



Canadian Content in a Digital World

Submit feedback

Parliamentarians, cultural sector stakeholders, students or any other group who wish to submit their collective feedback may do so online or by mail by following these guidelines. To facilitate the conversation, we recommend that you follow a series of exercises which will assist you in organizing your thoughts around the discussion.

Remember that this is not the only way to contribute to the discussion. If you are looking to submit input as an individual, you can go directly to the [submission portal](#), you can [share your stories about Canadian culture and creativity](#) and / or you can [share your ideas by video, journal, blog or paper](#).

Please note that your document size should not exceed 2 MB.

Suggested Submission Outline

Event Date:	
Location:	
Organizer:	
Number of Participants:	

Share your event details on our website.

Suggested materials:

- [Consultation paper](#)
- Flip chart, chalk board, white board or just a plain piece of paper
- “Post it” style sticky notes
- Pens, markers or any other writing instruments

Suggested format:

For each of the following sections, a suggested format on how to engage in the subject matter and come to a consensus for input has been developed.

1. Assign a moderator.
2. Have the moderator ask the participants to brainstorm about each question and write their answers on a sticky-note.
3. Have each participant place the sticky-note on the board or paper.
4. Have the members gather around the board or paper and come to an agreement on three responses or statements, in no specific order.

INTRODUCTION

Our government believes in the value of the arts and culture to Canada's society and economy. That's why, in Budget 2016, we invested \$1.9 billion in the arts and culture. We are asking Canadians to work with us to build a new model that reflects a broad consensus - a social contract - of how we support the creation, discovery and export of Canadian content in the digital world. And that's where we need your help.



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TIMES HAVE CHANGED

When was the last time you went to a video store to rent a movie? Do you buy a newspaper or wait to catch the daily news on the radio or tv, or get your news and information online or through social media? Have you ever created or watched a tutorial online? Do you ever hit your monthly mobile data limit because you've streamed one too many songs?

Canadian cultural industries are undergoing important transformations – instead of going to the video store, Canadians now have access to online movie libraries that can be watched at the click of a button. Books can be borrowed from the library without ever leaving the house. As more and more Canadians are downloading their favorite literary classics, others are using the power of the internet to watch live theatre and dance performance the world over. We discover new bands through social media and share playlists with our friends. Every day, creators are inspiring themselves and learning new skills and techniques by viewing videos or exchanging their works with online art communities from around the world. Visual and digital artists can harness the power and potential of virtual reality, which is becoming more and more accessible, to share immersive and genre-bending artistic experiences with audiences like never before. We no longer need to plan our day around catching a radio show at 2:00 p.m. on Sunday afternoon anymore, the podcast can be downloaded and listened to any time we like. Canadians have fully embraced these new ways of creating or consuming Canadian content.

So, this is why our Government needs your ideas on how Canada can seize this ongoing digital shift. It's time to rethink how we support and promote Canadian content — and we need your help! We need to create a system that better aligns with how we consume content and that helps Canadian content creators succeed in a digital, globalized world.

STRENGTHENING CANADIAN CONTENT IN A DIGITAL WORLD

Canadians can be very proud of our country's creative culture. Think of exceptional musicians like Arcade Fire, inspiring authors like Margaret Atwood and Dany Laferrière, award-winning filmmakers like Xavier Dolan, widely popular digital influencers like Lilly Singh (a.k.a *ISuperwomanII*) and outstanding TV series like *Orphan Black* and *Unité 9*. All are expressing their art in a world changed by today's online focus.

It is time to adapt our approaches to how we support culture, and move Canada forward as a hub for

creativity and innovation. We know that diversity and creativity are at the heart of innovation, and are key to having a strong society, a vibrant democracy, and to promoting Canadian cultural content to the world.

In our new approach, we need to:

- 1) Focus on respecting citizen choice and supporting creators in making great, compelling content.
- 2) Reflect and support Canada's incredible diversity in the content that we produce and support the production of news information and local content that is credible and reliable.
- 3) Drive social and economic innovation by forging strong links between creativity economic growth which will benefit the middle class, and social cohesion.



WORK WITH US

We want to hear from you — building a dynamic system that better supports creation, discovery and export of Canadian content in the digital world is not an easy job! Keeping the three key points above in mind, share your thoughts and ideas.

Here are three questions to get the conversation started:

- 1) What does a cultural system that supports creators and respects citizen choice look like to you?
- 2) How can we meet the challenge of promoting Canada's creativity in the digital world, and how can we use content to promote a strong democracy?
- 3) How do we support Canada's artists, content creators and cultural entrepreneurs in order to create a cultural ecosystem in which they thrive and that will benefit the growth of our middle class at home, and help them reach beyond our borders?

Want to learn more before joining the conversation? Read our full [discussion paper](#) here.

Now, you have the floor. Think outside the box! Share your ideas and your vision of Canadian culture in a digital world. Join the conversation. [See how you can.](#)



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Submission Guide

Warm-up

(approximately 30 minutes)

What do you love best about Canadian culture & creativity?

