

WIFTV Advocacy Committee Report - Summary 2019-20

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The Advocacy Committee continued to play an active role in lobbying for gender equity, representation and inclusion in Canadian film funding and production during 2019 and 2020..

The most exciting and recent news we have to report is the formalizing WIFT Canada in early 2020, of a coalition with other WIFT Chapters across Canada and Women in View. This group first came together in the fall of 2019, and as a result were able to quickly engage and work together as WIFT Canada once the pandemic began to rage, and we launched major projects funded by the Canada Media Fund, including:

- A series of national webinars focusing on key issues facing women in our industry during the pandemic (offered in both English and French and with panelists from across the country).
- Funding for each of the coalition organizations to support expansion of their online offerings during the pandemic.
- A major research study on the impact of the pandemic on the hiring of women and other underrepresented workers in our industry.
- A study on the representation of Indigenous women on Canadian film and television.
- A study on ways to advance programs to provide family care for workers in the film and television industry.

As WIFTV, we have continued to serve on the national Telefilm Working Group for Gender Equity, and have also continued to be vigilant with monitoring the CBC, CMF and the NFB to ensure their promised equity and inclusion changes are on track. And, we have worked closely with Women in View, Réalitatrice Équitables, as well as the other WIFT Chapters, to submit formal responses to any announcements and reports made by these organizations.

Provincially, we also continued advancing proposals to modify BC's Film and Television tax credits to incentivize the hiring of women, Indigenous, racialized, disabled and LGBTQ+ workers. We remain very concerned that **almost a billion dollars** in labour tax credits are issued each year without being tied to equitable hiring practices. We presented our proposals to industry stakeholders including the executive of MPPIA (Motion Picture Production Industry Association), the Board of Creative B.C., and B.C. government reps. Mitzi Dean, Parliamentary Secretary for Gender Equity and Angela Lui, Ministerial Assistant in the Ministry of Finance.

We have also begun working on this issue at a national level, coordinating through WIFT Canada, and had a positive response from the Minister of Canadian Heritage, Steven Guilbault, who promised, in an online public forum held in June, to address the lack of gender and inclusion requirements in the federal industry tax credit system.

In outreach, in the fall of 2019, we launched a very successful social media campaign entitled #HIREHER, in which women working in the industry posted photos of themselves or their women associates working in media.

And, finally, last but definitely not least, we are thrilled to report that in the fall of 2019 the CRTC instituted sweeping new gender equity and diversity data reporting requirements for Canadian broadcasters that were a direct result of our submission to the CRTC during the private broadcasters' licence renewals in 2016/17 as well as our participation on the Women in Production Summit they held in 2018, (created due to our submission).