

**SASKATCHEWAN MOTION PICTURE ASSOCIATION  
REPORT ON THE SECTOR PARTNERSHIP  
WORKFORCE DEVELOPMENT INITIATIVE**

**EXECUTIVE SUMMARY**

Saskatchewan's film and video industry is the most rapidly-growing sector of the province's cultural industries. Film and video production activity in 1998 reached \$54 million, a 1,000% increase from 1992's \$5 million. With the introduction of the Saskatchewan Film Employment Tax Credit (SFETC), effective January 1, 1998, the industry is expected to grow to \$90 million in the 2000 production year.

Four projects were carried out under the Sector Partnership Workforce Development Initiative to facilitate the further development of a strong Saskatchewan workforce. The Women in Leadership and Management Roles and Aboriginal Skills Training and Employment projects are helping ensure that the industry's labour force is representative of the diversity of Saskatchewan people. The Priority Rating of Film and Video Occupations and the Skills Database projects are providing clarity to training and program development and ensuring that training money and programs are targeted, relevant and effective.

Women were identified as significantly under represented in leadership roles in the industry. A consultation committee of women who are recognized leaders in the film industry and a phone survey of women wanting to advance in the industry provided information on the types of skills women need to succeed in the industry. The main needs were identified as time and stress management; entrepreneurial skills; leadership, team work and interpersonal skills; an understanding of the overall process of creating and producing a project. A series of six workshops was designed to meet these needs. SMPIA plans to deliver the workshops in the winter of 1999-2000.

The Aboriginal Motion Picture Arts Symposium was SMPIA's first step in the development of a strategy for training and employment of Aboriginal people. The process was guided by a project team comprised of members of the existing Aboriginal film and video community as well as project partners. The symposium was held in Saskatoon on February 19 and 20, 1999. Approximately 70 people participated.

The barriers to training and employment in the industry faced by Aboriginal people were identified as inaccessibility of northern and rural communities; non-Aboriginal people's unfamiliarity of working with Aboriginal people; lack of 'bridges' between training organizations and the Aboriginal community; Aboriginal people's lack of disposable income to pay for courses; lack of awareness of the opportunities currently existing in Saskatchewan.

The participants made recommendations for facilitating future training and employment for Aboriginal people in the film industry. There was a strong interest in further symposia to cover general topics and specific job skills. Northern locations need to be considered for future gatherings. An Aboriginal Training coordinator should continue to be employed to raise awareness and develop work and training opportunities. Many participants stated that they have to learn much more about the business of developing and producing a film or television project, and this is often best done by mentoring with an established Saskatchewan Producer. This need was shared with the Careers 2000 Steering Committee. The result is that the Saskatchewan Film Producers Association has offered to provide a mentorship for an aspiring Aboriginal filmmaker.

The objectives of the priority survey were to determine the training needs for the film, television and new media industry. The results of the survey indicate that 246 new jobs will be created in film, television and new media within a year. Of these 207 jobs will be in film and television and 39 jobs will be in new media. The total number of people that need to be trained was estimated to be 364. This includes 194 people that need training for entry level jobs and 168 experienced people that need training that will help them upgrade to work in a higher position. The results indicate a significant need for training across a wide area of job categories. Job Start/Future Skills is putting significant funding into training but most is targeted for entry level jobs. A strategy must be developed to support the more complex task of providing experienced Saskatchewan crew members with the training and experience they need to advance into the key roles in each department.

A skills database was developed to list individuals working or wanting to work in Saskatchewan's film and video industry. The searchable data base will make listings easily accessible for people from production companies and other agencies inquiring about Saskatchewan personnel. Data will be available as printed material, on disc and on the SMPPIA web site. The following information can be tracked in the database:

- Job Start/Future Skills training history including contract numbers
- Training history associated with the SFETC
- Other training history (workshops, mentorships, etc.)
- Job, Department and employer history
- Production credit history
- Projected training requirements
- Gender and self identification as an Aboriginal person

The Database will be maintained by SMPPIA and Careers 2000 staff.

The work started by the Sector Partnership Workforce Development Initiative will be continued by CAREERS 2000, an innovative initiative to support the rapid growth of Saskatchewan's film, television and new media industry. CAREERS 2000 was created by a partnership of SMPPIA, the Saskatchewan Film Producers Association, IATSE 295, IATSE 300, the Directors Guild of Canada, SIAST and HRDC.

CAREERS 2000 will:

- Provide one stop career path guidance.
- Facilitate effective training by working with the industry and organizations involved with training to coordinate, develop and refine training strategies that will most effectively meet the needs of the industry and trainees.
- Maintain a skills inventory database of Saskatchewan production personnel that will help employers find the skilled people they require.
- Provide forecasts of priorities for current and future training and recruitment.
- Facilitate career development for women and Aboriginal people.
- Develop, in cooperation with unions, guilds, producers, training institutions and funding agencies, educational materials and workshops on various aspects of working in the industry.
- Facilitate effective training strategies for specific film projects.