

2022/23

Impact Report



The Creative Sector in British Columbia



Book
Publishing



Interactive
Digital Media



Magazine
Publishing



Motion
Picture



Music +
Sound Recording

We embrace our crucial role as an economic development organization to prioritize, empower, and celebrate the creative sector's First Nations, Inuit, and Métis storytellers.

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.

Contents

5

B.C.'s Creative Sector
Our annual profile featuring highlights, insights, and an outlook for each of B.C.'s creative industries.

6

CIERA™ 2022
The Creative Industries Economic Results Assessment Measurements for Total GDP, Total Jobs, and Direct Output.

22

Our Sector Investments
Recipient results from 23 programs that supported domestic IP creation and B.C.'s creative ecosystem across all five industries.

31

Our Motion Picture Tax Credit Administration
See reports on incentives that drive the success of B.C.'s motion picture industry.

32

Our BC Film Commission Services
Sustaining and growing film in B.C. with industry, community, and production services.

37

Strategy
Tying our activities back to Creative BC's strategic pillars by measuring organizational inputs and the creative sector's outputs.



VIFF Centre Andrew Latreille



100 Collective Live Gabriel Martins



Fresh Tracks Buffalo Buffalo

Governance + Partnerships

Leadership.
Collaboration.
Investment.

2022/23

Board of Directors

CHAIR

Jesse Finkelstein

VICE CHAIR + SECRETARY-TREASURER

Louise Clark

MEMBERS

Rob Bromley
Jeevyn Dhaliwal
Michelle Grady

Shirley Lew
Matt O'Grady
Kesi Smyth

Jamie Sterritt
Bill Tam
Kate Wattie

For the current and most up to date
Board of Directors, visit the Creative BC website
creativebc.com/staff-and-board

Thank you to our core funders

Ministry of Tourism, Arts, Culture and Sport



Investors

Thank you for your partnership in 2022/23

Funding Programs: Rogers Group of Funds, BC Arts Council, Canadian Media Producers Association-BC Producers Branch (CMPA-BC), City of Vancouver, Province of British Columbia.

Creative Pathways™ Initiative: Warner Bros. Discovery Access Canada, Ministry of Post-Secondary Education and Future Skills, Motion Picture Production Industry Association (Screen BC), Association of Canadian Film Craftspeople Local 2020 Unifor (ACFC West), Black Screen Office, Canadian Media Producers Association-BC Producers Branch (CMPA-BC), Directors Guild of Canada, B.C. District Council (DGC BC), Elevate Inclusion Strategies, International Cinematographer's Guild (ICG 669), International Alliance of Theatrical Stage Employees, Moving Picture Technicians, Artists and Allied Crafts of the United States, Its Territories and Canada (IATSE 891), Indigenous Screen Office, Martini Film Studios, Motion Picture Association Canada (MPA Canada), Teamsters Local 155, Union of British Columbia Performers (UBCP/ACTRA), Vancouver Asian Film Festival, and Vancouver Post Alliance.

Reel Green™ Initiative: Amazon Studios Canada, ACFC West, Bridge Studios, CMPA-BC, DGC BC, Eagle Creek Studios, Earth Angel, Entertainment Partners Canada (EP Canada), ICG 669, International Alliance of Theatrical Stage Employees, IATSE 891, Martini Film Studios, MBS Equipment Company (MBSE), MPA Canada, NBC Universal, Netflix, North Shore Studios, Sony Pictures Entertainment, Screen BC, Sunbelt Rentals, Teamsters Local 155, Thunderbird, UBCP/ACTRA, Vancouver Film Studios, William F. White International Inc.

The Creative Industries We Serve

British Columbia's creative sector includes five industries that generate original content and compelling stories across a range of formats: motion picture, interactive digital media, music and sound recording, magazines, and book publishing.

Together, these industries contribute to the province's economy by producing both continuous and interactive narratives that engage audiences both locally and globally. Revenue is driven by strong audience affinity, advertising, and the international sale and distribution of their creative storytelling products designed for broad consumption. Creators, their projects, and companies are supported by a network of local, specialized supply and service businesses. Alongside industry associations, festivals, and events, this ecosystem brings economy and culture together — supporting jobs, fostering community, and driving innovation that projects British Columbia's distinctive point of view to the world.

creativebc.com/sector



Little Bookshop



"Meet you at the Light" Music Video for Desiree Dawson and Directed by Alexander Farah

2022 Creative Sector Economic Impacts in B.C.

Source: CIERA™ the Creative Industries Economic Results Assessment tool

CIERA™ is Creative BC's proprietary tool that uses Statistics Canada data to produce annual economic impact estimates, by calendar year, for the province's creative sector, comprising five storytelling industries. These industries produce original creative content for commercial sale, mass production, and global distribution. Access CIERA™ detailed methodology, comprehensive annual tables, and related information on the Creative BC website.

Total B.C. GDP

The sector's Direct GDP was \$4.4B, 1.1% of B.C.'s \$399.8B* overall economy. It contributed more than several traditional service and resource-based industries such as: agriculture, forestry, fishing, and hunting; or accommodation and food services.

*Source: www150.statcan.gc.ca/n1/en/catalogue/3610040201

\$6.8B

137,261

People Working

Including Freelancers

89,397

Jobs

When traditionally measured by Statistics Canada

7%

Compound Annual Growth

CAGR outpacing B.C.'s overall economy, which grew at 1.06% during the same period, 2012-2022.

\$8B

Direct Output

Including labour, profit, supply and service spending.

