

SUMMER 2023

PRODUCERS AND POLITICS

The CMPA's bi-annual government relations report





Producers and Politics is the CMPA's government relations update. This bi-annual publication keeps members up to date on the association's political activity.



Breaking: St-Onge appointed new Heritage Minister

Following a massive cabinet shuffle by the Prime Minister on July 26, Pascale St-Onge has taken the reins of the Department of Canadian Heritage. St-Onge is the former Minister of Sport, and was responsible for the Economic Development Agency of Canada for the Regions of Quebec. Pablo Rodriguez will head over to the Transportation portfolio (while retaining the Quebec Lieutenant position).

Representing the Quebec riding of Brome—Missisquoi since 2021, St-Onge has a background in music and union politics: she managed and played bass for the band Mad June, and she served as president of the Fédération nationale des communications et de la culture (Quebec's largest union for the cultural sector). She developed public policy to address the challenges facing media, newspapers and the cultural sector, and developed programs to help the sector adapt to shifts brought about by digital platforms.

The CMPA wishes to thank Minister Rodriguez for his strong support of Canada's independent film and television production sector, particularly his heroic efforts to secure the passage of Bill C-11, to ensure that more Canadian stories are seen on screens at home and abroad.

At the same time, we look forward to working with St-Onge as she continues the government's legacy of steadfast support for Canada's media production sector.



Hear, hear! Bill C-11 is now law



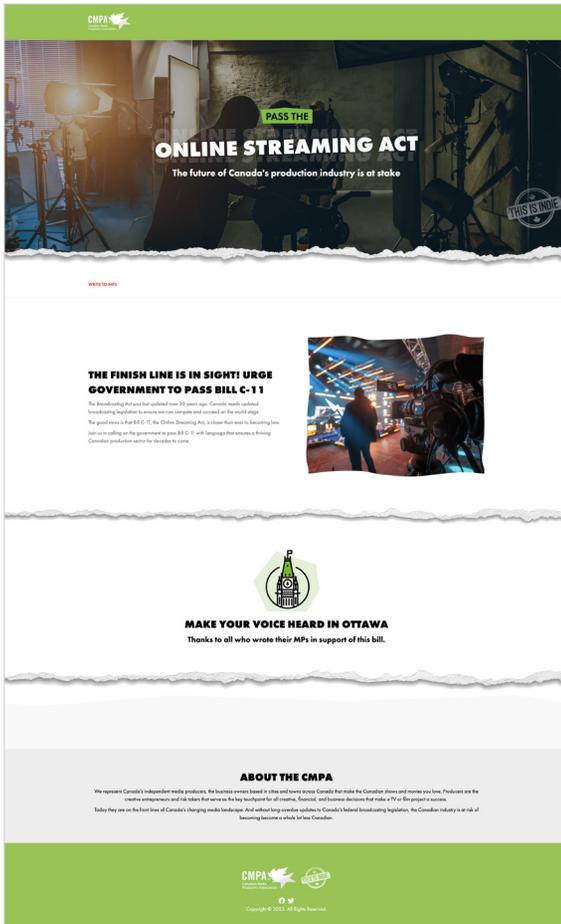
Give yourself a pat on the back: Bill C-11 has finally become law! In April, the Liberal government passed Bill C-11, updating Canada's Broadcasting Act (which had been untouched since 1991) and bringing streaming services into our broadcasting system. This historic legislation is great news for our industry. It will require foreign streaming services, as well as domestic broadcasters operating over the internet, to contribute to the production of Canadian projects, as domestic broadcasters have long had to do.

Years of consultation and advocacy, tireless campaigning by our members, and continuous collaboration with other industry organizations have produced the result we have long worked for. This is the culmination of nearly a decade of advocacy inform and educate government representatives on the need for this legislation—why it matters to Canada's independent production sector, and why it matters to Canadian audiences.

No doubt there have been many ups and downs to reach this moment (remember when Bill C-10, the earlier draft of this legislation, died on the order paper back in July 2021?). But our members stayed the course: you wrote letters, you met with government representatives, you posted on social media, and you advocated for our industry. We want to extend our heartfelt thanks to our membership, because without you, we would never have gotten this far. This is your victory!



