



# PRODUCING SUCCESS

Canadian Media Producers Association  
2019/20 Highlights

- Enriching business
- Growing your skills
- Shaping the industry

## National industrial relations

- In June 2019, the Industrial Relations team concluded negotiations for a renewed CMPA/WGC Independent Production Agreement. This new agreement extends through to June 30, 2022.
- Negotiations continued through the year with the Canadian Federation of Musicians for a first-ever, voluntary recognition-based independent production agreement, aimed at bringing certainty and predictability to the engagement of musicians.

## Feature film

- Working jointly with the AQPM, we continued to advocate for increased funding to Telefilm Canada, an initiative that resulted in the Liberal Party adopting our recommendation in its electoral platform.
- Following through on that commitment, we have advocated that the new resources begin to be implemented as of this coming federal budget.

## Government relations

- Our Government Relations strategy for 2019/20 was highly concentrated on the federal general election. We launched a grassroots advocacy strategy with our membership via a letter-writing campaign microsite. Hundreds of letters highlighting industry concerns were sent to candidates around the country.
- We maintained strong relationships with the Heritage Minister's office and the Prime Minister's office, while continuing to lobby parliamentarians and department officials on a variety of key files. One of these important files included a request for increased funding for feature film. We were successful in securing a formal commitment from the Liberal government: in their election platform, they committed to increasing the annual funding for Telefilm Canada by 50% per year.
- Throughout the year, we arranged member office and set tours for both Heritage Ministers, as well as various department officials and CRTC commissioners across the country.



The Legislative Path Forward for Cultural Policy in Canada panel at Prime Time 2020



Minister of Canadian Heritage Steven Guilbeault with CMPA Board of Directors



MP James Malroney on Coroner set visit with the CMPA





Andrew Ferguson and Tyler Metcalf (LaRue Entertainment) at DGC/CMPA Meet Your Match event



Paul Scherzer (Six Island Productions) at DGC/CMPA Meet Your Match event



CMPA Indiescreen Award winners at TIFF 2019

## Communications and marketing

- **Media relations:** We promoted independent producers and positioned the CMPA as an authoritative industry leader, driving over 250 news stories that featured the CMPA and our positions.
- **Indiescreen:** We published two issues of Indiescreen magazine, highlighting our members' impressive cultural and economic contributions. The magazine was distributed to 2,000 readers, including leaders in government and key industry stakeholders.
- **Member communications:** We kept members informed of industry developments, policy updates and professional opportunities through our Notes to Members, Daily News Flash, and Member Matters email updates and newsletters.

## Membership outreach and professional development

- We hit the road for an eight-city listening tour, meeting with members across Canada and gathering feedback to inform our recommendations to government and our work with industry stakeholders.
- We launched a new group health, drug, dental and travel plan; new home and auto insurance plans; and an office-share program that allows members to use boardroom space at our CMPA offices in Vancouver, Toronto and Ottawa.
- We hosted a series of networking and professional development events across the country to help members grow their business and succeed.



## BC Producers Branch

- The CMPA welcomed Tracey Friesen as its new Managing Vice-President for the BC Producers Branch. Tracey has spent more than a decade at the NFB where she produced or EP'd over 40 projects. She is also the co-founder of Story Money Impact, and has served as Director of Communications and Public Engagement at the David Suzuki Foundation.
- Our export development initiatives included member delegations to Berlinale and Los Angeles, including Content LA and Realscreen West; networking events at Kidscreen and Cannes; the launch of a new market mentorship program; and workshops on pitching and market preparation.
- Our industry development activities included a new speaker series with Women in Film and Television Vancouver, focused on creative women leaders; a workshop on diversity and inclusion; B2B meetings with CBC television executives; and new partnership events with the Academy of Canadian Cinema and Television, the Pacific Screenwriting Program, DOC-BC and Good Pitch Vancouver.
- Government relations efforts continued to focus on the importance of BC's creative industries, showcased at our annual Creative Industries Week in Victoria, and on the ongoing partnership with the provincial government through various joint working groups.



MLA Jane Thornthwaite at BC Creates @ UBCM event



Trevor Hodgson (First Look Media), Anne Loi (WildBrain), Sean O'Reilly and Michelle O'Reilly (Arcana Studio) at CMPA-BC 25th Anniversary Party

## BC Producers Branch: Industrial relations and community affairs

- Our industrial relations activities included mid-term labour consultations with UBCP/ACTRA, DGC-BC and the BC Council of Film Unions, as well as the creation of training materials for producers, drivers and schedulers on the BC Motion Picture Hours of Service Pilot Program, launched in April 2019.
- Our community relations activities included community celebrations in Vancouver's Chinatown, Abbotsford and Maple Ridge, and the Motion Picture Community Initiative launch of the Film in Focus Industry-Municipal Partnership.
- Our sustainability initiatives included the 2019 Sustainable Production Forum, the endorsement of the Creative Industries Pact for Sustainable Action, and achieving Gold certification from the Simon Fraser University (SFU) Sustainable Spaces program for the CMPA-BC offices.