Bringing public datasets into our story
creativebc.com/ciera

Based on Statistics Canada 2021
*Statistics Canada adjustments to base data annually mean published figures for any fiscal year may change retroactively.

Regional Value: Creative Industries Across B.C.'s Regions

CIERA™ 2022

14%

of the creative sector
Direct GDP flows beyond the
Lower Mainland Southwest

\$329.54M

Proportion of Regional GDP by Industry







- Books 35%**
- IDM (Video Games) 6%**
- Magazines 28%**
- Motion Picture 14%**
- Music 43%**
- Multi-Creative 13%**

Regional Film Commissions play a vital role in supporting local production, promoting regional locations, and connecting industry with community expertise across B.C.

- Cariboo Chilcotin Coast Film Commission
- Columbia Shuswap Film Commission
- Kootenay Film Commission
- Northern British Columbia Film Commission
- Okanagan Film Commission
- Thompson-Nicola Film Commission
- Vancouver Island North Film Commission
- Vancouver Island South Film & Media Commission



Creative Industries Economic Results Assessment Impacts

By Industry	Total Jobs FTEs*	Est. People incl. Freelancers	Total GDP	Direct Output
 Book Publishing	679	3,288	\$74M	\$80M
 Interactive Digital Media**	19,716	N/A	\$1.9B	\$1.9B
 Magazine Publishing	1,285	N/A	\$151M	\$159M
 Motion Picture	47,501	99,682	\$3.3B	\$4.4B
 Music + Sound Recording	6,709	13,235	\$341M	\$411M
 Multi-Creative Industry Services	13,507	N/A	\$1B	\$1.1B
Sector Total	137,261	89,397	\$6.8B	\$8B

*These estimates are made by Creative BC in-house based on dependable industry reports that have researched actual headcount based on people working vs. the Full Time Equivalent jobs based on hours worked methodology used by Statistics Canada. In cases marked N/A CIERA™ Total Job figures are higher than any industry's independent research figures.

**Interactive Digital Media, from a creative content perspective, is difficult to separate from other types of software development in Statistics Canada datasets. Therefore our figures represent ONLY the videogame industry. This is a known limitation at Statistics Canada.

Fine Print: Data "lags" from Statistics Canada, meaning that 2021 actual figures are published by them in late summer of 2023. These "actuals" are the basis for our annual data tables PLUS one year of statisticians' best estimates at the provincial level to bridge the gap. (Note: We do not make estimates at the regional or municipal levels because there are too many local variables and the cost of each jurisdiction's analysis is prohibitive.) As an example of the actuals and estimates and how they work together, any year's tables are technically an estimate - so 2022 data is actually 2022'e' data - with 'e' as a signifier that 2022 numbers are estimates and the 10 years previous including 2021 are based on Statistics Canada actuals. Our CIERA™ 2022 (2022e) figures are delivered by Deetken Insight to Creative BC in September, analyzed and quality assured in collaboration through October, and made public online in November.

B.C.'s Creative Sector

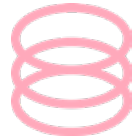
B.C.'s Creative Ecosystem



39+
Post Production Studios

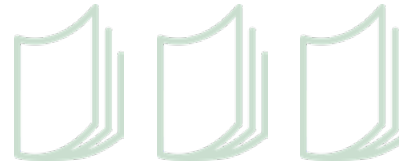
11

Virtual Production Services



50+
Visual Effects Studios

Nearly
300
Magazines



2M ft²
Stage Space



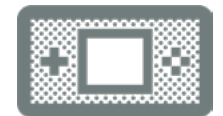
50+
Animation Studios



150+
Music Festivals

8

Regional Film Commissions



175+
Video Game Studios



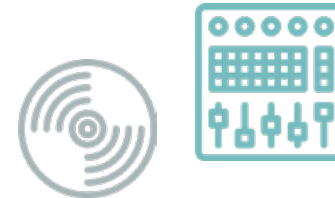
130+
Music Venues + Rehearsal Spaces



116+
Record Labels



100+
Recording Studios



48
Independent Book Publishers

7

Creative Industry Associations

27
Studios with 121 stages



100+
Bookstores

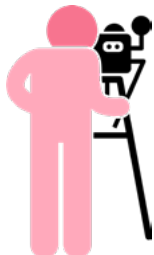


32

Virtual Reality/Augmented Reality Studios



Discover B.C.'s creative sector industry contacts on Creative BC's Knowledge Hub knowledgehub.creativebc.com



150+
Domestic Producers

Book Publishing

In 2022/23, B.C.'s book publishing industry continues to face global challenges predominantly in terms of supply chain issues, including printing, shipping, and distribution, across all key functions of the book publishing value chain. Since January 2021, paper costs have surged significantly across all projects, exacerbating existing issues like substantial increases in shipping prices and freight charges. There is increased consolidation of market share across the industry by major retailers and multinational publishing giants making it difficult for indie publishers, authors, and community bookstores.

Digital disruption has altered consumer behaviour with the shift towards digital formats posing further challenges for publishers. Concerns persist regarding market saturation, educational institutions use of digital over print formats, limited distribution networks for smaller independent publishers, royalty costs, and protection of intellectual property rights.

Digital publishing, particularly e-books, continued to grow in importance, especially following the COVID-19 pandemic's boost to online book sales. However, revenue from digital formats typically lagged behind that of physical books, posing a dilemma for publishers who benefit from higher margins on print publishing. Some responded by further diversifying their offerings, with audiobooks gaining attention as an additional revenue stream. Building this capacity also requires investment and collaboration.

