

ACTRA

Prime Minister Justin Trudeau
Leader of the Liberal Party of Canada

Sent via e-mail: info@liberal.ca

10 September 2021

Dear Prime Minister,

RE: Building a Stronger Canadian Screen-Based Production Industry

On the eve of Canada's 44th federal election, our screen-based production sector is at a critical moment. Together, we have built a multi-billion-dollar industry that generates over \$12 billion in GDP annually and employs almost 250,000 Canadians. While Canada is experiencing growth in the creation of high-quality English-language films and television shows, we are seeing an alarming downward trend in the production of Canadian content made by Canadian creators, writers, directors, producers and performers.

The digital era – and the growing presence of global streaming services – has resulted in an urgent need to modernize Canada's broadcasting system and invest in our country's creators so we can continue to bring our stories and perspectives to growing Canadian and global audiences.

On behalf of over 27,000 professional performers working in the English-language recorded media sector in Canada, ACTRA (Alliance of Canadian Cinema, Television and Radio Artists) would like to take this opportunity to highlight the following four key areas the next Government of Canada must prioritize to enable our screen-based media production industry to continue to grow and thrive:

- 1. Champion the modernization of the *Broadcasting Act* to include online broadcasters so Canadian stories can be told by Canadian storytellers for years to come.**
- 2. Commit to dedicated, enhanced long-term funding to Canada's key cultural agencies, such as Telefilm Canada, Canada Media Fund, CBC/Radio-Canada, the National Film Board and the Indigenous Screen Office.**
- 3. Support the creation of a made-in-Canada copyright solution by implementing the recommendations from the *Shifting Paradigms* report into the *Copyright Act* so audiovisual performers can get the remuneration we are rightly owed for our work.**
- 4. 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 safety nets.**

Alliance of Canadian Cinema, Television and Radio Artists

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Despite the value Canada's cultural workers bring to our economy, many remain precariously employed and underpaid. There is a clear and urgent need to create and support an environment in which Canadian storytellers can continue to bring our stories and perspectives to Canadian and global audiences. Failure to adapt to the changing environment and make the necessary investments threatens Canadian culture and identity.

I hope I can count on you and the Liberal Party of Canada to make these crucial investments and changes so Canada's screen-based production industry can continue to project Canadian culture to the world and pass it on to future generations.

Thank you for recognizing the importance of Canadian arts and culture in your election platform. I look forward to your response.

Respectfully,

A handwritten signature in black ink, appearing to be 'Eleanor Noble', written in a cursive style with a large loop at the end.

Eleanor Noble
National President
ACTRA