How we got here, and what's next



Campaign website with bill information, progress, and a call to action to write to local MPs.

There is much about this new legislation that we're excited about. For example, the bill includes a number of provisions to encourage representation and participation from Indigenous, Black and other racialized creators, which will foster a more inclusive broadcasting system. The bill also recognizes the vital role independent producers play in Canada's broadcasting system, and enshrines critical provisions that ensure that producers can significantly and equitably benefit from their own stories.

The CMPA is proud of the efforts we made to shape and promote Bill C-11 in the months, days and hours before the legislation was passed.

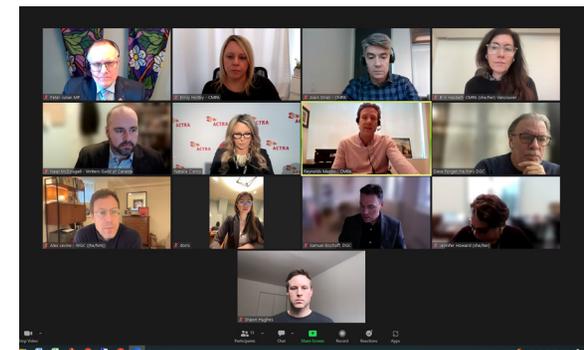
For example, we launched a final truck ad campaign around the streets of Ottawa, where parliamentarians could be reminded about why they should pass Bill C-11 as soon as possible. We also launched a final call to action to our membership via our Bill C-11 microsite, www.cmpa.ca/passbill11, inviting them to contact their local MP regarding our concerns about a remaining clause in the bill (paragraphs 3(1)(f) and (f.1), which potentially allows foreign streamers to use fewer Canadian creators in productions that count as Canadian content, which could lead to a two-tier system.

You sent over 130 letters to parliamentarians!

In partnership with ACTRA, DGC and WGC, the CMPA also coordinated a joint meeting with NDP MP Peter Julian, who serves as both the NDP

House Leader and Critic for Canadian Heritage, to communicate our remaining concerns. Through our work with the NDP, we were able to score a beneficial change to paragraph 10(1.1)(a), which now requires that Canadians, including Canadian independent producers, control and benefit in the IP of a Canadian program should be "significant." The government also supported the Senate reversal of 3(1)(i)(v), which now again emphasizes the significant contribution of Canadian independent producers as a broadcasting policy objective.

This was a huge (and necessary) win, which bolsters our argument that the participation of independent producers must be included in the CRTC's assessment of broadcaster and streamer programming commitments.



From left: MP Peter Julian; Emily Holiby, Alain Strati and Erin Haskett (CMPA); Neal McDougall (WGC); Natalie Clancy (ACTRA); Reynolds Mastin (CMPA); Dave Forget (DGC); Alex Levine (WGC); Doris Mah, Legislative Assistant to Peter Julian; Samuel Bischoff (DGC); Jennifer Howard, Chief of Staff to NDP leader Jagmeet Singh; Shawn Hughes, Issues Manager for the NDP.



How we got here, and what's next

What's next?

In June, the Government of Canada published draft policy directions to guide the CRTC's implementation of Bill C-11. The CMPA submitted a formal reply incorporating input from our various committees.

We also asked members to contact the Minister directly to ask him to ensure language that recognizes the vital role of independent producers remains in the policy direction, and to direct the CRTC to consider whether "Codes of Practice" or equivalent instruments, are necessary to achieve a balanced approach to the negotiation of Canadian program rights between online foreign streaming services, Canadian broadcasters and indie producers.

These comments will be taken into consideration by the government when it drafts the final directions. Once the policy directions are finalized, the CRTC will begin its consultation with industry about how best to develop and implement regulations that support Bill C-11. We expect this to happen later in the fall, and once information on the process is made available, we will provide members with more details about how to become involved.