In 2023 the Province of BC invested \$600,000 in emergency funding to be allocated over

three years to Books BC members. The initial \$200,000 from the Province was granted to Books BC via an agreement with Creative BC, and Books BC undertook the project of dispensing the funds to the 27 publishers in Summer 2023.

While these funds helped publishers stay afloat, there was an ongoing call for more consistent and robust government intervention to ensure the long-term sustainability of these industry members. Sustainability becomes a central priority for B.C. publishers seeking economic viability, environmental stewardship, inclusive titles, and supportive policy for the industry with regard to copyright.

This industry continues to pursue environmental friendliness, by evaluating local printing options, choosing eco-friendly printing, and minimizing waste. These transformations can come with higher costs, further impacting the list of financial challenges for smaller publishers. Fortunately independent bookstores saw a resurgence, offering community-driven retail experiences, though competition from online giants like Amazon remained fierce. To stay competitive, publishers had to leverage niche markets, local partnerships, and innovative marketing strategies to reach both traditional readers and younger, tech-savvy audiences.



A Complex Coast: A Kayak Journey from Vancouver Island to Alaska Heritage House Publishing



Community review of As I Remember It, by Elsie Paul Courtesy RavenSpace, a division of UBC Press



UBC Press receiving the Jim Douglas Award and Margaret Reynolds receiving the Gray Campbell Award at the Books BC Awards Night 2022 Image courtesy of Books BC

Thank you for your partnership and collaboration





B.C. Book Publishing Industry Snapshot

CIERA™ 2022 Industry Impacts

The Creative Industries Economic Results Assessment tool, designed through Creative BC research, delivers consistent annual indicators for GDP, Output, and Jobs, based solely on Statistics Canada public data sets. These 2022 impacts are calculated based on 2021 Statistics Canada actuals with statisticians' bridge year estimates for 2022. Visit creativebc.com/ciera.

\$74M

Total GDP

\$80M

Direct Output

679

Total Jobs

3,288

Est. People
incl. Freelance Workers

1.1%

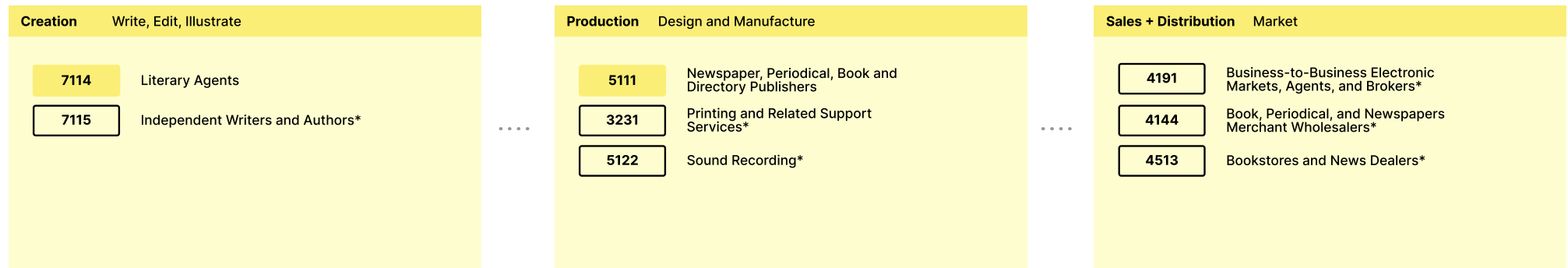
of the Creative Sector's Total GDP

Note that this industry's activities generate a portion of the additional 13,507 Total Jobs and \$1B Total GDP attributed to the Multi-Creative Industry Services segment of the creative industries overall. All results exclude any public investments made to these industries at federal or provincial levels.

Based on Statistics Canada 2021
*Statistics Canada adjustments to base data annually mean published figures for any fiscal year may change retroactively.

Value Chain Mapped to North American Industry Classification System (NAICS)

Some of the "culture industries" as defined by Statistics Canada contribute to more than one creative industry, therefore these NAICS cannot easily be attributed to a single creative industry, nor can their business activities be proportionally allocated. In these cases, their economic contributions have been aggregated into CIERA™'s Multi-Creative Industry figures. Outlined bullets below are Multi-Creative Industry Services that do contribute to some extent to this value chain. See page 21 for Multi-Creative Industry impacts.



