

Tax credits boosted	[2]
Prime Time Pics	[3]
Industrial Relations	[4]

CFTPA ACPFT
action!

[February 2005 | Volume 16 | Number 1]

PRIME TIME HEADLINERS

FRULLA AND CLARKSON FACE UP TO PRODUCTION REALITIES

In her first speech at *Prime Time*, Liza Frulla pushed all the right buttons for producers. The Minister of Canadian Heritage wowed the CFTPA conference crowd with assurances that she was fighting for multi-year financing for the CTF, that attention needs to be paid to shifting to digital formats and that "culture is good for the soul, but it is also good for the economy."

Frulla quickly showed she had the potential to deliver her promises. She announced a \$5-million increase for the Canada New Media Fund which will now bring the fund to \$14-million. Laying out the government's approach to culture, Frulla cited it takes more than just investing, but also ensuring policies and regulations are adapted to new realities.

While Frulla broached the topic of new realities Telefilm Canada's new executive director Wayne Clarkson addressed how to deal with the industry's outstanding problems – primarily building bigger audiences, fixing the problems of English



UNITED WE STAND Minister of Canadian Heritage, Liza Frulla and Telefilm's Wayne Clarkson tell a sold out *Prime Time* audience they will work together to forge a stronger production sector.

television drama, increasing funding and improving the efficiency and transparency of the industry's financing mechanisms. But Clarkson also mentioned a few contentious concepts. He dismissed the CAA deal Telefilm had struck under his predecessor Richard Stursberg which had the Hollywood-based agency packaging Canadian talent for Canadian producers. But more importantly he shed a negative light on the recent tax credit hikes which had taken place in Ontario, Quebec and BC, underscoring his belief that it takes more than just tax credits to boost an industry. While many in the crowd disagreed with Clarkson on his dismissal of the tax credits they did not disagree with his

decision to champion the concept of script development and production financing for emerging talent. Clarkson essentially issued a plea to the provinces requesting them to pitch in on increasing the funds available for development.

The two-day Ottawa conference in early February brought in 600 producers and industry players from across the country.

NEW STRATEGY NEEDED FOR PRODUCTION SECTOR TO GROW

New strategies to improve the stability of production companies will be crucial if the production sector is to get out of its current slump according to an industry report released on February 3rd. Film and television production volume decreased by 2.1% to \$4.92 billion in 2003/2004, signalling a mixed outlook over the course of 2005 due to increased competition from other countries, and a higher Canadian dollar. However, recent tax credit hikes for the industry in Ontario, Quebec and BC should help boost the recently lagging sector. The industry's annual statistical report, *Profile 2005*, was released during the Canadian Film and Television Production Association's annual *Prime Time in Ottawa* conference.



THE PROFILERS Discussing the industry's latest stats, Ken Rockburn, CPAC, Maureen Parker, WGC, Carole Vivier, Manitoba Sound and Film, Steven DeNure, Decode Entertainment, Susan Murdoch, Pebblehut Too Productions, Vincent Leduc, APFTQ and Jean-François Bernier, Canadian Heritage.

said Guy Mayson, CFTPA president and CEO. "We're moving in the right direction with the recently improved provincial tax credits, but we need to do more with the federal tax credits. Ultimately we need a business strategy for building stronger independent companies."

"We know what the industry needs. Our key cultural agencies need to be streamlined and made more producer-friendly. And that includes everything from Telefilm, the CRTC and the Canadian Television Fund, to the CBC and NFB. The producer's cash flow also needs to flow. Right now it's restricted by outdated administrative rules," said Laszlo Barna, CFTPA chair, and executive producer, Barna-Alper Productions (*DaVinci's Inquest*).

"Over the past 10 years we've had a staggering number of successes. We've created thousands of jobs, and created thousands of hours of film and TV, but it's a tough, cut-throat business and Canadian producers have to fight for their turf,"

Analysis and data for the eighth annual report was compiled by the CFTPA, the Quebec producers' association - the APFTQ, the Department of Canadian Heritage and consultants Nordicity Group Ltd. The data covers the period from April 2003 to March 31, 2004.

