

# WHY JOIN

## the Canadian Media Producers Association

For more than 75 years, the CMPA has worked to secure a bright future for the Canadian media production industry.

All of our advocacy work, programs, activities and events serve one goal: **the success of our members.**

Read on to learn more about the benefits you will be receiving as a member of the CMPA.



## Industrial Relations (IR) support

The CMPA negotiates and administers the labour agreements that govern producers' working relationships with the industry's unions and guilds. Contact the IR team for interpretation of collective agreements, advice on industry practice, assistance in dispute resolution, support and, where appropriate, representation. [Learn more.](#)

## Strengthen your voice with government

The CMPA plays a very active and strategic role in shaping industry policy by presenting the priorities of the independent production sector to the many levels of government and related organizations such as the Canadian Radio-television and Telecommunications Commission (CRTC). [Learn more.](#)

## Expand your business internationally

We're dedicated to helping Canadian producers establish international partnerships and bring their content to screens around the world. We facilitate international business development opportunities, including co-production and co-venture partnerships for Canadian media production companies. Our many international delegation opportunities and export resources help you to take your business to another level *and* country. [Learn more.](#)



Conservative Leader Pierre Poilievre on the set of *Law & Order Toronto: Criminal Intent*



CMPA members join UK producers for Canada-UK co-production forum at Content London



CMPA staff and board meet with MPs in Ottawa



## Producer Program

Skills | Training | Access | Resources

### Develop your talent

The CMPA offers members and their employees exclusive professional development and networking opportunities. The CMPA's STAR Producer Program offers a combination of presentations, networking events, coaching opportunities and resources for producers at all stages of their careers. These opportunities are open to all employees of a CMPA member company, allowing companies to expand on their internal training initiatives. [Learn more.](#)

### Champion the next generation

For 30 years, the CMPA's National Mentorship Program has invested in the next generation of independent producers by placing aspiring producers at CMPA member companies. Training can range from development to post, drama to documentary and beyond. Stipends are partially subsidized by the CMPA. [Learn more.](#)

### Join a committee

Help shape the direction of the association and the industry by joining one of our many committees. The CMPA has established a number of committees dedicated to providing direction and guiding staff to implement the organization's mandate. Members of these committees participate in regular calls and discussions to set the agenda for the CMPA's initiatives. [Learn more.](#)



2024 Indiescreen Awards presented at the Atlantic International Film Festival (AIFF). (Left to right: CMPA's Reynolds Mastin, Established Producer award winner Martin Katz, Emerging Producer award winner Ngardy Conteh George, Telefilm's Julie Roy and AIFF's Martha Cooley)



CMPA mentees join other first-time Prime Time attendees for a welcome reception.

### Serve on the Board of Directors

The CMPA operates in accordance with our national by-laws and the mandates set by our Board of Directors. To ensure the business and regional interests of all members are represented, the Board is made up of members from television production, theatrical feature film, interactive media and production service companies, who are also from across Canada. [Learn more.](#)

### Equity, diversity, inclusion & access

The CMPA is committed to advancing equity, diversity, inclusion & access within our organization, within our work, and to better reflect the Canadian media production industry as a whole. As part of these ongoing commitments, we introduced Wide Lens, a training program to help producers recognize and eliminate systemic barriers for individuals from Indigenous and equity-deserving communities. We also continue to implement measures to ensure greater inclusivity and diversity among our National Board of Directors and BC Branch Council, and have a member-led Restructuring, Equity, Diversity, and Inclusion Action Committee (REDIAC), which is focused on informing and shaping the CMPA's efforts to establish a more inclusive and equitable organization and industry. [Learn more.](#)



CMPA Board of Directors



BC Branch Council



Reelworld Screen Institute's Tonya Williams and CNN Anchor Victor Blackwell discuss how they use their respective platforms to elevate underrepresented voices, at Prime Time 2025



CMPA members and staff celebrate with industry at CMPA year-end party



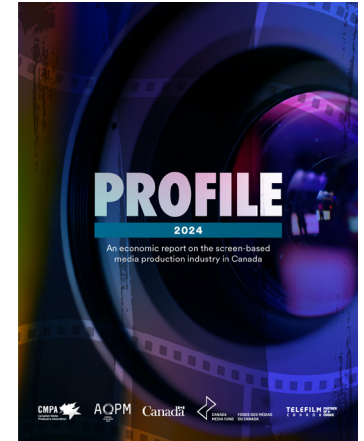
BC Minister of Tourism, Arts, Culture and Sport Spencer Chandra Herbert (left) and BC Parliamentary Secretary for Arts and Film Nina Krieger (right) meet with CMPA's Liz Shorten

## Keep in the loop

Stay up-to-date on the latest industry news, events, opportunities, and special member discounts with our Daily News Flash, Member Matters and Notes to Members.

