

KEEP CANADA ON OUR SCREENS

VOTE CANADIAN CULTURE  MONDAY, SEPTEMBER 20, 2021

An inclusive, secure and sustainable Canadian screen industry

Question for Candidates:

Will you ensure a more secure, inclusive and sustainable future for all screen-industry workers by fostering a diversity of voices on our screens and providing cultural workers access to income support programs?

The Challenge:

Although Canada has a strong screen-based production sector – generating over \$12 billion to our country's GDP and almost 250,000 jobs to our economy – the global COVID-19 pandemic has shown us how vulnerable we are. A failure to adapt to the changing environment and make the necessary investments threatens our culture, identity and the future of our industry.

Despite the value Canada's cultural workers bring to our economy, many remain precariously employed and underpaid. The changing needs of Canadian workers as well as the ongoing COVID-19 global pandemic has resulted in a fundamental shift in the use of and need for modernized social support programs.

While one of Canada's strengths is our diversity of voices, we continue to see an imbalance in our industry with many Canadians not having an opportunity to see themselves represented on screen and ongoing employment inequities among screen-industry workers.

Many Canadian film and television production companies are pledging to take a leading role in sustainable production practices that will eliminate waste and carbon emissions from production workflows but more needs to be done to transition our sector to a zero-emission industry.

ACTRA's Recommendations:

- A fundamental reimagining of Canada's social programs so they reflect and support the changing needs of Canadian workers;
- Enhance diversity initiatives and adopt gender parity measures as a condition of production financing from the federal government; and
- Work with our industry to bring more accountability and transparency to make Canada's screen industries greener and transition to zero emissions.