



November 10, 2016

The Honourable Mélanie Joly, P.C., M.P.
Minister of Canadian Heritage
House of Commons
Ottawa, ON K1A 0A6
Sent by email to: Melanie.Joly@parl.gc.ca

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John Gill

Dear Minister:

Thank you for the invitation to the "Canadian Content in a Digital World Consultations" in Edmonton.

Thank you also for making time to talk with me about the need for training in Canada's screen-based industries.

The National Screen Institute – Canada (NSI) has been involved in this kind of training for 30 years and increasingly our focus is shifting to digital storytelling.

Despite Canada's numerous success stories, we see an increasing demand for skills development in order for our creators, both emerging and established, to compete in a global environment. This is particularly true when one considers the Indigenous community and other diverse communities whose voices have not been heard in sufficient numbers to date.

I firmly believe that whatever the final strategy that emerges from these consultations, the coordination of funding, promotion and training will be critical to its long-term success.

I hope that the case for training (or R&D if you prefer) is being made in other meetings. I also hope that consideration will be given to the Federal Government playing a more substantial role in supporting the on-going discovery and development of Canada's future content creators.

Kind regards,

John Gill
Chief Executive Officer
National Screen Institute - Canada

cc. NSI Board of Directors