

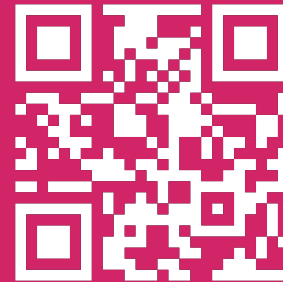
The Creative Context for 2024

Prem Gill, CEO, Creative BC

Territorial Recognition

Our offices are situated on the unceded traditional territories of Coast Salish people, including the x^wməθk^wəyəm (Musqueam), Sk̓wx̓wú7mesh (Squamish), and səlilwətał (Tsleil-Waututh) Nations.

On behalf of the province's creative industries, Creative BC gratefully acknowledges the 200,000 Indigenous people living in British Columbia, including First Nations, Inuit, and Métis. The sector works across unceded homelands of 34 First Nations language and cultural groups with close to 60 dialects, representing over 200 distinct First Nations in B.C.



FIRST PEOPLES CULTURAL COUNCIL
Learn more through the
First Peoples' Map of BC



INDIGENOUS SCREEN OFFICE PROTOCOLS
Resources and practices for
working with Indigenous peoples,
stories, and communities.

About Creative BC

Creative BC is an independent society created and supported by the Province to sustain and help grow British Columbia's creative industries: motion picture, interactive and digital media, music and sound recording, and magazine and book publishing. The society delivers a wide range of programs and services with a mandate to expand B.C.'s creative economy.



**British Columbia's creative sector consists of five industries,
and one segment that contributes to all**



**Book
Publishing**



**Interactive +
Digital Media**



**Magazine
Publishing**



**Motion
Picture**



**Music +
Sound Recording**



**Multi-Creative
Industry Services**

British Columbia is an Innovator and a Keystone in Canada's Creative Economy

\$6.8B

Total GDP in B.C. in 2022

89,397 Jobs

up to 137,261 people when freelancers are counted
(Jobs Source: CIERA 2022, People Source: Creative BC estimates)

21%

of Canada's Creative Economy GDP contributions
come from BC (Source: CIERA™ 2022)



Source: CIERA™ 2022

Creative Industries Economic Results Assessment

Based on Statistics Canada actuals for 2021, statisticians' estimates for 2022



B.C. Economic Impacts

By Industry

		Total B.C. GDP	Total Jobs
	Book Publishing	\$74M	679
	Interactive + Digital Media	\$1.9B	19,716
	Magazine Publishing	\$151M	1,286
	Motion Picture	\$3.3B	47,501
	Music + Sound Recording	\$341M	6,709
	Multi-Creative Industry Services	\$1B	13,507
Total		\$6.8B	89,397