For in-depth information on this industry visit creativebc.com/book-publishing

#ReadBC | #ReadLocalBC



Interactive Digital Media

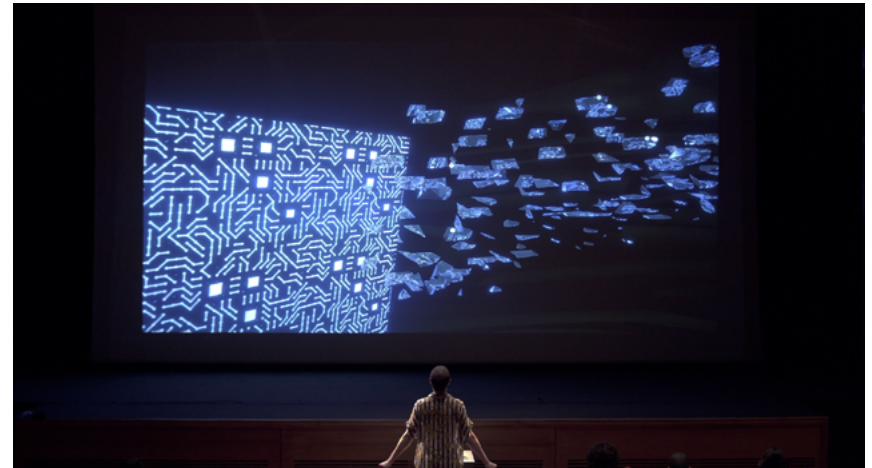
In 2022/23, the interactive digital media industry in B.C. was shaped by a combination of growth opportunities and significant challenges. One of the biggest hurdles was the competition for skilled talent, as the region's proximity to tech hubs like Seattle and California attracted a strong workforce but also made it difficult for indie studios to offer competitive salaries compared to larger companies. The increased reliance on remote and hybrid work models, spurred by the COVID-19 pandemic, allowed smaller studios to collaborate globally and reduce overhead, though managing teams and communication remotely posed its own difficulties. Regulatory compliance, navigating complex legal issues like intellectual property rights and data privacy, add further hurdles. While management concerns are addressed, keeping content creation innovative amidst rapid technological advancement must be balanced in parallel and is crucial for staying competitive in a product-driven industry.

B.C.'s video game and AR/VR scene benefits from government initiatives and tax credits, but many studios still struggled to secure enough funding for scaling and marketing their games. At the time of this report's publishing, the Province of BC had announced a historic investment of \$42M into the creative sector, which for the first time, includes \$3M over three years into the interactive digital media industry. This is a game-changer as traditional venture capital was typically directed at tech startups and larger studios, leaving indies reliant on crowdfunding or smaller-scale partnerships, that were often unreliable. Developers in B.C. also navigated a shifting landscape in terms

of publishing platforms, with opportunities arising from subscription services like Xbox Game Pass and indie-friendly storefronts. As with all streaming, revenue-sharing models between creator studios and delivery platforms takes a significant financial toll, forcing developers to balance visibility with profitability. At the same time, the push for diversity and inclusivity in the gaming world gained momentum, and many B.C. interactive studios led the way by creating more diverse characters and narratives. Despite this progress, marginalized creators often struggled to access the same level of resources and funding as their counterparts.

This industry is experimenting with eco-friendly practices, but adopting these measures sometimes requires additional financial investment for transformation. Similarly, these companies depend on export for 75% of their sales, but international success requires further investment in marketing and international access. Creative BC aimed to increase opportunity for B.C.'s creators with support to new destinations through the Passport to Markets program.

Despite challenges, B.C.'s interactive digital media industry remains vibrant as Canada's top hub with a history of leadership and passion.



Asses.Masses



Virtual Guide of Stanley Park Through Indigenous Eyes Talaysay Tours

Thank you for your partnership and collaboration



B.C. Interactive Digital Media Industry Snapshot



CIERA™ 2022 Industry Impacts

The Creative Industries Economic Results Assessment tool, designed through Creative BC research, delivers consistent annual indicators for GDP, Output, and Jobs, based solely on Statistics Canada public data sets. These 2022 impacts are calculated based on 2021 Statistics Canada actuals with statisticians' bridge year estimates for 2022. Visit creativebc.com/ciera.

\$1.9B

Total GDP

\$1.9B

Direct Output

19,716

Total Jobs

12,450

Direct Jobs*

33.3%

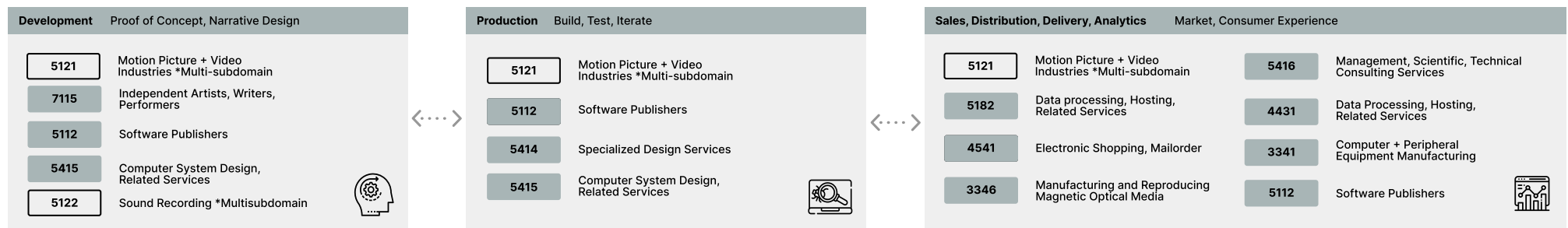
of the Creative Sector's Total GDP

Note that this industry's activities generate a portion of the additional 13,507 Total Jobs and \$1B Total GDP attributed to the Multi-Creative Industry Services segment of the creative industries overall. All results exclude any public investments made to these industries at federal or provincial levels.

Based on Statistics Canada 2021
*Statistics Canada adjustments to base data annually mean published figures for any fiscal year may change retroactively.

Value Chain Mapped to North American Industry Classification System (NAICS)

Some of the "culture industries" as defined by Statistics Canada contribute to more than one creative industry, therefore these NAICS cannot easily be attributed to a single creative industry, nor can their business activities be proportionally allocated. In these cases, their economic contributions have been aggregated into CIERA™'s Multi-Creative Industry figures. Outlined bullets below are Multi-Creative Industry Services that do contribute to some extent to this value chain. See page 21 for Multi-Creative Industry impacts.



