

# CULTURAL INDUSTRIES DEVELOPMENT STRATEGY

## STATUS OF RECOMMENDATIONS

Saskatchewan Cultural Industries Development Council, Inc. Updated August, 2003

RECOMMENDATIONS	STATUS	NEXT STEPS	COMMENTS
<p><b><u>PRODUCT SUPPLY</u></b></p> <p><b>5.1.1.1</b> That the cultural industries associations work with Government of Saskatchewan and that the Department of Canadian Heritage to design a Small Business Loans Program for capital acquisitions and operations applicable to cultural businesses in Saskatchewan.</p>	<p>Completed provincially</p> <p>Federally – requires attention by SCIDC</p>	<p>SCC is meeting SBLA in Oct 03</p> <p>Investigate Federal programs</p>	<p>Economic Dev. SBLA is the alternative.</p> <p>SPG/SMPIA/SPAGA/CARFAC currently not pursuing</p> <p>SRIA is actively using loan program</p>
<p><b>5.1.1.2</b> That the cultural industries associations work with Government of Saskatchewan to implement an annual data-gathering process designed to measure the type, variety, quantity, and sales trends of Saskatchewan cultural products.</p>	<p>SK Visual Arts and Craft Survey to be completed in December</p> <p>No annual process</p>	<p>CYR to start extensive film study in Fall</p> <p>Action required by Dept of CYR</p>	<p>Using previous Anderson/Fast study as starting point.</p>

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<u><b>Craft and Visual Arts</b></u>  <b>5.1.2.1</b> <b>That the variety of media-specific technical and design skills training at recognised educational institutions be increased to ensure a sufficient supply of product in a variety of divers media.</b>	SIAST decreasing programs Future of competency based learning uncertain BRUNO U of S extension program offering classes but no certification	Work towards co-operation between Gov't of Sask. and colleges/universities and to develop industry wide strategy Meet with Learning and SIAST Training inventory and assessment	CARFAC is offering mentorship programs;  Certification is essential.  FNUC/SICC should also be involved
<b>5.1.1.3</b> <b>That the Saskatchewan Arts Board (SAB) maintain and enhance its Individual Assistance Program(s) in recognition of the key contribution such programs make to the development of human cultural resources and new products in Saskatchewan.</b>	1.5 million addition added in spring.  Individual grant programs under review  Insufficient funds	To meet with board expressing our concern, to find out where the SABIA report stands, to express our concern of new, emerging artist support, where the SCIDC fits with SAB for the future – letter first and meet later.	Dependant upon election and is spread over a few years.  SABIA report will appear when?  Community involvement necessary  SCIDC programs through sectors are picking up from where SAB is leaving off.
<u><b>Film and Video</b></u>  <b>5.1.2.2</b> <b>That the Government of Saskatchewan implements the proposed Saskatchewan Film Employment Tax Credit (SFETC) in combination with a renewed investment in a re-focused SaskFILM.</b>	Was reviewed and will be reviewed – but currently has been extended for another two years.	SMPIA will advocate continuance of SFETC with changes to benefit the industry.	Encourage equity investment funding versus bank loans.

<p><b><u>INFRASTRUCTURE</u></b></p> <p><b>5.2.1.1</b>  <b>That the Government of Saskatchewan maintain and enhance its financial support for the SaskCulture and the Saskatchewan Arts Board (SAB) so they may support cultural programs and initiatives.</b></p>	<p>SaskCulture established Cultural Industries Community of Interest; SaskCulture continuing to encourage organizations to move to SAB</p>	<p>Refine SaskCulture definition for cultural industries</p>	<p>Continue to meet with SaskCulture</p>
<p><b>5.2.1.2</b>  <b>That, whenever possible and appropriate, the cultural industries associations be empowered to develop and administer initiatives that result from the Cultural Industries Development Strategy.</b></p>	<p>SCIDC is incorporated and signatory on agreement</p>	<p>Determine where the Strategy and the SCIDC stands with the Department with a meeting</p> <p>Implement CIDS strategy</p>	<p>Still waiting for response and action from the Dept of CYR on CIDS report.</p>
<p><b>5.2.1.3</b>  <b>That Cultural Industries Development Council be created, with representation from each of the cultural industries through their respective industry associations and with ex-officio government representation.</b></p>	<p>Council created; representation from cultural industries.</p>	<p>The Council will continue to develop its infrastructure.</p> <p>Considering new membership</p>	<p>Policies being developed.</p>