Source: CIERA™ 2022

Creative Industries Economic Results Assessment

Based on Statistics Canada actuals for 2021, statisticians' estimates for 2022

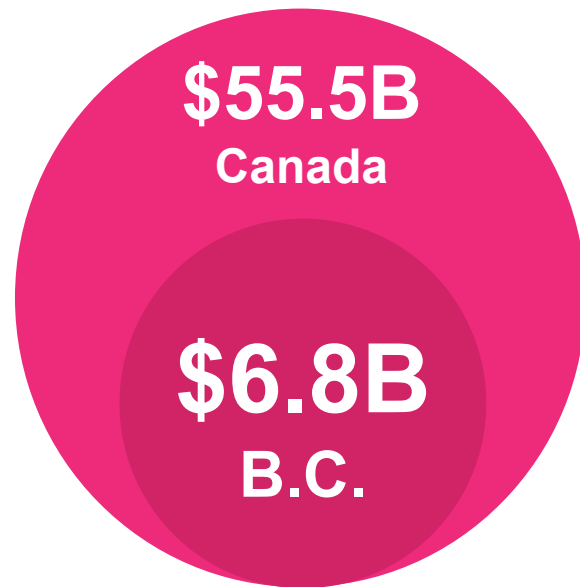


The Creative Industries in Canada

Source: CIERA™ 2022

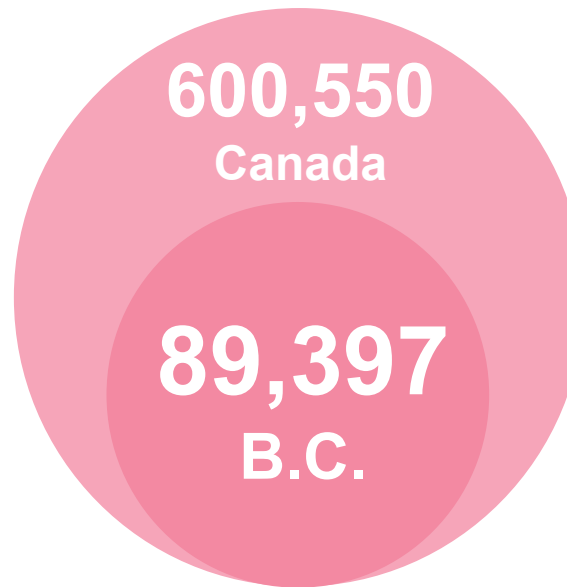
Creative Industries Economic Results Assessment

Based on Statistics Canada actuals for 2021, statisticians' estimates for 2022



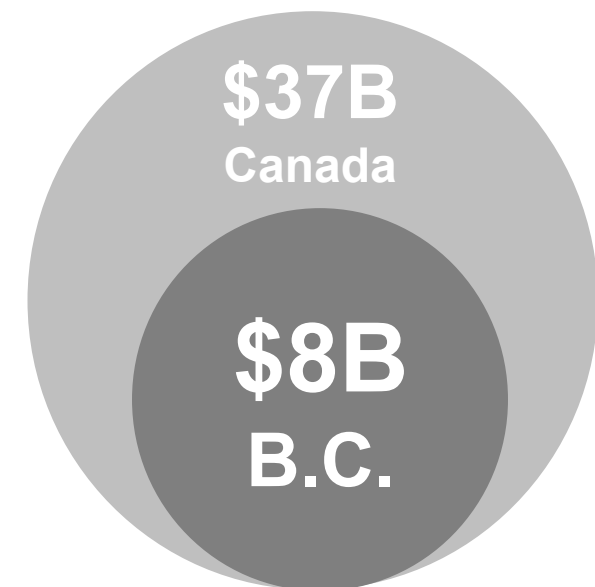
Total GDP*

12% of Sector's Total GDP
contribution in Canada



Total Jobs

15% of Sector's Total Jobs
in Canada



Direct Output**

22% of Sector's Direct Output in
Canada—foreign production spending on
B.C. supplies and services