For in-depth information on this industry visit creativebc.com/interactive-digital-media

#PlayBC | #ImmerseBC | #CreativeTechnology



Magazine Publishing

In 2022/23, the independent magazine publishing industry in B.C. faced challenges and opportunities. The ongoing shift toward digital-first approaches makes it critical to a title's success to be online, as readers increasingly consumed their content digitally, while expectations remained for print presence. Central to the challenge are declining advertising revenues in both mediums as advertisers choose more ubiquitous placement locations such as browser and social media-based advertising to connect with consumers. This forces publishers to explore alternative business models, including subscriptions, sponsored content, and merchandise sales.

Financial sustainability remains the key issue, with limited resources making it difficult for smaller publishers to grow or innovate and remain relevant to evolving audiences. Although government funding, like the Canada Periodical Fund, provided crucial support to produce and distribute high-quality editorial content, accessing these resources was competitive and complex. Rising production costs, driven by global supply chain issues added to the strain, leading some magazines to reduce print runs or frequency.

Despite these obstacles, many independent magazines became platforms for diverse and inclusive storytelling, niche community-building and pride, and representation of diverse communities in B.C. Magazines are balancing their history of high-quality long-form content generation and delivery with dwindling budgets available for fair pay, in-depth coverage, online presence, and audience engagement beyond

newsstands across social media platforms. Collaboration and consolidation may help smaller publications partner to offset some challenges with examples in literary themed titles. Many magazines found strength in pooling resources, and fostering community engagement.

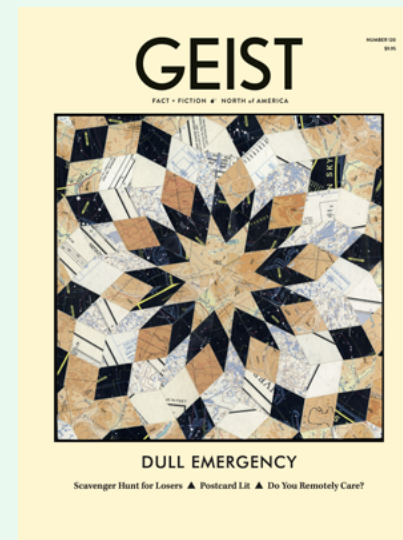
Although the industry faced uncertainties, consumers love their favourite titles, remain committed to them, and innovative approaches must boost the industry's resilience to keep B.C.'s independent magazines publishing and galvanizing communities.



Spruce Magazine Spring 2023



The Malahat Review Issue 221



Geist Magazine 120



Yam Sept/Oct 2022 Issue

Thank you for your partnership and collaboration





B.C. Magazine Publishing Industry Snapshot

CIERA™ 2022 Industry Impacts

The Creative Industries Economic Results Assessment tool, designed through Creative BC research, delivers consistent annual indicators for GDP, Output, and Jobs, based solely on Statistics Canada public data sets. These 2022 impacts are calculated based on 2021 Statistics Canada actuals with statisticians' bridge year estimates for 2022. Visit creativebc.com/ciera.

\$151M
Total GDP

\$159M
Direct Output

1,285
Total Jobs

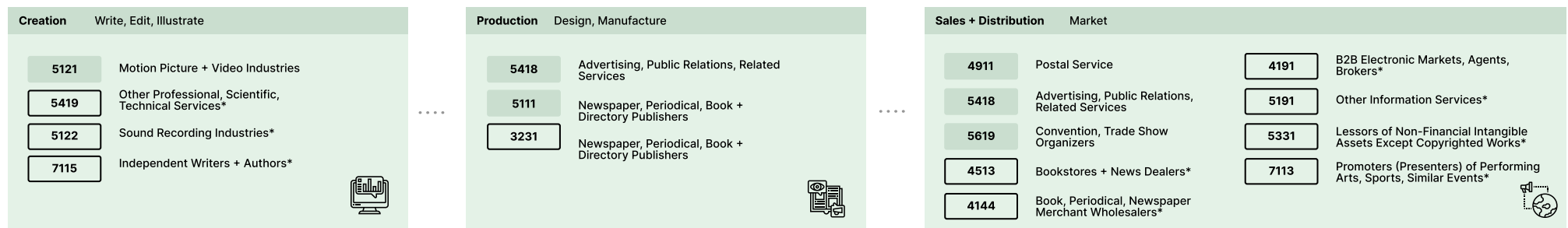
2.2%
of the Creative Sector's Total GDP

Note that this industry's activities generate a portion of the additional 13,507 Total Jobs and \$1B Total GDP attributed to the Multi-Creative Industry Services segment of the creative industries overall. All results exclude any public investments made to these industries at federal or provincial levels.

Based on Statistics Canada 2021
*Statistics Canada adjustments to base data annually mean published figures for any fiscal year may change retroactively.

Value Chain Mapped to North American Industry Classification System (NAICS)

Some of the "culture industries" as defined by Statistics Canada contribute to more than one creative industry, therefore these NAICS cannot easily be attributed to a single creative industry, nor can their business activities be proportionally allocated. In these cases, their economic contributions have been aggregated into CIERA™'s Multi-Creative Industry figures. Outlined bullets below are Multi-Creative Industry Services that do contribute to some extent to this value chain. See page 21 for Multi-Creative Industry impacts.



For in-depth information on this industry visit creativebc.com/magazine-publishing

#SubscribeBC | #BCReadsMagazines



B.C.'s Creative Sector

Motion Picture

In 2022/23, B.C.'s motion picture industry navigated surges in activity stemming from the COVID-19 recovery, including increased production volumes amid ongoing pandemic-related disruptions. Pandemic-related health protocols drove up costs and affected scheduling, while supply chain issues and a skilled labor shortage created bottlenecks in key technical areas. This report reflects the industry prior to the further challenges of the Writers Guild of America (WGA) and Screen Actors Guild–American Federation of Television and Radio Artists (SAG-AFTRA) strikes, which significantly reduced production activity and rendered the majority of B.C.'s foreign location services inactive in Q2 2023.

