

JANZEN & ASSOCIATES

“Committed to the Cultural Sector”



46216 Greenwood Drive
Chilliwack, B.C.
V2R 4C8
Phone: (604) 824-6663
Fax: (604) 824-6623
Email: dianejanzen@telus.net

COMPANY PROFILE AND CURRICULUM VITAE

Diane Janzen has 20 years experience in the cultural industries, arts and heritage sector. Ms. Janzen began her career in Winnipeg working for Manitoba Culture, Heritage and Recreation where she worked on The Canada-Manitoba Subsidiary Agreement on Communications and Cultural Enterprises which was a \$21 million federal-provincial agreement dedicated to the development of the cultural industries and communications sectors in Manitoba. In 1984/85 she was hired by the Federal Department of Communications (now called Canadian Heritage) as a Cultural Development Officer and later Regional Manager for the Alberta Region in Cultural Affairs and Broadcasting. During her 10 year career with the department, Ms. Janzen was significantly involved in the development of the film and television industries in Manitoba, Saskatchewan and Alberta. Specifically, she was involved in the following:

- The establishment of Manitoba Film and Sound through a federal-provincial agreement including establishing the legal framework, developing the policies and programming framework, developing the operating framework and financial systems and sitting as a member of the Management Committee overseeing this federal-provincial initiative.
- The establishment of SaskFilm, Saskatchewan's film and television agency sitting as one of the founding board members, establishing the programs, policies and operations of SaskFilm.
- Overseeing the development, negotiation and implementation of the Canada-Alberta Partnership Agreement on the Cultural Industries which established Canada's first business development and financing program for the development of film companies and infrastructure. Later Ms. Janzen worked on a second agreement which worked with non-profit organizations to deliver programming to the sector.
- Ongoing work on federal policies related to film and television development in Canada.

In December of 1996, Diane Janzen founded Janzen & Associates after a 12- year career in cultural and economic development with the federal Departments of Communications, Canadian Heritage and Western Economic Diversification. Bringing strong skills in the cultural industries, heritage and arts sector coupled with an in-depth knowledge of government operations and advocacy, Janzen & Associates was formed with a mission to serve the cultural sector. Diane Janzen brings more than 18 years of experience in the cultural sector and a strong commitment to providing “consulting services with a difference.” Janzen & Associates provides services to the full breadth of the cultural sector including governments at all levels, film and cultural industries organizations and agencies, arts and cultural service organizations and councils, art galleries and museums, dance companies, symphonies and orchestras, festivals and theatres. In particular Janzen & Associates provides the following services to the cultural sector:

- Strategic and Master Planning
- Business Planning (vision, mission, program plans, organizational plans, communication and marketing plans, financial plans and implementation plans)
- Program and policy development
- Research
- Project Management
- Government Advocacy
- On-the-Ground Implementation
- Public Consultation
- Preparation of submissions to governments (CRTC interventions)

Since 1996, Diane Janzen and Janzen & Associates has provided services to a myriad of clients in the cultural industries, arts, heritage and broadcasting sectors. The following are examples of work completed in the cultural industries sector:

Association of Provincial Film Funding Agencies’ Response to the Federal Government’s Canadian Content Revisions (October, 2002) involved the development of a position paper responding to the Federal Department of Canadian Heritage’s Canadian Content Review and the compilation of national statistics on the role of provincial film funding agencies in the growth and development of the Canadian film, video, television and media industries. This national initiative involved working with 11 different agencies from across Canada with vastly varying sizes and developmental industry levels.

Manitoba Film and Sound Strategic Action Plan involved the development of a provincial investment strategy for Manitoba Film and Sound, which is the Province of Manitoba’s film and sound recording development agency. Elements of the work included a profile of the success of the provincial film and sound recording industries, the development of a 4-pronged strategy for future development and growth, the development of a benefits rationale in terms of economic development, job creation and cultural development and a resourcing strategy. August, 2000.

Manitoba Music & Motion Picture Industries: Joint Marketing & Business Development Initiative was undertaken for the Manitoba Motion

Picture Industries Association and the Manitoba Audio Recording Industries Association, the film and sound recording industry service organizations representing these provincial industries. This project involved the development of a joint marketing and business development proposal to the federal Department of Western Economic Diversification, seeking support for a \$2M overarching industry initiative involving national and international market development, corporate and professional development initiatives, and research and evaluation initiatives. Elements of the proposal included industry profiles, a delineation of industry challenges and a rationale for action, proposal elements, results and the budget. The proposal was successful in raising more than \$2M in revenue including \$1.3M in funding from Western Economic Diversification. August, 2000.

CRTC Intervention for The Alberta Motion Picture Industry Association: Canwest Global Purchase of Western International Communications Assets in Alberta - Janzen & Associates developed an CRTC intervention strategy for The Alberta Motion Picture Industries Association which would maximize benefits to the Alberta film production community of the Canwest purchase of WIC assets in Alberta. Elements of the work included CRTC submission reviews, background research, strategy development, development of intervention documents, and representation at the CRTC hearings in Vancouver.