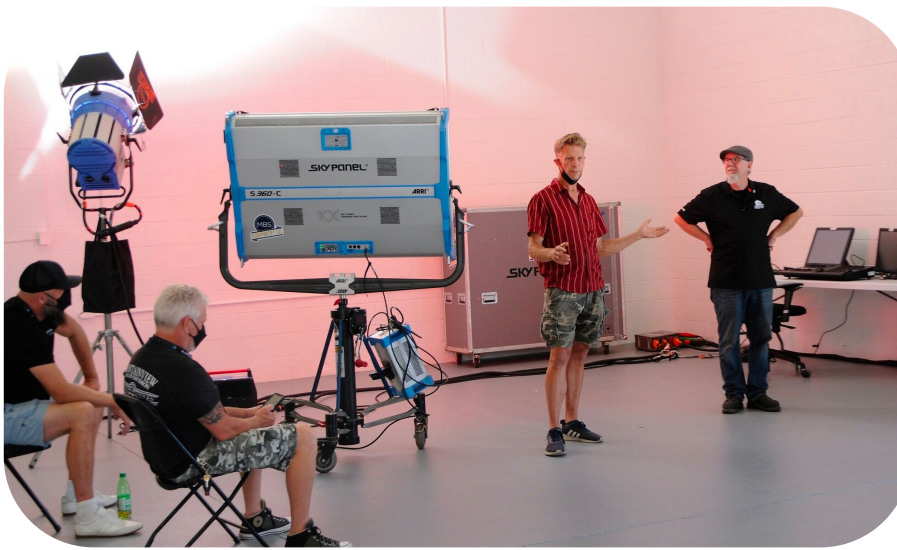
*includes labour and profit

**includes labour, profit, supply & service spend

How Creative BC Services the Creative Industries



Highlights from the Creative Sector



1400+ Crew
Trained to
Date in
Sustainable
Production



\$42M funding for
the creative
sector through
2027



National adoption of CIERA™, Creative
BC's proprietary economic
measurement tool using
Statistics Canada data.



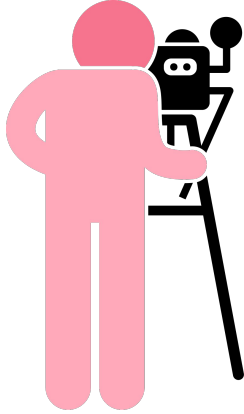
Greater access
through equity
stream grant and
mentorship programs.



Economic Impacts Creative Sector Ecosystem

8

Regional Film
Commissions



150+

Domestic Producers



11

Virtual Production Services

32

Virtual
Reality/Augmented
Reality Studios



130+

Music Venues +
Rehearsal Space



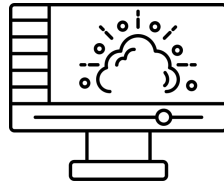
2.8M ft²

Stage Space



50+

Visual Effects Studios



32

Independent Book
Publishers



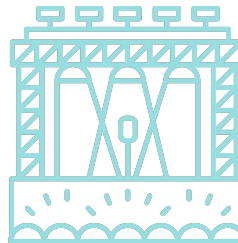
27

Stages + Studio
Facilities



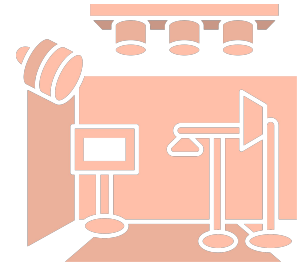
100+

Recording
Studios



39+

Post Production
Studios



Initiatives



Canada's Motion Picture Climate Action Catalyst



National Reel Green™ Committee

Collaborative group of 30+ organizations across Canada working toward sustainable production goals.



Crew training

Climate & Sustainable Production Training
- 1400+ people trained since 2018.



REEL Earth Day Challenge

\$373K raised to support the conservation work in 20 Metro Vancouver Regional Parks with 559 industry sponsors and donors.



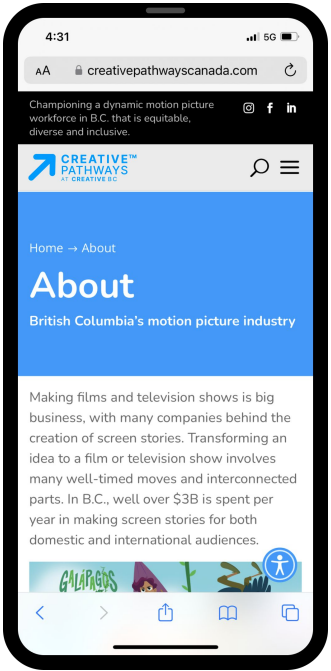
Studio Engagement

Sony Entertainment, Amazon Studios, Netflix signed on with Reel Green™.



Job-Seeker Focused Platform

A platform to champion a dynamic motion picture workforce in B.C. that is equitable, diverse, and inclusive. Launched 2021.



Connecting employers to underrepresented groups



Connect people to a network of relationships





Connecting employers to underrepresented groups

Motion picture production services to attract diverse applicants to paid work opportunities on a film set.