Despite setbacks, the province attracted major television series like Showtime's "Yellowjackets", AppleTV's "Pachinko", and films PETER PAN AND WENDY, JOYRIDE, and THE ADAM PROJECT. Returning series included The CW's "The Flash" and "Superman & Lois", TNT's "Snowpiercer", and ABC's "The Good Doctor", while Disney+ and Industrial Light & Magic produced PERCY JACKSON AND THE OLYMPIANS on a new StageCraft LED stage.

Immediately upon lifting of restrictions, regional production activity gained productions including Netflix's "Keep Breathing", CTV's "Farming for Love", Global TV's "Chesapeake Shores", SYFY's "Resident Alien", and more.

B.C. animation studios delivered standout titles like "Deepa and Anoop", "Strange World", "The Dragon Prince", and "The Proud Family: Louder and Prouder". Visual effects

and post production work also contributed to films such as DUNE: PART ONE, TOP GUN: MAVERICK, BLACK PANTHER: WAKANDA FOREVER, THE BATMAN, and ZOOTOPIA+.

Domestic production made an impact with an original IP series on Netflix, "Fakes", CBC's "Bones of Crows", and importantly with "Family Law" as the first major B.C. series in many years to not only film but to be renewed for a third season. The development of streaming content continued to support B.C.'s role as a key production hub.

Sustainability remained a priority, with Creative BC's Creative Pathways™ and Reel Green™ initiatives leading efforts, including to diversify the workforce, reduce waste, use renewable energy, and promote green production methods.



CURL POWER Directed by Josephine Anderson



NOT YOUR BUTTER CHICKEN Directed by Priyanka Desai

Thank you for your partnership and collaboration



B.C. Motion Picture Industry Snapshot



CIERA™ 2022 Industry Impacts

The Creative Industries Economic Results Assessment tool, designed through Creative BC research, delivers consistent annual indicators for GDP, Output, and Jobs, based solely on Statistics Canada public data sets. These 2022 impacts are calculated based on 2021 Statistics Canada actuals with statisticians' bridge year estimates for 2022. Visit creativebc.com/ciera.

\$3.3B

Total GDP

\$4.4B

Direct Output

47,501

Total Jobs

99,682

Est. People
incl. Freelance Workers

41.78%

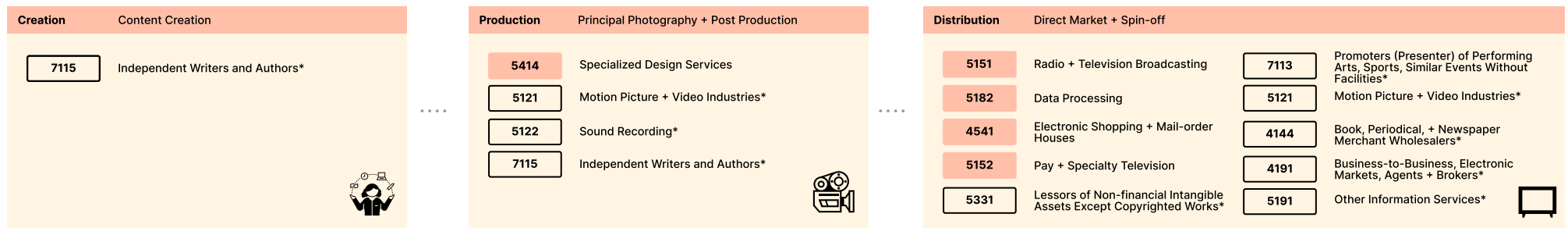
of the Creative
Sector's Total GDP

Note that this industry's activities generate a portion of the additional 13,507 Total Jobs and \$1B Total GDP attributed to the Multi-Creative Industry Services segment of the creative industries overall. All results exclude any public investments made to these industries at federal or provincial levels.

Based on Statistics Canada 2021
*Statistics Canada adjustments to base data annually mean published figures for any fiscal year may change retroactively.

Value Chain Mapped to North American Industry Classification System (NAICS)

Some of the "culture industries" as defined by Statistics Canada contribute to more than one creative industry, therefore these NAICS cannot easily be attributed to a single creative industry, nor can their business activities be proportionally allocated. In these cases, their economic contributions have been aggregated into CIERA™'s Multi-Creative Industry figures. Outlined bullets below are Multi-Creative Industry Services that do contribute to some extent to this value chain. See page 21 for Multi-Creative Industry impacts.



For in-depth information on this industry visit creativebc.com/motion-picture

#WatchBC | #BCFilm



Music + Sound Recording

In 2022/23, the music and sound recording industry in B.C. started on its path to recovery from the disruptions caused by the COVID-19 pandemic. The return of live performances, concerts, and festivals provided much-needed revenue for artists and supporting industries such as venues and event management. At the same time, the continued dominance of streaming services like Spotify, Apple Music, and YouTube shape and reshape how music is distributed and consumed. Independent artists and smaller labels leveraged these digital platforms to reach global audiences without relying on traditional gatekeepers returning power to the audience in a hit-driven industry.