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<b>5.2.1.4.</b> <b>That the Department of Municipal Government continues to act as the lead department responsible for provincial government policy development regarding cultural industries. Further, that Government of Saskatchewan continues to encourage and facilitate the involvement of other affected departments and agencies (in particular Economic Development) and the Cultural Industries Development council, when it is formed, in this process.</b>	<p>Department is now CYR.</p> <p>Requires action by CYR.</p>	<p>Meeting with I/R, Department of Learning, CYR as a stakeholder meeting and as a social event.</p> <p>Implement plan.</p> <p>Cultural Industries consultant within department</p>	
<b>5.2.1.5</b> <b>That the Government of Saskatchewan work with the Government of Canada to negotiate a revised Canada-Saskatchewan Partnership Agreement on Culture (C-SPAC) to replace the expired C-SPAC.</b>	<p>SCIDC to take action</p>	<p>Fall Summit to provide venue for new priorities with possible new federal leader.</p>	<p>The province must approach the federal government to negotiate an agreement to:</p> <ul style="list-style-type: none"> <li>• Strengthen the long term viability of the cultural industries sector</li> <li>• Strengthen the cultural industry infrastructure</li> </ul>

<p><b><u>Book Publishing</u></b></p> <p><b>5.2.2.1</b>  <b>That the Saskatchewan Arts Board be encouraged to maintain and enhance its commitment to the development of literary publishing in Saskatchewan to ensure stable, multiyear operational funding.</b></p>	<p>Less funding is available to the industry.</p>		<p>Continuing to meet with SAB</p>
<p><b>5.2.2.2</b>  <b>That provincial support is expanded to include a broader range of investment in book publishing activities including both literary and non-literary publishing.</b></p>	<p>Done through CIDE</p>	<p>Diversification of funding base in order for growth</p>	<p>CIDE provides direct production assistance to Saskatchewan publishers, regardless of their area of speciality.</p> <p>If support is to grow, additional finances will need to be sought.</p> <p>Only Canadian jurisdiction to support small publishers</p>
<p><b><u>Craft and Visual Arts</u></b></p> <p><b>5.2.2.3</b>  <b>That Saskatchewan commercial galleries create a provincial professional association.</b></p>	<p>Done and viable</p>		<p>Saskatchewan Professional Art Galleries Association (SPAGA)</p> <p>Membership is growing</p>

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<p><b>5.2.2.4</b>  <b>That the three industry organizations (CARFAC, the Saskatchewan Craft Council, and the new association for the professional galleries) develop a common forum through which industry-wide issues can be co-operatively discussed and addressed. It will utilize existing infrastructures where appropriate and may require term support staff to complete certain tasks.</b></p>	<p>Sector focus groups under discussion</p>		<p>Several joint projects have been successfully completed and are being planned.</p> <p>Close contact within executive level</p>
<p><b><u>Film and Video Recommendations</u></b></p> <p><b>5.2.2.5</b>  <b>That the film and video industry and Saskatchewan Communications Network (SCN) continue to work together to generate quality Saskatchewan-produced television programming for broadcast to Saskatchewan viewers.</b></p>	<p>Funds reduced but increasing SK productions</p>	<p>More funds needed</p>	<p>SCN is under CYR</p>

<p><b>5.2.2.7</b>  <b>That SCN's ability to license dramatic production be reinstated, and that additional funds of \$100,000 annually for licensing Saskatchewan dramatic product be made available. This allocation for the acquisition of dramatic product would augment the \$460,000 SCN typically spends on Saskatchewan product licences annually.</b></p>	<p>Current estimates for the 02-03 year are \$650,000 for SK product licenses.</p>	<p>Make funds available</p> <p>Work with SCN to market of co-produced materials to be improved</p>	<p>SK product license financial numbers are subject to change with the ebb and flow of the production cycle.</p> <p>SCN agreement with MB government is in discussion.</p>
<p><b>5.2.2.8</b>  <b>That a comprehensive strategy be developed for the Sound Stage before the pilot program expires, with the intent of establishing a secure lease for industry use, and to allow planning of facility upgrades.</b></p>	<p>Sound stage has been built</p>	<p>Expand facility for additional inclusion of other cultural industries</p> <p>Gov't to buy soundstage credits to give in a similar manner as Film Tax credit</p>	<p>SPMC and SaskFILM are co-managers.</p>
<p><b><u>INVESTMENT</u></b></p> <p><b>5.3.1.1</b>  <b>That a Product Investment/Loan Program be developed for the music and sound recording, book publishing, and craft and visual arts industries.</b></p>	<p>Action required by Dept. of CYR</p>	<p>CIDF funds to be increased</p> <p>On agenda for stakeholders meeting</p>	<p>A model similar to SaskFILM's programs is visualized.</p>