## Research

- We released the 23rd edition of Profile, an annual economic report that provides an in-depth look at the impact of Canada's screen-based production industry.
- An update to the CMPA's international sales studies from 2017 was spearhead this year, with the goal of identifying recent trends in the global export of Canadian independent film, television and digital media content.
- Several case studies of member productions were created to demonstrate that independent production creates jobs and economic growth in all regions of our country, and to highlight the importance of IP creation and retention to the success and sustainability of the domestic production industry.
- The CMPA collaborated on studies led by industry stakeholders, including the DOC's profile of Canada's documentary sector; a study of Indigenous production led by the QEPC's and the Indigenous Screen Office; and an Interactive Ontario report exploring content discoverability.

## Regulatory

- The Broadcasting and Telecommunications Legislative Review (BTLR) Panel adopted a number of the CMPA's recommendations for a modern broadcasting framework, including a call for the government to act quickly in requiring streaming services to contribute to Canadian programming; a call for terms of trade to ensure independent producers are treated fairly and can retain their commercial rights; more flexible powers for the CRTC to effectively regulate; and strong, stable funding for the CBC.

## Prime Time 2020

- The CMPA's Ottawa-based event celebrated its 25th anniversary as Canada's pre-eminent conference for leaders working in media production, broadcasting, television and feature film.



Jennifer Morrison, Christa Dickenson (Telefilm Canada) and Miranda de Pencier (Northwood Media) at Prime Time 2020



Catherine Tait (CBC) and Randy Lennox (Bell Media) at Prime Time 2020



## Governance

- The 2019–2021 CMPA board was elected, with their two-year term starting in September 2019. One of the first tasks of the board was to reshape the CMPA's committee structure to better serve the organization's priorities and enhance member participation and engagement in discussions.

## Mentorship

- The CMPA offered 82 placements through seven mentorship programs, providing over \$600,000 to members in the form of wage subsidies.
- At Prime Time, we welcomed eight emerging producers who are completing our programs.

## International business and production financing

- The CMPA offered a full-day business development initiative to over 60 members in London, UK, prior to Content London.
- We also led a mission to Berlinale for 15 emerging producers, providing preparatory sessions and original programming to help producers navigate the market.
- In addition to expanding and updating our film and television export studies, the CMPA also launched a co-production directory to help producers find international partners.



CMPA Board of Directors



CMPA-BC Mentorship Program participants



CMPA-BC at Cannes 2019



# Protecting producers through the pandemic

## COVID-19: Taskforce and impact assessment

- When the pandemic hit and production shut down, the CMPA led the charge in convening the COVID-19 Production Industry Taskforce, consisting of over 60 industry groups from across Canada. The group collectively assessed the impact on the industry in the goal of informing governments at the federal, provincial and municipal levels on the need for critical support for our sector.
- The taskforce launched a comprehensive pan-Canadian industry survey measuring the impact of COVID-19 on Canadian production companies.
- The CMPA commissioned a research report that measured the impact on the industry at large. Using historical data from our annual *Profile*, the report found that a shutdown from mid-March to the end of June would impact an estimated \$2.5 billion in production volume and put 172,000 jobs at risk.

## COVID-19: Government advocacy

- The CMPA was in constant dialogue with government officials since the outset of the crisis, advocating for the interest of the Canadian independent production sector.
- We consulted with the federal government on how best to implement sector-specific funding for the Canadian productions sector, and recommended ways to adapt federal COVID-19 emergency response programs to better serve the needs of the Canadian independent production community.
- We also consulted with all levels of government on how to reopen Canada's production sector.

## COVID-19: Reopening production

- Understanding that insurance companies do not offer COVID-19 coverage, the CMPA developed a proposal, which asks the federal government to develop an indemnification fund that producers could buy into, which would cover COVID-19 costs.
- Through its participation in the BC Motion Picture Industry COVID-19 Best Practices Coalition and as co-chair of Ontario's Section 21 Committee, the CMPA was instrumental in developing provincial health and safety guidelines for the production sector. Our work on guidelines in BC and Ontario was also used in other provinces in development of their own COVID-19 production industry health and safety guidance.
- We have communicated to government the challenges producers are facing in trying to identify sources of financing to address unbudgeted costs due to the implementation of new protocols to protect cast and crew. We are asking the federal government to invest in immediate health and safety funding to offset these increased costs.



**For more information about the benefits of being a CMPA member, please contact:**

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