HELLO AND GOODBYE AT BC AGM

Founding member Richard Davis' retirement was the focus of the BC Producers' Branch AGM and Christmas reception. Richard has returned to Australia and his family after almost 20 years in the Vancouver film industry. In addition to his varied production credits, Richard was a founding member of the BC Branch and was a mentor to many of our current members. As a parting gift, the BC Producers' Branch produced a tribute video with interviews from key industry players and colleagues. We wish Richard continued happiness for this new chapter in his life. The Branch won't be the same without him.



Richard Davis, right, has retired and returned to Australia.

David Paperny and Laura Lightbown have joined the BC branch council executive. David Paperny has been producing documentaries for almost 20 years beginning as a producer of current affairs programming for CBC TV in the early 80's. David's work has taken him around the world. Laura Lightbown is the CEO of Haddock Entertainment Inc. She has been the financing producer for the multi-award winning dramatic series *Da Vinci's Inquest* since its inception in 1996. A graduate of Ryerson University, Lightbown joined Haddock Entertainment Inc. after six years at Barna-Alper Productions Inc. where she was producer/head of Business Affairs in Toronto.

CFTPA IN ACTION

CFTPA Submission: Address the realities of two linguistic film markets

In late December the Standing Committee on Canadian Heritage announced it would be studying the Canadian feature film industry. The committee will be holding hearings in Ottawa, Vancouver, Toronto, Montreal and Halifax and expects to report no later than June 23, 2005.

CFTPA's submission has emphasized the need for specific actions to increase the competitiveness of the Canadian production sector and to foster an environment of sustainable growth and innovation while championing a diversity of expression.

Despite numerous successes over the past 10 years, certain problems persist for English-language film producers. The CFTPA believes the government must renew its commitment for at least another five years and annual resources need to be increased for Canadian films to compete more aggressively for audiences, particularly in the English-language market where the challenges are formidable. The core of a new Canadian feature film policy must recognize Canada's two distinct linguistic markets and must address the specific realities in each market.

The CFTPA's submission can be found at www.cftpa.ca under Government Relations-Submissions.

New media companies en route to Japan

Canadian Heritage will defray some of the costs for five Canadian new media companies to travel to Expo 2005 in Nagoya, Japan, in early June. Chosen companies, who will be responsible for their own travel costs, will have the opportunity to exchange on best business practices and models. Heritage will cover room and board expenses. For more information contact norm_jones@pch.gc.ca.

Tax credits boosted in Ontario, BC and Quebec

In late December the Ontario government was the first to announce an increase in the labour-based tax credits for the production industry after months of intense lobbying by the CFTPA and Film Ontario. The domestic tax credit was increased from 20% to 30% and the tax credit for foreign location shooting, was increased from 11% to 18%. The Quebec government followed suit increasing its production services tax credit from 11% to 20%. Then the B.C. government, after lobbying by the CFTPA B.C. Producers' Branch, hiked its tax credits on January 20th to match Ontario's changes.

Documentary study underway

The CFTPA has joined an advisory group which will examine the structure, financing and funding for documentary production in Canada. Members include the NFB, the CTF, Telefilm, APFTQ, DOC, Observatoire du documentaire, CBC/SRC, Astral (representing the CAB), CRTC, Canada Council for the Arts, Association of Provincial Funding Agencies, Canadian Heritage and the CIFVF. The group has commissioned a study to explore options for creating a more harmonized approach for documentary policies, guidelines and programs. It should be completed by April 2005.

Inaugural conference for NMP interns opens in Fredericton

The CFTPA National Mentorship Program in partnership with New Brunswick Film is hosting its first conference in Fredericton this February. Hermenegilde Chiasson, Lieutenant Governor of New Brunswick will deliver the keynote address. Workshops will feature relaxed, open discussions, ensuring all delegates will actively participate. This year's focus includes how to get started in the production industry, how to finance a project, how to pitch and how to network. Workshops include a pitching workshop from Jan Miller, a financing presentation from Telefilm, and an export/marketing presentation from Cultural Human Resources Council.