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<b>5.3.1.2</b> <b>That the Government of Saskatchewan work with the cultural industries associations to design and establish a Private Investor Tax Credit Program that will enable and encourage individuals to make equity investments in Saskatchewan cultural business.</b>	Action required by Dept. of CYR	Other models including labour and production tax credit models need to be examined in preparation for a meeting with the Department.	Urgently needed.
<b>5.3.1.3</b> <b>That the cultural industries association, Government of Saskatchewan, and Economic Development form a Working Group to research and evaluate alternate methods for enabling and encouraging private investment in Saskatchewan's cultural industries.</b>	Action required by Dept. of CYR	Establish working group	Work with WD – potential to involve them in this project.
<b>5.3.1.4</b> <b>That the Cultural Industries Development Council (5.2.1.3) initiate discussion with the Saskatchewan Opportunities Corporation (SOCO) to explore ways in which a broader cross-section of businesses in the cultural industries might take advantage of SOCO's range of financial services.</b>	Action required by SCIDC	Meeting ASAP with CIC	



<p><b><u>Film and Video</u></b></p> <p><b>5.3.2.1</b>  <b>That the Government of Saskatchewan immediately allocates an additional \$1.5 million to SaskFILM to enable equity investment and development to the end of Fiscal 1997/98.</b></p>	<p>No equity investment currently through SaskFILM</p>	<p>SMPIA will advocate Equity investment program</p>	<p>Competing with MB/AB that have equity investment.</p>
<p><b>5.3.2.2</b>  <b>That the focus for SaskFILM be adjusted in response to the availability of the proposed Saskatchewan Employment Tax Credit (SETC).</b></p>	<p>Done</p>		
<p><b>5.3.2.3</b>  <b>That SaskFILM renewed by legislation in March 1998.</b></p>	<p>Done</p>		<p>SaskFILM has an annual review date.</p>
<p><b><u>DOMESTIC MARKET DEVELOPMENT</u></b></p> <p><b>5.4.1.1</b>  <b>That the cultural industries associations work with Government of Saskatchewan and Canadian Heritage to create a Marketing Initiatives Fund.</b></p>	<p>Action required by Dept. of CYR</p>	<p>SCIDC will continue to work with the Department of CYR to develop strategy to establish marketing initiatives fund</p>	<p>In preparation for cabinet level presentation</p>

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<b>5.4.1.2</b> <b>That the Marketing Initiatives Fund includes a program component accessible to the cultural industries associations for the development and implementation of industry-wide marketing initiatives.</b>	Programs are being funded by CIDF and SCIDC initiatives with limited funding.	Joint marketing initiatives in development.	This continues through the CIDF and the activities of the SCIDC.  Current initiatives are severely limited by available funding.
<b>5.4.1.3</b> <b>That cultural industries associations and businesses be encouraged to make strategic linkages with the Saskatchewan Tourism Authority and individual cultural tourism providers to ensure quality Saskatchewan products are made available to tourists and visitors to the province.</b>	SCIDC to meet with Sask. Tourism as a whole.  Individual sectors have met with Tourism	SCIDC meet with Tourism	Cultural tourism is a growing sector.  SCC is currently working with Sask. Tourism on a project.
<b>5.4.1.4</b> <b>That the cultural industries identify market opportunities outside Saskatchewan in co-operation with other government and non-government agencies, as appropriate.</b>	Ongoing	Meeting with other cultural industries representatives in November  See 5.5.1.3	

<p><b><u>Film and Video</u></b></p> <p><b>5.4.2.1</b>  <b>That the Saskatchewan Motion Picture Association work with the Government of Saskatchewan to endorse opportunities for the expanded distribution and viewing of Canadian theatrical films.</b></p>	<p>Action required by Dept. of CYR.</p>	<p>SMPIA along with SaskFilm will be following up later this year in discussions with CYR and gov't officials to best lobby appropriate parties: Film theatre companies and Heritage Canada to address this issue.</p>	<p>Most of the screens are American owned so this will only grow if the Canadian product has market value.</p>
<p><b>5.4.2.2</b>  <b>That the Saskatchewan film and video industry and the Government of Saskatchewan make joint representation to the Government of Canada to encourage the introduction of regulations enabling Canadian productions access to a higher percentage of theatre screen time.</b></p>	<p>Canadian Film industry is now taking up the cause as most screens are US owned. SMPIA is working with Canadian Film and TV Producers Association to lobby these companies for more CDN product.</p>	<p>SMPIA, SaskFilm and local theatre managers to continue developing relationships.</p>	
<p><b><u>INTERNATIONAL MARKET DEVELOPMENT</u></b></p> <p><b>5.5.1.1</b>  <b>That the Marketing Initiatives Fund (5.4.1.1) include a component to allow Saskatchewan-owned and –controlled businesses to attend international cultural industry trade shows.</b></p>	<p>Action required by Dept. of CYR</p>		<p>MIF is priority</p>

