

BC PRODUCERS BRANCH – OCTOBER 8, 2025, BOARD MEETING – READ-ONLY REPORT

Staff: Jason Lee, Managing VP, BC Producers Branch and Industrial Relations

Staffing Updates

Tracey Friesen, Managing Vice-President of the BC Producers Branch, passed away in January following a brief illness. In March, Jason Lee was promoted to Managing Vice-President, BC Producers Branch and Industrial Relations.

In June, Tereza Olivero, Director, BC Industrial Relations since September 2022, relocated to Toronto, and the CMPA-BC welcomed Sophie Caird as the new Director, BC Industrial Relations.

In July, the CMPA-BC welcomed Natalie Tan as the new Administrative Coordinator to the BC Producers Branch.

BC Industrial Relations

In January, the CMPA-BC and AMPTP returned to the bargaining table in Vancouver with the BC Council of Film Unions (BCCFU) representing IATSE 891, ICG 669 and Teamsters 155. Within two weeks, the parties had concluded negotiations for the renewal of the BC Master Agreement for the term ending March 31, 2028, with corresponding rate increases with the DGC BC and new artificial intelligence provisions incorporated into the agreement.

In February, the producers' associations commenced bargaining with UBCP/ACTRA and negotiated the renewal of the BC Master Production Agreement for BC's performers, also expiring March 31, 2028. The BCMPA includes new generative artificial intelligence provisions corresponding to terms negotiated into the ACTRA IPA at the end of 2024.

The CMPA-BC IR staff is now working with BC's animation producers to prepare for the negotiation of the UBCP/ACTRA BC Master Animation Agreement, which sunsets in March 2026.

BC Government and Stakeholder Relations

BC Budget 2025 included a basic rate increase to 36 per cent from 28 per cent for the Production Services Tax Credit (PSTC) and a new Major Production Tax Credit of 2 per cent for productions with BC costs exceeding \$200 million. The Regional and Distant Location Tax Credits for animation productions with physical offices in a regional or distant location were restored, and the Film Incentive BC (FIBC) basic rate increased to 40 per cent from 35 per cent in response to CMPA-BC and industry advocacy.

During Creative Industries Week in April, CMPA-BC staff and producers participated in a

roundtable with Tourism, Arts, Culture and Sport Minister Chandra-Herbert, along with Screen BC and other industry representatives, to kick off the BC government's provincial film strategy consultations.

CMPA-BC continues to participate in the strategic consultations under the purview of the new Tourism, Arts, Culture and Sport Minister, Anne Kang, appointed in July. In September, CMPA-BC participated in a set tour in the Vancouver Island district of North Saanich, where Great Pacific Media hosted the South Island Film Commission; the Mayor of North Saanich; Lana Popham, BC Minister of Agriculture; and Minister Kang. The CMPA is seeking an individual meeting with Minister Kang in the coming months to brief her on the priorities and concerns affecting BC's producers.

Building off the work started by Tracey Friesen during her time on the Screen BC board, CMPA-BC staff and representatives from the BC Branch Council hosted a half-day session for the Screen BC board to educate its members about the value of original Canadian content and the business priorities of domestic motion picture producers as a counterpoint to the province's service production sector.

This summer, Creative BC and CMPA-BC hosted stakeholder consultations around program design for the remainder of the current term of Creative BC's Domestic Motion Picture Fund and to strategize for renewal of the program under the provincial film strategy.

BC Member Development

CMPA-BC continues to be a primary supporter of the Vancouver Scripted Summit. This year's event brought together producers and writers to celebrate the latest graduates of the Pacific Screenwriting Program, and also offered networking opportunities. Executives from Lionsgate, Netflix, CBC, Bell Media, Future Shack and Lifetime participated in roundtables, and executives from Telefilm, Creative BC and CMF attended as well.

In April 2025, Creative Industries Week was celebrated as an annual fixture, highlighted by a dynamic showcase held at the legislature in Victoria. CMPA-BC, alongside our film sector partners, was joined by BC's music, magazine and book publishing organizations, as well as creative technology groups, to showcase and share BC's vibrant cultural sector story to our provincial government.

In international export development, CMPA-BC actively supported producers in markets. In collaboration with Creative BC and Ontario Creates, we hosted a reception for producers attending Content London in November, fostering valuable industry connections. We also re-engaged Creative Loops International, a European consulting firm, to support a delegation of BC producers through a pre-market preparation program for Berlinale/EFM in February. Additionally, CMPA-BC partnered with PictureNL and Screen Nova Scotia in Berlin to facilitate a Canadian East/West networking opportunity for our producers, enhancing cross-regional collaboration and market outreach. Delegations to CPH:DOX and Ireland for national producers were also led out of the BC office.

CMPA-BC partnered with Creative BC, the Bell Fund, TELUS Originals, the Independent Production Fund (IPF), CMF and Telefilm to deliver an in-person workshop titled "Unlocking Funding Success: Building Competitive Applications for Canadian Funds." This pilot initiative aimed to demystify the application process and equip producers with practical tools to develop strong, competitive proposals that stand out. The workshop

targeted producers with prior funding application experience who are seeking to enhance the quality and success rate of their future submissions.

In September, the CMPA partnered with Telefilm and ON Creates to support a delegation attending the Asian Contents & Film Market (ACFM). Canada was the Country of Honour at this year's ACFM Producer Hub, which served as a platform for producers from different nations to share insights on changes in film production environments and market trends. A delegation of 12 Canadian producers participated in various programs, including co-production seminars and speed meetings, to facilitate meaningful exchanges with the Asian content market.