PRIME TIME SCHMOOZE FEST HITS OTTAWA

1. From left to right **Ira Levy**, Breakthrough Films and Television, ACTRA's **Stephen Waddell** and NDP leader **Jack Layton**. 2. DOC's **Sandy Crawley** and **Mary Henriksen**, CTF. 3. **Paul Bronfman**, Comweb Group and **Tom Berry**, Premier Bobine. 4. **Don Johnson**, Humewood Communications, MP **Marlene Catterall** and **Ross Leslie**, Trinculo Productions. 5. MP **Sam Bulte** with producer delegations from Brazil and Spain. 6. **Layton** with CFTPA chair **Laszlo Barna**. 7. **Brad Gover**, **Lynn Wilson**, **Noel Harris** and **Anna Petras** from Morag Productions. 8. **Sara Morton**, Sara Morton Professional Group and **Sandra Cunningham**, Strada Films. 9. **Kathy Wolf** and **Miranda Castrevellie**, Silver Thread Pictures. 10. CFTPA's **Guy Mayson** and **Peter Milliken**, Speaker of the House of Commons. 11. Minister of Canadian Heritage **Liza Frulla**, **Mary Young Leckie** and **Heather Haldane**, Screen Door. 12. **Elivra Sanchez de Malicki**, Telefilm Canada, **Jacques Bensimon**, NFB and **Liza Frulla**.



PRIME TIME PLAYERS

1. Chair of the Standing Committee on Canadian Heritage **Marlene Catterall** 2. Decode Entertainment's **Steven DeNure**. 3. On the English features panel Accent Entertainment's **Susan Cavan** and 4. THINKFilm's **Jeff Sackman**. 5. Tracking eyeballs and audiences **John Riley**, Astral Television Network. 6. Discussing docs, **Daniel Cross**, Eye Steel Film and the NFB's **Jacques Bensimon**. 7. From the new media game show *Thumbs Up! Thumbs Down!* **Lynda Brown**, New Media BC, **Keith Clarkson**, Telefilm Canada, **Ian Kelso**, New Media Business Alliance and **Steve Comeau**, Collideascope Digital 8. Discussing sex and TV **Michael MacLennan**, co-executive producer *Queer as Folk*, *Godiva's* and 9. **Janice Lundman**, Back Alley Films. 10. On the future of co-productions **Eric Birnberg**, Behind the Scenes Services. 11. CFTPA Entrepreneur of the Year winner **Steve Comeau**, Collideascope Digital 12. CFTPA-Kodak Lifetime Achievement recipient **Stephen Ellis**, Ellis Entertainment.



All photos by Denis Drever.



CFTPA and WGC reach settlement

The CFTPA and WGC have been disputing the interpretation of favoured nations language that allowed the CFTPA to import into its writers agreement any favourable terms and conditions negotiated for Quebec-based producers by the APFTQ. The parties recently reached a settlement that allows specific more favourable terms and conditions from the APFTQ IPA to be included in the CFTPA agreement on the last day of the agreement (December 31, 2005) and throughout any extension periods. This amicable settlement is a significant gain for producers and are in a more favourable position for the negotiations in late fall 2005. The CFTPA wishes to thank all members of the writers bargaining committee – Mary Kahn, Sari Friedland, John Robinson and Ira Levy – as well as former CFTPA staff member Cara Martin, for their work in helping to resolve this matter.

ACTRA fact based lifestyle bargaining

In the last round of bargaining between the CFTPA and ACTRA there was an agreement to commence bargaining on the possible inclusion of preferential treatment for fact based/lifestyle and reality productions. The CFTPA, APFTQ and ACTRA have now met twice and will meet again in March. We are hopeful that a workable deal will be achieved.

CFTPA and Teamsters – Alberta to bargain

The CFTPA and Alberta Teamsters Local No.362 are to commence bargaining in March 2005. Producers in the province have enjoyed a generally positive relationship with the Teamsters but due to the economic realities facing the industry it is now time to reconsider the manufacturing model and do away with expensive promulgated agreements. These negotiations mark the first time the CFTPA has entered into a bargaining relationship with the Teamsters. We hope that this will increase productivity while maintaining the cooperative environment in the province.

New manager for NABET – Ontario

NABET 700 CEP, one of Ontario's technical unions in the film and television industry, has announced the appointment of its new business manager, Martine Maltais. Maltais replaces Ross Leslie.

