the institution.</td>
<td>• Include thematic activities aimed at expanding the target group of visitors (including orphans and persons with disabilities) when developing operational</td>
</tr>
</tbody>
</table>
The vast majority of employees are people of the following age groups: 25-40 years old – 43.2% (19 persons) and 40-57 years old – 43.2% (19 persons). Employees aged over 57 make up 13.6% of the total number of employees.

Women’s average monthly salary in the zoo (4.1 thousand UAH) is higher by 17.1% than the average monthly salary of men (3.5 thousand UAH) given women’s higher positions. In general, in 2017, the average salary of a zoo employee amounted to 3.8 thousand UAH, which is by 33.0% less than the average salary in the Chernihiv region.

Study the issue of introducing zoo services for people with disabilities (hippotherapy, petting zoo, etc.) with the involvement of new social partners.
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