A strong emphasis on diversity and inclusion marked the year, with many initiatives supporting underrepresented groups including Indigenous, Black, People of Colour, 2SLGBTQIA+ and People with Disabilities. Organizations like Music BC and Creative BC played a key role in providing grants and opportunities for these prioritized groups, helping to create more equitable access in an established music landscape. Environmental sustainability also became a focus, particularly for large events and festivals, as promoters and venues explored ways to reduce their environmental footprints through eco-friendly practices like waste reduction and carbon offsetting.

Positive developments are balancing the financial uncertainty that remains a significant issue for many artists. While live performance does add relief, low streaming revenue and rising operational costs, including high rent and expected wages, pose challenges

for artists, musicians, recording studios, and venues alike. Smaller businesses in particular found it difficult to stay afloat in this increasingly expensive environment, leading to concerns about the survival of independent venues and other vital parts of the music ecosystem.

Creative BC continued to work with partnered organizations First Peoples' Cultural Council and industry association Music BC. Through these partnerships, their programs prioritized domestic and international trade initiatives, career coaching, training, professional development, knowledge transfer, and travel grants that supported artists and businesses across the province.

This, coupled with the lingering mental health impacts of the pandemic, sparked increased conversations about the need for better support and resources within the industry. Creative content also faces heightened competition for visibility in the digital space, where content overload on streaming and social media platforms makes breaking through the noise more challenging than ever before.



PRISMA on the Beach: Regaining Its Reach Pacific Region International Summer Music Association



"Different than Before" Music Video for Amanda Sum directed by Mayumi Yoshida

Thank you for your partnership and collaboration



B.C. Music + Sound Recording Industry Snapshot



CIERA™ 2022 Industry Impacts

The Creative Industries Economic Results Assessment tool, designed through Creative BC research, delivers consistent annual indicators for GDP, Output, and Jobs, based solely on Statistics Canada public data sets. These 2022 impacts are calculated based on 2021 Statistics Canada actuals with statisticians' bridge year estimates for 2022. Visit creativebc.com/ciera.

\$341M

Total GDP

\$411M

Direct Output

6,709

Total Jobs

13,325

Est. People
incl. Freelance Workers

5.66%

of the Creative
Sector's Total GDP

Note that this industry's activities generate a portion of the additional 13,507 Total Jobs and \$1B Total GDP attributed to the Multi-Creative Industry Services segment of the creative industries overall. All results exclude any public investments made to these industries at federal or provincial levels.

Based on Statistics Canada 2021

*Statistics Canada adjustments to base data annually mean published figures for any fiscal year may change retroactively.

Value Chain Mapped to North American Industry Classification System (NAICS)

Some of the "culture industries" as defined by Statistics Canada contribute to more than one creative industry, therefore these NAICS cannot easily be attributed to a single creative industry, nor can their business activities be proportionally allocated. In these cases, their economic contributions have been aggregated into CIERA™'s Multi-Creative Industry figures. Outlined bullets below are Multi-Creative Industry Services that do contribute to some extent to this value chain. See page 21 for Multi-Creative Industry impacts.



For in-depth information on this industry visit creativebc.com/music-sound-recording

#ListenBC | #BCMUSIC



Multi-Creative Industry Services

The creative industries in B.C. are deeply interconnected, employing and creating business for many people in British Columbia who serve more than one of the five storytelling content-creating industries. A sixth crucial component of the ecosystem is this economic activity attributed to the five industries specifically but serving two or more at a time. Known as Multi-Creative Industry Services for the purpose of CIERA™ measurement, is composed of various industry categories—ranging from agents and artist managers to independent writers, book and periodical wholesalers, and trade agents—that contribute to the success of the broader creative landscape.

Unlike businesses tied to a single creative sector, these companies operate across multiple industries, providing essential services that fuel the entire creative ecosystem. As such, this segment stands apart as a distinct part of B.C.'s creative sector, measured and tracked by CIERA™ under the Multi-Creative Industry Services designation. This dynamic network contributes significantly to the province's economy, accounting for 14.7% of the total creative sector's GDP—equating to \$1 billion in GDP and 13,507 jobs.

These businesses play a vital role in the creative ecosystem, operating with fluidity and agility to respond to the evolving needs of B.C.'s five core creative industries: motion picture, interactive digital media, video games, publishing, and music. Their ability to adapt and collaborate across sectors makes them indispensable to the continued growth and

innovation within B.C.'s creative industries.

The importance of Multi-Creative Industry Services lies not only in their economic contribution but also in their role as a connective tissue, linking various creative industries and enhancing collaboration across the sector. By supporting this fluid network, B.C. ensures that its creative industries remain competitive, resilient, and able to capitalize on new opportunities.

Ultimately, the strength of B.C.'s creative industries is amplified by the multi-industry services that bind them together, fostering a collaborative ecosystem that benefits all players involved and drives sustainable growth for the province's creative economy.



Creative Technology Gallery Science World



Function Festival Photo by Mackai Sharp

B.C. Multi-Creative Industry Services Snapshot



CIERA™ 2022 Industry Impacts

The Creative Industries Economic Results Assessment tool, designed through Creative BC research, delivers consistent annual indicators for GDP, Output, and Jobs, based solely on Statistics Canada public data sets. These 2022 impacts are calculated based on 2021 Statistics Canada actuals with statisticians' bridge year estimates for 2022. Visit creativebc.com/ciera.

