

FOR IMMEDIATE RELEASE

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WIFT CANADA CONGRATULATES MINISTER OF CANADIAN HERITAGE FOR TAKING ON THE 'LAST PILLAR'

VANCOUVER, BC — The production tax credit regime remains the last and largest pillar of federal government funding of Canadian and foreign-service production that does not have any gender equity and inclusion policies as part of its review criteria and eligibility requirements.

During WIFT Canada's virtual town hall on Monday, June 22nd, 2020 entitled ***A conversation with Minister Guilbeault : Women & Screen Industries Before and During Covid 19***, the Hon. Steven Guilbeault, Minister of Canadian Heritage agreed that this needs to be changed. Currently these tax credits do not incorporate any requirements for gender equity or inclusion of workers who are currently marginalized in the screen industry workforce (including Indigenous, racialized, people with disabilities and 2SLGBTQ+ peoples). To undertake this, Minister Guilbeault and his staff will initiate government discussion to introduce changes to the federal Canadian motion picture production tax credits (CPTC, PSTC).

The labour-based tax credit system currently perpetuates systemic discrimination in the hiring practices of our screen-based industries and needs to be addressed. Such practices prevent the industry from drawing upon the full range of talent available from within the Canadian workforce.

We applaud the Minister and his staff at Canadian Heritage, as well as the federal funding agencies including Telefilm Canada, the Canada Media Fund and the National Film Board, who have been moving forward on gender equity and inclusion initiatives in their funding and programming. Similarly, the CRTC is now requiring Canadian

broadcasters to report annually on equity and inclusion targets in their Canadian programming and broadcasters have made a voluntary commitment to reach 50% gender equity in such programming by 2025, in the key creative positions of writer, producer, director, cinematographer, editor, first and second lead and showrunner. All of these measures are positive first steps towards transforming our industry into one that is truly representative and offers opportunities for all Canadians.

We look forward to working with the Minister of Canadian Heritage and the Minister of Finance, together with other interested parties, to bring gender equity, inclusion of racialized and marginalized workers, and Indigenous equity into this “last pillar”, and across our industry and workforce.

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Background:

For the year 2017/18 the total value of film and television production in Canada was \$8.92 billion and represented 179,000 full-time equivalent jobs. \$3.04 billion (34%) of that amount was for the production of Canadian content by independent producers and \$4.77 billion (53%) was for foreign location and services. The foreign location and service (FLS) production segment is now the largest single segment of the Canadian screen-based production industry and largely consists of feature films and television programs filmed in Canada by foreign producers or by Canadian service producers (Canadian Media Producers Annual Profile 2019).

According to the report, labour tax credits from the federal government (CPTC) for Canadian content productions was cited at \$311 million, representing 10% of production budgets from the federal government. The CMPA report does not provide a breakdown of the funding sources for the foreign location and service (FLS) production segment which accounted for \$4.77 billion in activity. However, a projection of 10% in federal PSTC rebates would represent \$477 million of public funds provided to the FLS segment. It is therefore reasonable to conclude that total federal government tax rebates to the screen-based industries amounted to \$788 million in 2017/18.

About WIFT Canada

WIFT Canada is a coalition of the Women in Film and Television (WIFT) chapters across the country including WIFT Atlantic, FCTMN Montreal, WIFT Toronto, WIFT

Alberta and WIFT Vancouver, as well as Women in View. WIFT Canada chapters joined forces with Women in View in the fall of 2019, to consider issues of national importance to our members.

WIFT chapters in Canada are member-driven organizations committed to addressing the systemic barriers to women's equal participation in the production and dissemination of screen-based media, and to the creation of a more inclusive media for both creators and audiences.

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