## Important industry studies & publications

The CMPA regularly commissions and supports industry studies with a goal of better understanding the issues of importance to our members. We also publish *Indiescreen*, an essential industry magazine that explores all aspects of independent production in Canada. And every year, we produce *Profile*, an annual economic report that provides an in-depth look at the impact of Canada's screen-based production industry.



## ISAN Canada

Members receive 50% off the \$150 one-time account set-up fee with ISAN Canada. Founded by the CMPA, ISAN Canada administers the International Standard Audiovisual Number—a unique identifier which helps track and identify content, is mandatory for CMF funding, and is required by several collecting societies internationally in order to release private copying or retransmission royalties. [Learn more.](#)

## Group RRSP plans

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The CMPA has partnered with Sterling Capital Brokers to offer CMPA members Group Registered Retired Savings Plans (RRSP). These plans are available to all CMPA members who own a business registered with the CRA. The plans are available to business owners and their employees as well as individual members.

## Exclusive member discounts

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The CMPA partners with organizations to provide discounted registration rates for professional development courses, workshops, and events such as the Banff World Media Festival, Hot Docs, Whistler Film Festival and others. All members get a discounted rate for the CMPA's Prime Time conference. Members also receive discounts with trade publications like *The Hollywood Reporter*, *Playback*, *C21 Media* and others.

The CMPA has also teamed up with the Canadian Federation of Independent Business (CFIB) to provide all CMPA members with free membership to the CFIB. The CFIB is Canada's largest business community, with over 97,000 active members. Through this partnership, CMPA members have access to an additional suite of benefits, including business counsellors and HR support, online courses, templates, exclusive travel discounts, and more. [Learn more.](#)

## Health & dental plan

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The CMPA has partnered with Health Plus to provide a healthcare plan that is affordable, flexible and tailored to meet the needs of our members. The Health Plus group can also advise members on critical illness, disability, life and group insurance.

## Home & auto insurance

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The CMPA has secured group home and auto insurance plans for all of its members. These group insurance plans, which can save you up to 40%, are offered through The Co-operators and available to any individual employed with a current CMPA member company.

## Production insurance

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The CMPA has partnered with Gallagher Entertainment Insurance to offer CMPA members exclusive, tailored production insurance solutions. This program provides cost-effective, comprehensive coverage for Canadian content creators. This includes customized coverage, exclusive rates, and expert support. CMPA members can access this offering by contacting Gallagher Entertainment Insurance for a consultation.

# A look back

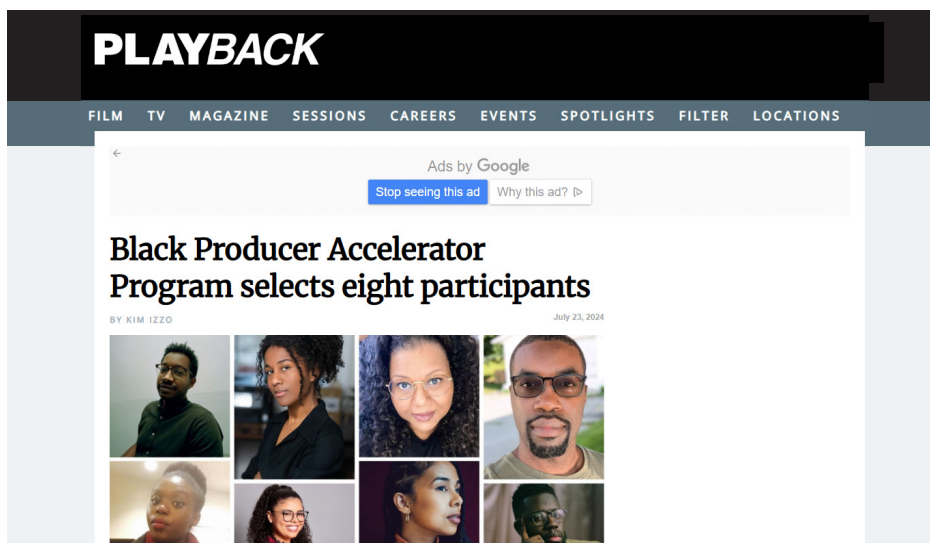
Some key accomplishments from 2024/25

## We led industry-wide advocacy before the government and the CRTC

- Organized dozens of meetings with elected officials and staffers from all federal political parties, and arranged for members to meet directly with their local MPs and their staffers.
- Engaged in more than 130 conversations with decision-makers in a single day on Parliament Hill.
- Participated in CRTC proceedings related to the Online Streaming Act, which resulted in major online streamers being required to contribute to the CMF and other certified production funds.
- Hosted a town hall for members to provide input that would inform the CMPA's submission to the CRTC's consultations on the definition of Canadian content.

## We continued discussion and action on inclusion, sustainability and other issues that matter

- Provided training for producers on how to develop community engagement plans, navigate trauma-informed stories, as well as how to create safer, more equitable spaces for Indigenous partners and team members.
- Initiated a national research project to benchmark emissions in the Canadian film and television sector and support the industry in setting reduction targets to zero waste
- Supported the expansion of BC's sustainability training bursary nationwide, assisting 10 companies in enhancing their green production practices.
- Supported nine member companies with grants of \$3500 each through the STAR Coaching Program to support their efforts in sustainability and climate action.
- Delivered training modules focused on seizing international opportunities, understanding the role of artificial intelligence (AI) in production, and more, as part of the STAR Producer Program.