Answer:

What I love best about Canadian culture and creativity is:

a)...Canadians have stories to tell. Unfortunately many artists feel that if you tell Canadian stories the Canadian content is not valid. Many years ago an academic asked, "Is it normal, when I look in the mirror, to see someone else's face.? It is not normal. Why are Canadians trying to hide their national identity, trying to pass off as Americans, dealing with subjects of interest to an American audience. A good example is "Room. It is set in the US Midwest. Until you read the credits you have no idea it is a Canadian film. Or Brooklyn. Why is the story set in New York. Fifty five years ago there was a film called "The luck of Ginger Coffee" based on a book by Brian Moore about an Irish Immigrant trying to "make it" in Montreal. There was no attempt to disguise Montreal as New York or Chicago. It was a Canadian story. Since then the Canadian identity is hidden like a bad secret. So we have a Canadian film industry with Canadian film makers making films that are not identifiably Canadian. A nother good example is Water. It is a very moving, well written film that has absolutely nothing to do with Canada. It is not set in Canada, there are no Canadian characters and Canada is not even mentioned. If we are going to have a viable film industry we should attempt to distinguish our brand. If we are not going to do that, if we are not going to "come out" as Canadians, why are we wasting public funds telling stories about non Canadians in non Canadian locales?

This was a problem 35 years ago when I returned to Canada after studying film production at the University of Southern California and it is more of a problem now. If we are going to move forward no Canadian films should be able to obtain public funding unless it is a clearly Canadian film. The criterion for evaluating Canadian content is a point system where eight out of ten principle staff must be Canadian. Now they are talking about lowering the point system so Canadian writers are not included in the mix. This is a major step backwards, not a step forward. I have spent the last 26 years starving because there is no Canadian feature film industry to speak of. There is something of a tv industry but making Canadian films about Canadians set in Canada is death. I would have been better off joining the priesthood. At least I would know up front I would be taking a vow of poverty. I have spent the past 35 years witing Canadian screenplays about Canadians set in Canada. What a waste of time and effort.. ..

b)...Most of our stories have not yet been told. They should be.....

c).....

1) Focus on respecting citizen choice and supporting creators in making great, compelling content.

(approximately 30-45 minutes)

What does a cultural system that supports creators and respects citizen choice look like to you?

Answer: One of the problems of a government funded film industry is that art, great art, is essentially subversive in that it should challenge the status quo, while government exists to support and pertetuate the



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status quo. Thus stories which present a new view of Canadian history or are not encouraged. Just the opposite. The other problem is that there are the insiders and the outsiders. I have watched, in disgust, as feminist no talents have received funding for their bullshit films (Better than Chocolate) only because the government wanted to give these women a voice. Meanwhile I have received nothing year after year after year. My production manager said in jest just before a submission that "Telefilm can't say no indefinitely." Sadly, they can. Films that deal with Canadian history are ignored. Films that deal with the Canadian experience are ignored.

A cultural system that supports creators and respects citizen choice will:

- a)...Focus on telling Canadian stories.....
- b)...Focus on box office success.....
- c)...Focus on success, not failure. The people making decisions at Telefilm should be flogged for being idiots. Stupidity is nothing to be proud of. Their track record speaks for itself. Canadian producers and film executives seem to have a gift for making films of no commercial or popular appeal.. ..

2) Reflect Canada's incredible diversity in the content that we produce and support the production of news information and local content that is credible and reliable. (approximately 30-45 minutes)

How can we meet the challenge of promoting Canada's creativity in the digital world, and how can we use **Canadian** content to promote a strong democracy?

Answer:

We can promote Canadian creativity in a digital world and use digital content to promote a strong democracy by:

- a).....Telling Canadian stories.....
- b)..... Insist that Canadian films have Canadian content. and are identifiably Canadian.....
- c)..... Shift the focus from trying to make it in the US hinterland to trying to define who we are as Canadians to Canadians. The irony is that the more parochial you are the more universal is the appeal. How else can you explain why Fiddler on the Roof was such a big hit in Japan It was a big hit because the Japanese related to the characters in the story. It was a different culture in a different place, but the characters were all too human. Canadian producers and film executives have no faith in our uniqueness. Our producers are like black sergeants in Africa. When the British officers pulled out with Independence these sergeants became officers and made decisions which were often sheer madness. (Gadaffi, Idi Amin etc). In Hollywood north, where the creative and casting decisions are made in Hollywood,

Canadian producers, given a good script and a realistic budget, can get the film made and do a relatively good job doing it. But the moment you ask them to pick a commercial topic and find a well written script they fall apart. This was a problem 40 years ago, and it is worse now.

3) Drive social and economic innovation by forging strong links between creativity economic growth, and social resilience. (approximately 30-45 minutes)



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How do we support Canada's artists, content creators and cultural entrepreneurs in order to create a cultural ecosystem in which they thrive and that will benefit the growth of our middle class at home, and help them reach beyond our borders?

Answer:

We can support Canadian creators and entrepreneurs and help them reach beyond our border by:

- a)...Training.....
- b)...Funding.....
- c)...Mentoring.....

Thank you for taking the time to participate in this consultation activity and contributing to help identify the tools and policy levers that will guide the work of the Department of Canadian Heritage to foster a leading, resilient and innovative cultural sector.

Please do not forget to submit your results via the online portal at <http://www.CanadianContentConsultations.ca>