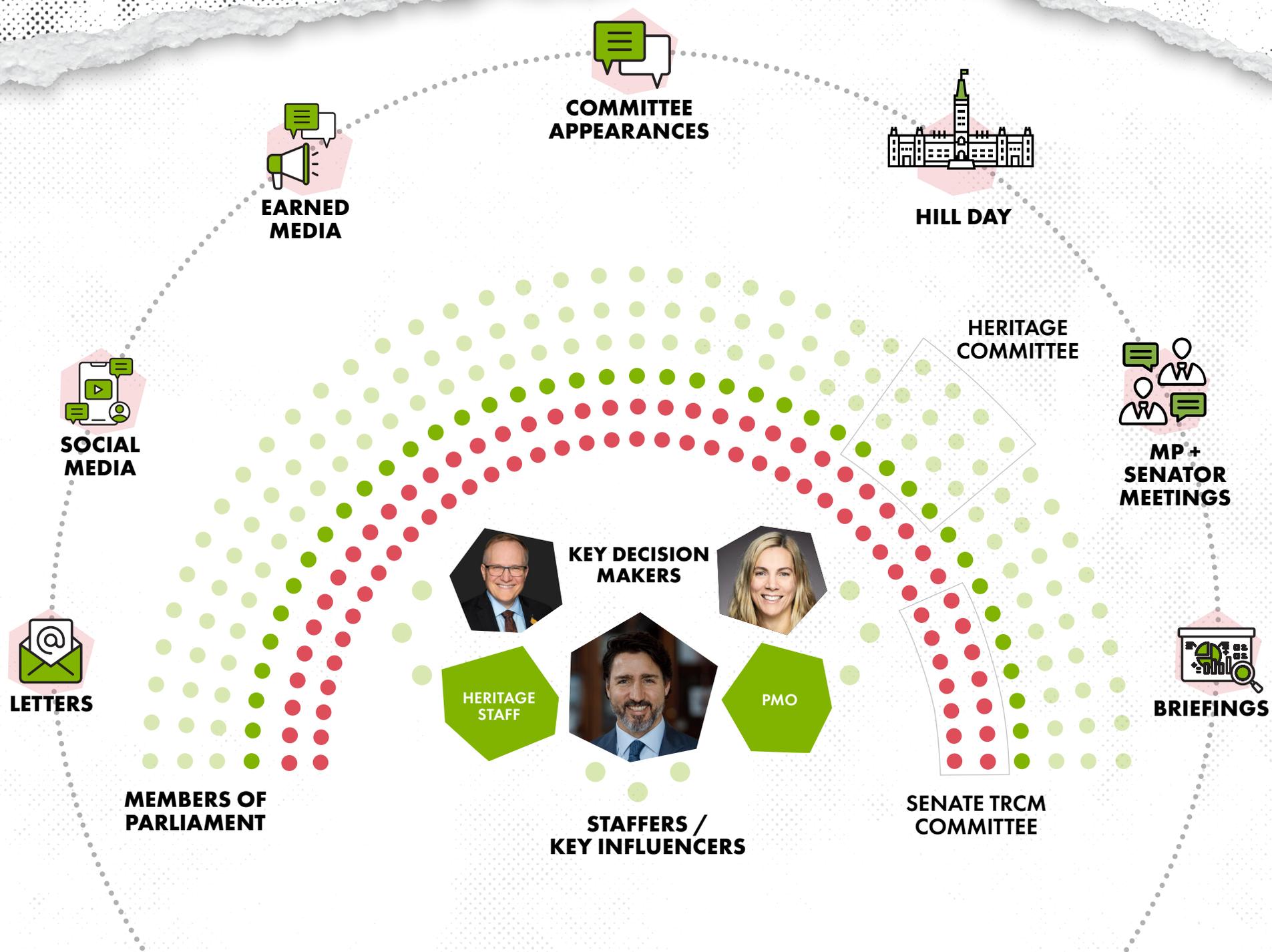


Fax sent to all senators and MPs as we urged the passage of Bill C-11.



Trucks emblazoned with the CMPA's Bill C-11 ads parked outside the Senate in early April.





The road ahead



Emily Holtby (CMPA), MP Ya'ara Saks (York Centre), Ann Bernier (Auguste Content) and Mark Bishop (marblemedia).