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<b>5.5.1.2</b> <b>That the cultural industries associations and businesses initiate discussion with the Saskatchewan Trade and Export Partnership (STEP) to increase the participation of the cultural industries in STEDP-sponsored activities and to make better use of STEP's market intelligence.</b>	Action required by SCIDC	Meeting with STEP	<p>SCC members contacting STEP since the export forum - have had good response and received good information</p> <p>Info from STEP needs to be industry specific</p>
<b>5.5.1.3</b> <b>That the cultural industries associations and businesses work with the Governments of Saskatchewan and Canada to ensure Canada's embassies and missions abroad have access to information on Saskatchewan's cultural industries and their products.</b>	Ongoing	<p>Further develop relations with Trade Routes</p> <p>Links to New York consulate website</p> <p>SCIDC to co-ordinate sending of materials for each sector to embassies</p> <p>NEBS – continue to work with border consulates</p> <p>See 5.4.1.4</p>	<p>CCF worked with DFAIT on survey in U.S. for Canadian crafts.</p> <p>Embassies distribute SPAGA brochures and SRIA directories.</p> <p>SCC is forwarding Craft information to embassies.</p>

<p><b>5.5.1.4</b>  <b>That the Department work with Saskatchewan Economic Development to ensure cultural industries companies have access to, and are included in, the New Exporters Database.</b></p>	<p>Action required by Dept. of CYR</p>	<p>Existence of New Exporters Database</p> <p>Meet with CYR with goal to obtain contacts.</p>	
<p><b><u>PROFESSIONAL DEVELOPMENT AND TRAINING</u></b></p> <p><b>5.6.1.1</b>  <b>That Post-Secondary Education and Skills Training be directed to include the cultural industries in developing future training programs, or that their funding programs be flexible enough to reflect the wide scope of training required for the cultural industries, and that they consult with Human Resources Development Canada (HRDC) on the recommendations laid out in the six reports that were a result of the HRDC Creating Careers study.</b></p>	<p>Action required by the Department.</p>	<p>Establish real link between sectors, SCHRC and CHRC and HRDC through stakeholders meeting</p>	

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<b>5.6.1.2</b> <b>That the cultural industries associations work with FutureSkills and Post-Secondary Education and Skills Training to encourage and enable the inclusion of cultural industries beyond film.</b>	Action required by SCIDC  SRIA in contact with Future Skills/Learning	Strategy needed from CYR SHRC with consultation with SCIDC	SRIA received funding from Dept of Learning for online training.
<b>5.6.1.3</b> <b>That a Professional Development and Training Fund be established. This fund should allow for a variety of approaches in business skills, and technical and design training, and should be accessible to individuals, cultural businesses, cultural industries associations, and formal organizations affiliated with each cultural industry.</b>	Action required by Dept. of CYR.		Current programs:  SCC has professional development grant CARFAC – mentorship program

<p><b><u>REGULATION AND POLICY</u></b></p> <p><b>5.7.1.1</b>  <b>That the Government of Saskatchewan support federal amendments to <i>The Copyright Act</i> and encourage the federal government to undertake additional revisions to protect the rights of creators in the digital age.</b></p>	<p>Ongoing Federal Consultation</p>	<p>Investigate anti-levy groups-CCFDA</p> <p>Forum Planned for 2004</p>	<p>Department of CYR needs to continue to support of cultural industries position.</p>
<p><b>5.7.1.2</b>  <b>That the Government of Saskatchewan acknowledge and support the important role the Canadian Broadcasting Corporation (CBC) and the Saskatchewan Communications Network (SCN) have to play in the future of Saskatchewan's cultural industries.</b></p>		<p>SCIDC will advocate</p>	
<p><b>5.7.1.3</b>  <b>That the Government of Saskatchewan require all Crown corporations, agencies, and agents of the Crown to implement a Buy Saskatchewan preference when purchasing, commissioning, or licensing cultural products, similar to the arrangement currently in place for the film and video industry.</b></p>	<p>Action required by Dept. of CYR</p>	<p>SCIDC advocate. Status of the Artist Act announced needs to be legislated.</p>	<p>SCC developing craft marketing tool.</p> <p>Status interim report included procurement. (insert link to CYR website for our site here)</p>