CRTC Intervention for The Alberta Motion Picture Industry Association: Canadian Broadcasting Corporation National Licence Renewal Janzen & Associates developed an CRTC intervention strategy for The Alberta Motion Picture Industries Association which addressed in particular the important regional role of the CBC in Alberta. Of particular importance was the declining regional role and the intervention articulated the need for a more enhanced and committed role for the CBC in the regional context. Elements of the work included CRTC submission reviews, background research, strategy development, development of intervention documents, and representation at the CRTC hearings in Ottawa..

A Watchful Eye: Alberta Broadcasting Review: (1999) This three-pronged report for The Alberta Motion Picture Industry Association (AMPIA) involved a detailed analysis of all Alberta broadcasters (private, public (CBC), traditional, pay, specialty channels) and their CRTC promises of performance. It went on to provide a "Report Card" of how each broadcaster had performed in meeting their commitments to the local independent film industry. This report is currently being utilized by AMPIA in its CRTC interventions and in developing more advantageous relationships with Alberta broadcasters. Ms. Janzen went on to develop and present an AMPIA public intervention at the national CBC licence renewal hearings in Ottawa..

Alberta Cultural Industries Strategy Review (1996). Janzen & Associates provided strategic advice to The Alberta Cultural Industries Association who were negotiating a strategic alliance with the Federal Department of Canadian Heritage for the development of film development fund.

Telus Development Fund (Completed) (1997-98) Working with The Board of Directors of The Alberta Cultural Industries Association and Telus representatives,

Ms. Janzen provided program guidelines including criteria and financial participation rules for this new film development fund which was established as a result of Telus' CRTC Promises of Performance for its multi-media trials in Edmonton and Calgary.

Diane Janzen

WORK EXPERIENCE

1996 - Present **Janzen & Associates, President**

- Provides business planning, strategic planning, organizational development, financial management, government advocacy for the full spectrum of the cultural sector – cultural industries, arts and heritage. (See attached Company Profile)
- Has provided management consulting services to 33 clients since 1995 ranging from governments to service organizations and private companies.

1993 – 1996 **Department of Canadian Heritage,** Edmonton, AB

Regional Manager, Alberta Region

- Managed delivery of federal cultural programs in the Alberta Region totaling \$18M annually, including assessment, client relations, financial analysis, contract management and monitoring.
- Developed, negotiated and managed \$8.44M federal *Partnership Agreement* with the Province of Alberta; prepared Treasury Board submissions; served as Federal Co-chair. Agreement included cultural tourism, new media, cultural sustainability and management components.
- Served as Alberta lead for government-wide Program Review in my departmental sector and implemented programming changes or downsizing in the Region.
- Managed internal restructuring for cultural division in the context of the Regional management team. Integrated the operations of the old Department of Communications into the new Department of Canadian Heritage.
- Managed staff and operating budgets.
- Regional lead for policy development in communications and cultural sector.
- Departmental lead for special projects in the Region.

1992 – 1993 **Western Economic Diversification** Edmonton, AB

Senior Policy Analyst

- Developed Performance Measurement System to assess the impact and success of the WD programs.
- Involved in team context in the development of an economic

- strategy to attract pharmaceutical business to western Canada.
- Policy development for issues such as intellectual property.

1990 – 1993 **Department of Communications**
Edmonton, AB

Provincial Manager, Alberta District

Responsible for the establishment of cultural operations in Alberta for the Department newly set up in 1990.

- Managed delivery of federal programs for the department in the Province of Alberta.
- Managed staff and operational budgets.
- Developed, negotiated and managed \$7M *Federal-Provincial Partnership Agreement with the Province of Alberta*.
- Responsible for policy development for input to national policy development.

1984 – 1990 **Department of Communications** Winnipeg, MB

Development Officer

Assessed applications for funding for departmental cultural programs, negotiated contracts, monitored funds and ongoing client relations.

- Served as project officer on the negotiation, development and delivery of the \$21M *Canada-Manitoba Subsidiary Agreement on Communications and Cultural Enterprises* under the ERDA system.
- Served on Saskfilm Board of Directors as departmental liaison and was involved in the early negotiating stages of the *Canada-Saskatchewan Agreement on Culture* before transferring to Edmonton.

1983 – 1984 **Manitoba Culture, Heritage and Recreation**
Winnipeg, MB

Policy Analyst

- Policy development, research and community consultation on provincial cultural policy.
- Involved in research for negotiations with the federal government for the *Canada-Manitoba Subsidiary Agreement on Communications and Cultural Enterprises*.

EDUCATION

1983 University of Winnipeg
Winnipeg, MB

Bachelor of Arts (Honours)

- Major in History and Sociology
- Additional courses in Financial Management, Economics and Computer Sciences