# A look back

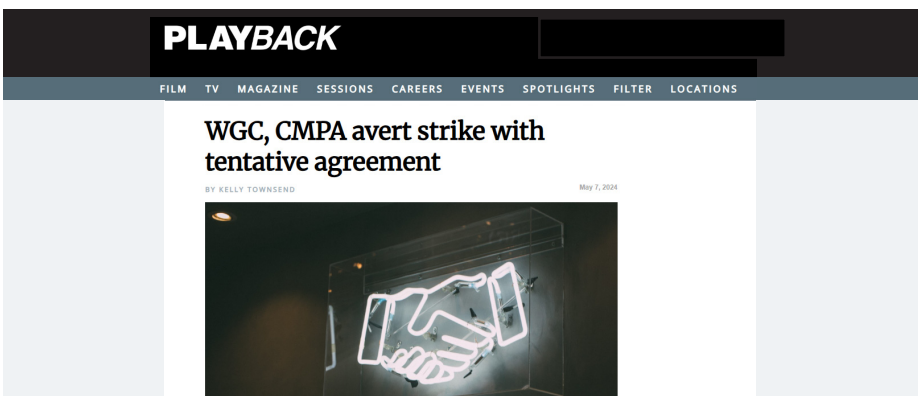
Some key accomplishments from 2024/25

## But that's not all!

In addition to leading industry-wide advocacy efforts, we:

- Successfully negotiated the renewals of several labour agreements with unions and guilds, including the DGC-BC, WGC, NABET 700-M, IATSE Local 411, BCCFU, UBCP and ACTRA, and negotiated a historic first production agreement with the Canadian Federation of Musicians.
- Supported members in international business development by providing market intelligence and facilitating connections with key partners, buyers, and financiers in various markets, including the UK, Ireland, Australia, South Africa and France.
- Administered 55 mentorship placements, providing wage subsidies to members and career advancement opportunities to emerging producers.
- Attracted a record attendance of nearly 1000 Canadian and global industry leaders to Prime Time for three days of panels, workshops, networking and unprecedented market access opportunities.

... and much more!



Reynolds Mustin, CEO of the Canadian Media Producers Association (CMPA) (Photo: Courtesy of CMPA. Graphic: Naomi Wildeboer/Hill Times Publishing.)

## CMPA head optimistic about state of broadcast industry at Prime Time's 30th edition





## CMPA member categories & fees

If you have a provincially or federally incorporated company that's engaged in the production of film, television or digital media, you can apply for a Start-up membership, Producer membership or Interactive media membership.

The membership of a parent company covers all of its subsidiary companies. If you are not a producer but offer necessary services to producers (e.g., financial, legal, facilities), you may hold an associate membership, which applies to individuals as well as to companies. You can apply for yourself if you are a Canadian citizen or permanent resident, or for your company if it is majority Canadian-owned and controlled. You'll enjoy all the benefits of membership (excluding access to collective agreements).

### Producer

This category applies to Canadian companies producing film, television or digital media (this includes service production) that are provincially or federally incorporated. The membership of a parent company covers all of its subsidiary companies.

Full-time employees	Membership fee
0-1	\$750
2	\$1,300
3-5	\$1,950
6-9	\$2,750
10-19	\$5,500
20+	\$8,250

### Associate

This category applies to individuals or Canadian companies who are not producers, but offer necessary services to the media industry (e.g., financial, legal, facilities). Individual applicant must be a Canadian citizen or permanent resident. Associate membership includes access to all benefits (excluding access to collective agreements).

Full-time employees	Membership fee
0-1	\$750
2-3	\$1,300
4+	\$2,200

### Interactive media

This category is for Canadian companies whose primary business is producing interactive media. Eligibility is limited to companies, including owned or affiliated subsidiary companies, having more than 75% of their combined annual gross revenues originating from the creation or exploitation (e.g., distribution or marketing) of interactive media. The membership of a parent company covers all of its subsidiary companies.

#### Membership fee

\$500

### Start-up

This category is for Canadian companies engaged in the creation of film, television or interactive media production, including service production, who are new to membership with the CMPA. This would exclude companies with three or more full-time employees. If you have been a director or principal for a company that is, or has been, a CMPA member company within the last 10 years, you are ineligible for this membership category. This limitation applies even if the previous member company no longer exists, or your relationship to that company no longer exists. Two years would be permitted under this membership category. Must be provincially or federally incorporated. The membership of a parent company covers all of its subsidiary companies.

#### Membership fee

\$300

# Membership is the best way to make your voice heard & shape the future of the sector.

## Feedback or questions?

Please contact our membership department with any questions or concerns.

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