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<b>5.7.1.4</b> <b>That the Department and Saskatchewan Economic Development review all Government of Saskatchewan programs and services to small business to ensure that businesses in the cultural industries have equitable and appropriate access.</b>	Action required by the Department of CYR.	SCIDC to work with Dept. of CYR to compile website directory	
<b>5.7.1.5</b> <b>That the Governments of Saskatchewan and Canada work co-operatively to reduce international trade barriers, while maintaining support and regulatory measures to ensure that an appropriate share of the domestic market is retained.</b>	Action required by the Department of CYR	ID the barriers – Fall Summit  Develop strategy	
<b>5.7.1.6</b> <b>That the Government of Saskatchewan recognise the intellectual property and attendant rights of its artists, writers, creators, and publishers and, where appropriate and applicable, sign interprovincial agreements with cultural collectives that ensure their recognition and further assure appropriate compensation for the use of copyrighted material in provincial institutions.</b>	Action required by the Department of CYR.	Status of the Artist needs to be passed.  SCIDC to monitor intellectual property rights and agreements.	



<b>5.7.1.7</b> <b>That the Government of Saskatchewan adopt a cultural policy.</b>	Action required by Dept. of CYR.		Cultural policies of other provinces should be noted here...
<u><b>Book Publishing Recommendations</b></u>  <b>5.7.2.1</b> <b>That publishers work together with the Provincial Library to establish and maintain a complete archival record of provincial publishing activity.</b>	Online database created. Discussions with Provincial Library are ongoing.		Need resources and a place to house the archive.
<b>5.7.2.2</b> <b>That Saskatchewan-published materials be used in government-sponsored literacy campaigns, and that, all thing being equal, Saskatchewan Education use Saskatchewan-owned, Canadian-owned and other sources in that order for both recommended texts and supplementary reading materials</b>	Other projects being negotiated.		English 30 anthology published in SK fall of 2000, in co-operation with SaskEd.  Outsourcing is counter-productive.

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<b>5.7.2.3</b> <b>That Saskatchewan Education put visual designations on their bibliography of sources to indicate materials published by Saskatchewan-owned and Canadian-owned publishing companies.</b>	Designation project is underway with SK libraries and school libraries	Expand to other disciplines	Designations (SK) or (CAN) are used to signal Saskatchewan and Canadian writers, publishers and content.
<b>5.7.2.4</b> <b>That a standing committee between representatives of the Saskatchewan Publishers Group and Saskatchewan Education provide for information exchange, policy and program development, and the establishment of partnerships.</b>	Ongoing	Summit strategy	
<b>5.7.2.5</b> <b>That provincial government departments, agencies, and other operations develop policies for producing proposed book-length publications with Saskatchewan publishers and maintain a central database of planned government publications so Saskatchewan publishers have a chance to bid on these projects.</b>	Action required by Dept. of CYR.	Item for discussion with CYR	

<b>5.7.2.6</b> <b>That the Government of Saskatchewan support the zero-rating of Goods and Services Tax on books, and keep the provincial sales tax off the sale of books.</b>	Action required by Dept. of CYR.	Item for discussion with CYR	PST from other cultural industries sales could be used to establish SCIDC programs.
<u><b>Craft and Visual Arts Recommendations</b></u>  <b>5.7.2.8</b> <b>That industry-standard agreements, regulations, terminology, and definitions be developed by the common forum, where appropriate, and that the Saskatchewan professional commercial gallery association encourage the adoption of professional guidelines and ethical standards for gallery operations.</b>	Action required by sectors.	Focus group within sectors in 2004	Influenced Status legislation
<b>5.7.2.9</b> <b>That the Government of Saskatchewan establish a policy whereby 1% of the provincial contribution towards the construction of any public building or facility is dedicated to the acquisition of Saskatchewan visual art and craft for display in the building or facility.</b>	Action required by Dept. of CYR.		Welcome action by city of Regina.

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<u><b>NEW TECHNOLOGY AND MULTIMEDIA</b></u>  <b>5.8.1.1*</b> <b>That a New Technologies Product Investment Program facilitate the development of business opportunities within the cultural industries.</b>  * recommendation revised	Action required by Dept. of CYR.	New strategies and funds required.  Determine status of Sasktel New Media Fund.	.  Sector development is needed.
<b>5.8.1.2</b> <b>That the cultural industries associations, Government of Saskatchewan, and Saskatchewan Economic Development develop and enact a plan to develop strategic partnerships and business relationships between cultural businesses and those in related areas such as software development and the telecommunications industry.</b>	Action is required from Gov't of Sask. and new media sector.		This means that New Media is invited to develop their own strategy.
<b>5.8.1.3</b> <b>That the cultural industries associations prepare cross-industry market and professional development initiatives.</b>	On going		
<b>New – Primary and secondary learning initiatives</b>	Curriculum project		