Industry-Focused Resource

To increase cultural competence and inclusive practices within the motion picture industry's businesses and systems.

Targeted Programs

The **Rogers Indigenous Film Fund Program** is a partnership funded by the Rogers Group of Funds to support Indigenous filmmakers in B.C. Other programs through provincial funding include the **Equity + Emerging Development Program** through the Domestic Motion Picture Fund, and top-ups provided to **TELUS STORYHIVE** recipients for targeted editions.

Tax Credits Policy Objectives



Positioning B.C. companies to compete to win

Establishing B.C. as an **international** content production centre



Encouraging co-productions, co-ventures & **partnerships** with B.C. companies

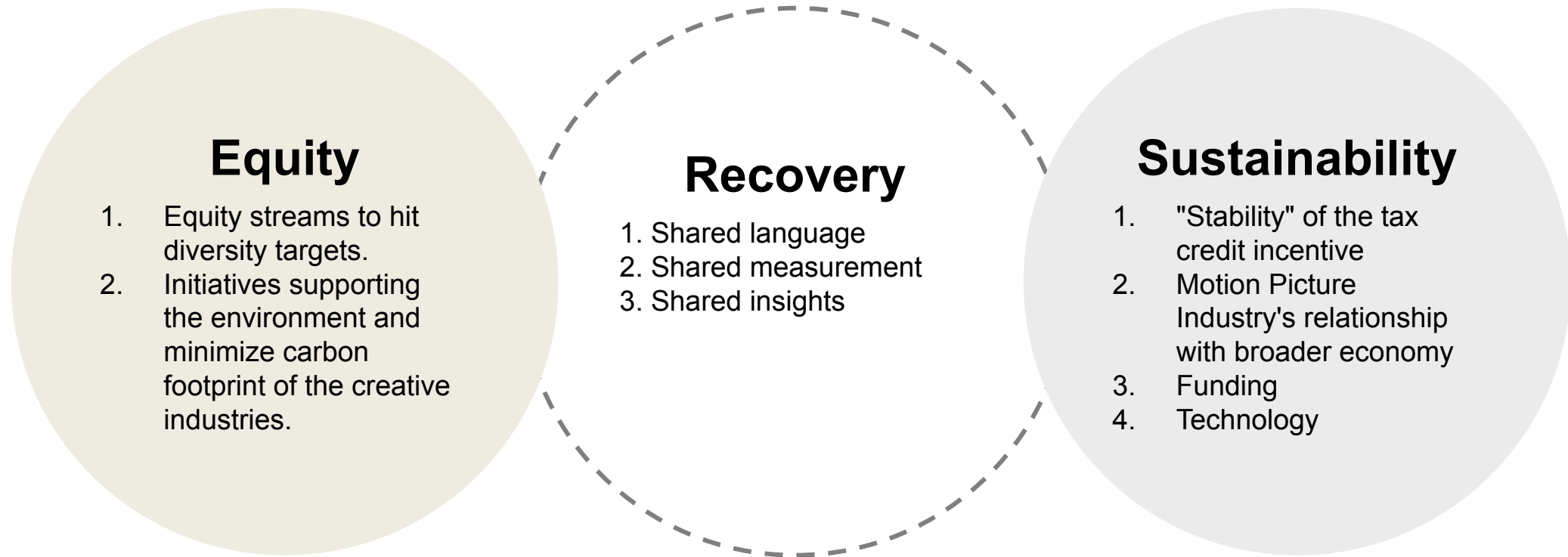
Attract **companies** to set up in B.C.

Attraction of film, television, animation and visual effects **productions** to B.C.



Outlook

The intersection of technology, equity, and the environment is at the forefront, shaping the trajectory of the creative landscape as it advocates for new opportunities and strives for sustainability.





BRITISH
COLUMBIA

creativebc.com

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