After the bill was passed, the CMPA board travelled to Ottawa in early May for meetings and to host an evening reception and speak with parliamentarians from all parties. The CMPA organized dozens of meetings with MPs, senators and members of the country's production community—actors, writers, directors, and other industry stakeholders—to look ahead to what's next for Canada's broadcasting system after its historic modernization.

What did we talk about?

- We underscored the importance of Canadian ownership of IP from our members' shows, because having a meaningful share in their shows' economic success creates a virtuous cycle that enables producers to invest in developing the next great Canadian show.
- We stressed that it was important for government to send a clear signal via the policy direction to the CRTC—namely, that one of the core purposes of the Online Streaming Act is to ensure a strong domestic production sector, where independent producers and Canadian creators remain central to the future of Canadian programming.
- Last, but certainly not least, the CMPA also highlighted the need for stable and permanent funding for the Indigenous Screen Office and Telefilm Canada, to ensure an inclusive, strong and vibrant future for the industry.





CMPA chair Erin Haskett (Lark Productions) with the Hon. Seamus O'Regan, Minister of Labour, and Anne Loi (WildBrain).



Maria Armstrong (Big Coat Media), Damon D'Oliveira (Conquering Lion Pictures), Erin Haskett (Lark Productions), Chris Bittle (Parliamentary Secretary to the Minister of Canadian Heritage) and Reynolds Mastin (CMPA).



Aren Prupas (Muse Entertainment), Archita Ghosh (E.D. Films), Lisa Broadfoot (CMPA), Scott Garvie (Shaftesbury) and MP James Maloney (Etobicoke—Lakeshore).



Alison Matthews (CMPA), Michelle Wong (SEVEN24 Films), Tom Cox (SEVEN24 Films), Wally Start (Angel Entertainment) and MP Ziad Aboultaif (Edmonton Manning).



Josette Normandeau (Ideacom), Jason Lee (CMPA), Lauren Corber (LoCo Motion Pictures), Ira Levy (Spike & Sadie Media) and MP Anthony Housefather (Mount Royal).



Telefilm's Julie Roy and Francesca Accinelli with Ann Bernier (Auguste Content) and Reynolds Mastin.



Kyle Irving (Eagle Vision), MP Ron Liepert (Calgary Signall Hill), Tom Cox and Michelle Wong.



Actor and producer Megan Follows, MP Iqra Khalid (Mississauga—Erin Mills) and producer Edwina Follows.



MP Judy Sgro (Humber River—Black Creek) Mark Bishop, Ira Levy and Sam Sgro.





Reynolds Mastin, Owen Ripley (Association Assistant Deputy Minister, Cultural Affairs, Canadian Heritage) and Kevin Desjardins (Canadian Association of Broadcasters).



Damon D'Oliveira and MP Ali Ehsassi (Willowdale).



MP Chris Bittle addresses the room.



Actors Dani Kind, Wendy Crewson and Megan Follows with Anne Loi.



Anne Loi, Damon D'Oliveira, Rob Searle (CMPA), MP Julie Dzerowicz (Davenport), Scott Garvie and Emily Holtby.



Maria Armstrong, Tom Cox, Senator Andrew Cardozo, Wendy Crewson and Reynolds Mastin.



Prime Time gets real again



You can't keep a good conference down! During the previous two years, the pandemic kept our annual Prime Time conference virtual and delegates at home—but earlier this year, we were thrilled to be back in person and better than ever.

Over three days, the CMPA welcomed more than 900 delegates (a new record!) to the nation's capital. We met with parliamentarians throughout the conference week and were also pleased to welcome the Hon. Pablo Rodriguez, Minister of Canadian Heritage, to our stage once again.

The CMPA also met with the Minister and his staff the day before Prime Time's kickoff, alongside our stakeholder partners, ACTRA, WGC and DGC.



CMPA President & CEO Reynolds Mastin with Senator René Cormier, member of the Standing Committee on Transport and Communications, at Prime Time's opening reception.



Mastin with MP Julie Dabrusin, Parliamentary Secretary to the Minister of Environment and Climate Change, at TIFF's reception.