Upcoming Bargaining

A number of national and Ontario provincial collective agreements expire on December 31, 2005. The CFTPA will commence bargaining in advance of the expiration of these agreements and has scheduled dates with the Directors Guild of Canada, the Writers Guild of Canada, NABET and IATSE 411 (Honeywagon and Craft Service). CFTPA staff will be meeting with producers across the country in

advance of bargaining to discuss their concerns and needs. Producer input is critical. Members who are interested in participating in bargaining are invited to contact John Barrack, national VP Industrial Relations and counsel at (416) 304-0280 ext. 227, barrack@cftpa.ca or Paula Pettit, national director, Industrial Relations at (416) 304-0280 ext. 225, pettit@cftpa.ca.

BC Industrial Relations

Vince Ready to tackle seniority issue

BC's Labour Minister has called on veteran mediator Vince Ready to resolve the seniority dispatch recommendation that arose from the Tysoe Report. Ready will work with the producer associations (CFTPA and the Alliance of Motion Picture and Television Producers) and the BC Council of Film Unions. Producers have been trying to resolve this issue since the report was published in February 2004 and believe Ready's involvement will address the recommendation that production companies be allowed to name-request all crew members.

Council of Film Unions extends "Appendix D" to all CFTPA companies

As part of the ongoing discussions around the implementation of the Tysoe Report, the BC Council of Film Unions confirmed in a letter dated January 12th, 2005 that Appendix D is available to all "CFTPA members and permittees" subject to the condition that a US distribution agreement is not in place at the commencement of principal photography. There are no budget limits and the modified Appendix D applies to features, television long form and series.

Negotiations on supplemental master agreement to commence

As a result of the Tysoe recommendations, the BC Council of Film Unions will negotiate a supplemental master agreement with the two producers associations. Dates are being discussed.

www.cftpa.ca

Ottawa

605-151 rue Slater Street, Ottawa, ON K1P 5H3
 ☎ (613) 233-1444 📠 (613) 233-0073 1-800-656-7440
ottawa@cftpa.ca

Toronto

160 rue John Street, 5th Fl., Toronto ON M5V 2E5
 ☎ (416) 304-0280 📠 (416) 304-0499 1-800-267-8208
toronto@cftpa.ca

BC Producers' Branch

250-1140 rue Homer Street, Vancouver, BC V6B 2X6
 ☎ (604) 682-8619 📠 (604) 684-9294 1-866-390-7639
vancouver@cftpa.ca

CFTPA Representing television, film and interactive production in Canada

ACPFT Porte-parole de l'industrie de la production cinématographique, télévisuelle et interactive au Canada

The Canadian Film and Television Production Association is a non-profit, trade association representing almost 400 Canadian companies involved in the media content production industry. With offices in Ottawa, Toronto and Vancouver, the CFTPA promotes the interests of media content producers by lobbying government on policy matters, negotiating labour agreements, offering mentorship programs, copyright initiatives (including the Canadian Retransmission Collective), holding an annual conference, and producing industry publications.

L'ACPFT est une association professionnelle sans but lucratif, qui représente presque 400 entreprises actives dans le domaine de la production de contenu médiatique canadien. Elle défend les intérêts de ses membres, en faisant valoir leur point de vue auprès du gouvernement à l'égard des politiques qui les touchent, créant des projets de portée internationale et négociant des conventions collectives en leur nom. Elle supervise également des initiatives, comme la Société collective de retransmission du Canada, et offre des programmes de stages dirigés, une conférence annuelle et diverses publications spécialisées.

IT'S HERE: GUIDE 2005 NOW ON SALE

The CFTPA's annual directory *Guide 2005* is now available. Canada's definitive production industry directory and source book contains hundreds of directory listings, with emails, addresses and phone numbers for production companies (including the genres they produce), broadcasters, distributors, legal services, and more. The updated reference section covers public and private funding, tax credits and a tax credit summary chart, location info and details on treaty co-productions.

Prices

- \$65 Hard copy & 12-month online subscription
- \$50 Bulk rate for 10 or more copies, shipping not included
- \$40 12-month online subscription

Order online at www.cftpa.ca.

