

***BC'S SCREEN-BASED MEDIA SECTORS***  
***COLLABORATE TO ATTRACT, DEVELOP & RETAIN***  
***HIGH-PERFORMING, TALENTED AND ENGAGED PEOPLE (December 8, 2010)***

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**A Proposed British Columbia Screen-based Media Industry Human Resource Strategy**

Over the last year, a committee comprised of representatives of Film & TV, Animation and Visual Effects, and Video Games sectors in British Columbia have been investigating workforce issues and needs in the Screen-Based Media Industry. We are now pleased to announce that we have completed a proposed Human Resource Strategy that we intend to consult with you on in early 2011.

With the support of the BC Ministry Regional Economic and Skills Development, the BC Screen-Based Media Industry Human Resource Committee, first undertook research to understand current and future workforce skill gaps in the three sectors. Over the last three months, using the research as a foundation, we have been working on an industry strategy to address our collective human resource challenges.

One of the key reasons for our combined success in this industry is the depth and breadth of our talent. To continue to thrive in a very competitive industry, we must ensure that we have an adequate supply of talent to meet the demands of current and predicted growth. This human resource strategy is intended to set a course of action to address the critical challenges we all face together.

The vision of the proposed HR Strategy is supporting the industry as “a worldwide leader in high value, screen-based entertainment.”

In early 2011 we will be inviting key stakeholders to participate in roundtable meetings so that feedback can be provided on the strategy, and to seek input on and support for making the HR Strategy a reality. We are excited that the three sectors have worked together on this initiative, and we look forward to sharing the results.

Attached for your information are backgrounders on the BC Screen-Based Media Industry Human Resource Committee, and on the proposed Human Resource Strategy.

**For further details, please contact:**

Richard Brownsey, President & CEO, BC Film at 604.736.7997 (x107) or at [rbrownsey@bcfilm.bc.ca](mailto:rbrownsey@bcfilm.bc.ca).

or

Kerry Jothen, Chair, BC Screen-Based Media Industry Human Resources Committee (and CEO, Human Capital Strategies) at 250.213.9231 or at [kjothen@humancapitalstrategies.ca](mailto:kjothen@humancapitalstrategies.ca).

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**BACKGROUNDER 1**  
***BC SCREEN-BASED MEDIA INDUSTRY HUMAN RESOURCE***  
***COMMITTEE***

**Terms of Reference & Mandate**

The goals of the Committee are:

1. Developing a comprehensive HR Strategy for BC's screen-based media industry;
2. Ensuring that the industry has a sufficient supply of skilled workers as required by employers;
3. Creating a broader industry partnership including industry workers, employers, unions, guilds, associations, educators and training providers, and government agencies; and,
4. Fostering diversity in workforce.

The Committee's work is being done in four phases:

1. Research and analysis (completed);
2. Strategy development (completed);
3. Consultation and Implementation planning; and,
4. Implementation.

**Committee Members**

Richard Brownsey, President & CEO, British Columbia Film

Howard Donaldson, Vice President Studio Operations, Disney Interactive Studios Canada

Warren Franklin, Chief Executive Officer, Rainmaker Entertainment

Crawford Hawkins, Executive Director, Directors Guild of Canada, BC District

Michelle Grady, General Manager, The Moving Picture Company

Marcus Handman, Business Agent, IATSE Local 669

Kerry Jochen, Committee Chair, CEO Human Capital Strategies

Dusty Kelly, Executive Board Member, IATSE Local 891

Peter Leitch, Chair BC Motion Picture Industry Association, and President North Shore Studios

Daryl Litke, Chief Steward, ACFC West, Local 2020 CEP

Julia Neville, International Representative, IATSE

Liz Shorten, Managing Vice President Operations & Member Services, Canadian Media Production Association – BC Chapter

Carol Whiteman, President & CEO, Creative Women Workshops Association

Tracey Wood, Vice President Canadian Affiliates, Alliance of Motion Picture and Television Producers

## **BACKGROUNDER 2**

# **SCREEN-BASED MEDIA INDUSTRY HUMAN RESOURCE STRATEGY**

The screen-based media industry in BC faces a number of human resource challenges in order to ensure it has an adequate supply of skilled and talented workers in the industry. These challenges include the following:

- Labour and skill shortages currently exist in critical positions;
- More experienced talent is required in many roles;
- Technology advances are significantly changing the nature of work;
- Available training and education needs to keep pace with industry needs;
- Minimal succession plans are in place to transfer key Industry knowledge;
- Lack of formal career paths and development plans;
- Employee retention is at risk;
- Many employers are small and need support; and,
- Immigration policy is not meeting the needs of all sectors of the industry.

To address the challenges, the Committee has identified a vision, mission, six key goals and key strategies to pursue in a multi-year Human Resource Strategy.

**Vision:** BC Screen Based Media is a worldwide leader in high value visual entertainment with superior talent.

**Mission:** To attract, develop, and retain high performing, talented, and engaged people.

### **Goals/Year 1 Priority Strategies:**

1. Identify and implement new or existing mechanisms to lead the human resource strategy.
  - i. Establish an industry sector body under BC Film
2. Plan for long-term workforce needs.
  - i. Improve Labour Market Information (LMI) to enable workforce planning
  - ii. Undertake transition planning for workers in Film & TV impacted by technology changes
3. Attract and recruit the best talent.
  - i. Develop and market an employment brand for the BC industry
  - ii. Implement new attraction and recruitment strategies
  - iii. Enhance immigration policy for Video Games and Animation/Visual Effects
4. Enhance current and develop new learning programs.
  - i. Revamp existing learning programs
  - ii. Create new learning programs
  - iii. Re-skill workers in Film & TV impacted by technology change
5. Develop and promote career paths and enable career development.
  - i. Communicate & promote career path information
6. Strengthen leadership capacity.
  - i. Implement leadership & management training, mentoring and coaching