Mastin with Legislative Assistant Doris Mah and MP Peter Julian, the NDP's House Leader and Critic for Canadian Heritage, at TIFF's reception.



Senator Andrew Cardozo, member of the Standing Committee on Transport and Communications, and Liz Shorten, the CMPA's COO, at Prime Time's opening reception.





CMPA board member Mark Bishop (marblemedia) with MP Lisa Hepfner, member of the Standing Committee on Canadian Heritage, at Prime Time's opening reception.



Minister Rodriguez meeting with the CMPA's board of directors ahead of his Prime Time appearance.



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Minister Rodriguez on Prime Time's stage, being interviewed by CTV's Vassy Kapelos.



Dave Forget (DGC), Marie Kelly (ACTRA), Eleanor Noble (ACTRA), Erin Haskett (CMPA), Reynolds Mastin (CMPA) and Neal McDougall (WGC) ahead of their meeting with Minister Rodriguez on Parliament Hill.



CMPA chair Erin Haskett (Lark Productions) and MP Tako Van Popta (Langley—Aldergrove).



Budget roundup

Money talks—and this year’s proposed provincial budgets demonstrate that governments across Canada recognize the economic importance of the film, television and digital media industries. Here’s a rundown of proposed incentives in the 2023/2024 budgets.



CANADA

- Proposing to provide \$40 million to Canadian Heritage for the Canada Media Fund, to support underrepresented voices and increase funding for French-language screen content.



ALBERTA

- Increasing its Film and Television Tax Credit (FTTC) by \$100 million, bringing the total to \$335 million over the next three years.
- Promising a \$4 million increase for 2023–2024 to the Alberta Media Fund to support small-budget Alberta-made productions.



BRITISH COLUMBIA

- Extended the Interactive Digital Media Tax Credit—equal to 17.5% of BC eligible salary and wages—by five years, to 2028.
- Providing a historic contribution of \$42 million to support the motion picture, music, publishing and interactive digital media industries in BC, including:
 - \$15.9 million over three years to support BC’s domestic motion picture industry, which includes \$900,000 for programs that focus on skill development, recruiting workers from underrepresented groups, and eco-friendly practices.



MANITOBA

- Expanded eligible expenditures under the Manitoba Interactive Digital Media Tax Credit, to include more flexible forms of employee compensation and incentives.
- Made the Green Energy Equipment Tax Credit permanent.



NEWFOUNDLAND AND LABRADOR

- Introduced Green Technology Tax Credit of 20% for businesses, with specific capital costs for green activities (e.g., equipment for energy conservation, clean energy generation).
- Providing close to \$60 million (including \$30 million for projects in the private, municipal, non-profit, and public sectors) to reduce greenhouse gas emissions.



NORTHWEST TERRITORIES

- \$200,000 towards the NWT Film Strategy, a five-year strategy to support the NWT’s film and media sector.



NOVA SCOTIA

- Adds \$4.2 million to its Film and Television Production Incentive Fund (bringing total fund to \$39 million).
- The new More Opportunity for Skilled Trades (MOST) program offers a refund of provincial personal income tax on first \$50,000 for people under 30 in certain skilled jobs in certain industries, including film.



ONTARIO

- Proposing to extend the Ontario Film and Television Tax Credit (OTTC) and Ontario Production Services Tax Credit (OPSTC) to online-only productions.
- Proposing a requirement that film and TV productions supported by Ontario tax credits acknowledge this support in their end credits.



QUEBEC

- \$415.4 million over the next five years to cultural development, with \$200 million to expand SODEC’s role in supporting Quebec’s cultural sector.
- \$101.1 million over five years to the public broadcaster Télé-Québec.
- \$95 million to support digital creators and promote Quebec culture in foreign markets.
- \$20 million to implement a strategy for developing Quebec’s cultural techno-creativity.



SASKATCHEWAN

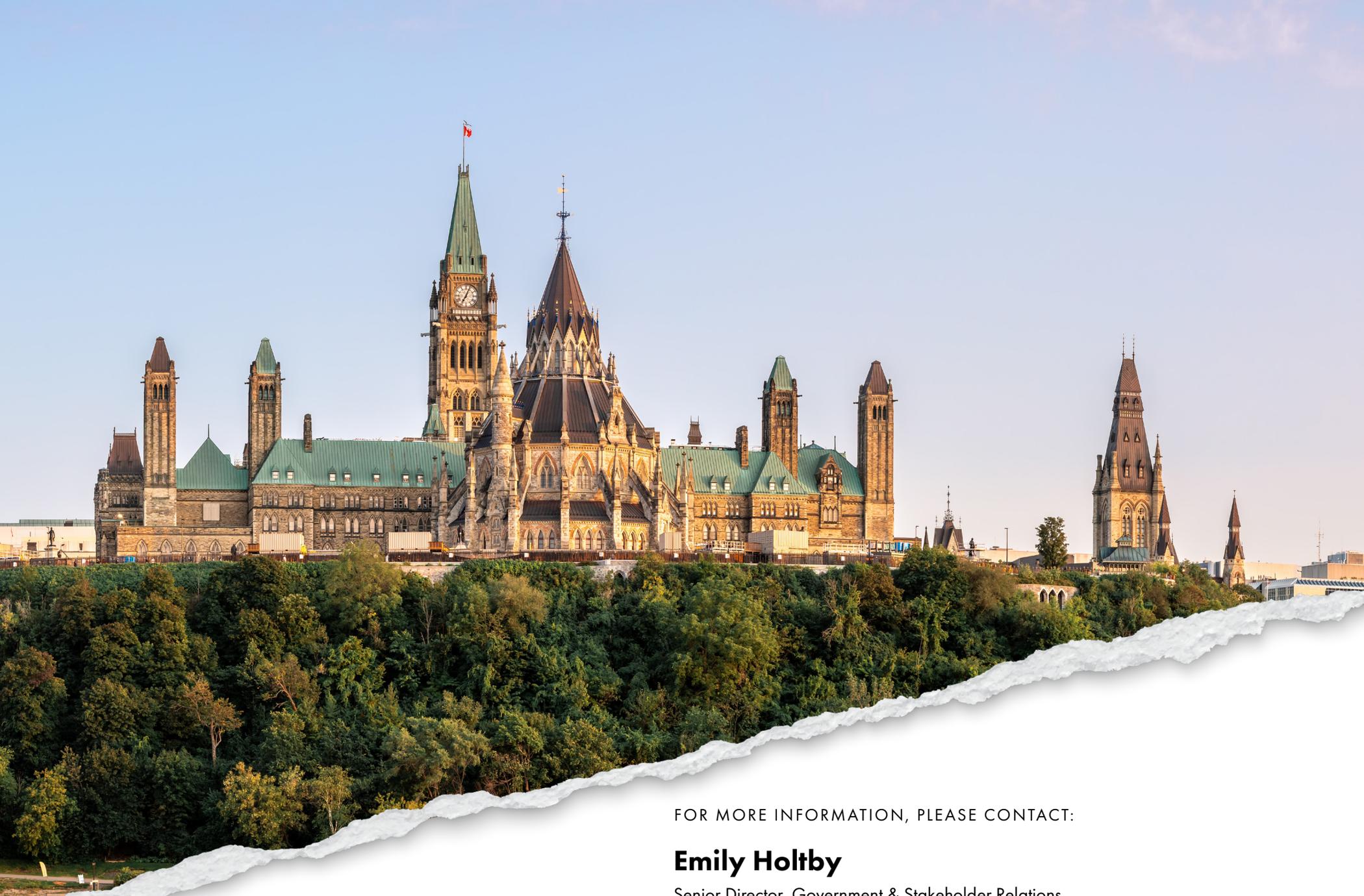
- Receiving \$900,000 in federal funding for the training and mentorship of aspiring media production workers.
- Increasing the Creative Saskatchewan Production Grant Program for film and television by \$2 million (bringing total funds available to \$12 million).



YUKON

- \$1.5 million for the film and sound recording industries.
- \$150,000 in funding for Yukon creative and cultural workers.





FOR MORE INFORMATION, PLEASE CONTACT:

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