\$1B
Total GDP

\$1.1B
Direct Output

13,507
Total Jobs

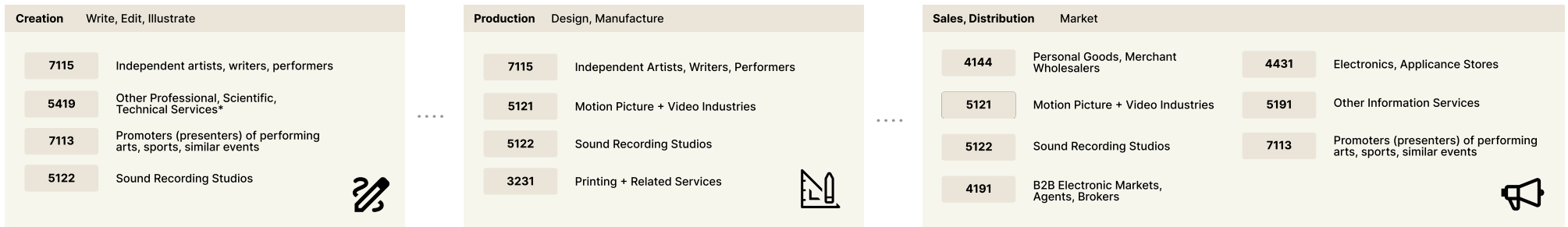
8,971
Direct Jobs*

15.75%
of the Creative
Sector's Total GDP

Based on Statistics Canada 2021
*Statistics Canada adjustments to base data annually mean published figures for any fiscal year may change retroactively.

Value Chain Mapped to North American Industry Classification System (NAICS)

Some of the "culture industries" as defined by Statistics Canada contribute to more than one creative industry, therefore these NAICS cannot easily be attributed to a single creative industry, nor can their business activities be proportionally allocated. The following NAICS represent creators and contribute to more than one creative industry.



For in-depth information on this industry visit creativebc.com/multi-creative-industry-services

#BCCreates



Our Sector Investments

Creative BC provides sector leadership through three core service areas: administering the provincial government's motion picture tax credit programs; delivering sector funding and export marketing support; and offering film commission services alongside strategic initiatives that advance environmental sustainability and workforce development.

In April 2023, the Province of BC announced a historic contribution of \$42 million over three years to support people and businesses working in motion picture, music, publishing and interactive digital media industries in British Columbia. The new funding includes:

\$22.5 million for Amplify BC to build the province's music talent and help launch careers;

\$15.9 million to support B.C.'s domestic motion picture productions, workforce and creators, which includes \$900,000 for programs that focus on developing workers' skills, recruiting more workers from under-represented groups, and supporting practices that are environmentally friendly;

\$3 million for a new program to support innovation and growth for independent B.C.-owned interactive digital media companies; and

\$600,000 for the publishing industry, to address immediate supply-chain challenges and provide additional support for a sustainable future.



SPIDER-MAN: ACROSS THE SPIDER-VERSE Sony Pictures Imageworks



1000xRESIST! Sunset Visitor



Room Magazine

Organizational Impacts + Highlights

Funding Programs

Managed 1,670 applicants and committed \$10.3M to 697 recipients across all funding programs. Attracted and delivered additional funds beyond the organization's annual operating budget—delivered in the form of grants or film commission services in 2022/23.

Sector Leadership

Participated in 113 business development activities, including committee meetings, panels, presentations, and special events. Creative BC Board of Directors and organization published a new five-year Strategic Plan. Creative BC chaired the national Association of Provincial and Territorial Funding Association committee and Co-Chair both its motion picture industry committee as well as its new Research and Data committee.

Inclusion + Representation

Creative BC continued to prioritize underrepresented storytellers across its channels, programs, and initiatives with a special focus on delivery of the dedicated Rogers Indigenous Film Fund program.



MONGRELS Photo by Jaryl Lim

BC Film Commission at Creative BC

The film commission worked on 41 major policy files, continued to sit on 15 film task forces, resolved 289 concerns to sustain film friendliness in B.C., chaired 6 Municipal Film Advisory Meetings. Answered 202 production inquiries, created 137 location packages and 120 script breakdowns for incoming productions. Serviced 41 productions, resolved 339 items, inquiries, and concerns, and trained 422 crew members through Reel Green™. The Sector Labour Market Partnership project concludes after two years, 27 crew placed through Creative Pathways™ with 832 days across 53 productions to date.

Promotion + Engagement

Supported 36 media inquiries, wrote 55 feature articles on B.C. creators for bccreates.com, received 245K+ website visitors, reached 9.8K newsletter subscribers, and engaged 32.2K+ social media followers.

Regions + Locations

The locations library was enhanced with the addition and categorization of 584 Regional and 578 Distant files, each containing multiple photo assets. Support was provided to 312 library users, with 403 general and 143 regional-specific inquiries addressed.

Motion Picture Tax Credits

The motion picture tax credits administration team processed the applications with \$4.4M in production spending across 613 productions, including \$777M through Film Incentive BC program and \$3.6B in service production via the Production Services Tax Credit program. This year set a record for certified productions, with an estimated \$1B in tax credits based on \$2.8B in B.C. labour.



Telling our Story Sq'ewá:lxw First Nation

Positioning B.C.'s Creative Industries

151 Markets Attended Around the World

Through our Passport to Markets program, B.C. delegates were able to attend high-profile conferences around the world like:

- American Film Market
- Asia Contents & Film Market
- Banff World Media Festival
- Content Canada, LA, and London
- European Film Market
- Frontières International Co-Production Market
- Game Developers Conference
- Hot Docs Forum, Deal Maker & Distribution Rendezvous
- ImagineNative
- Kidscreen Summit
- Marché du Film – Cannes Film Market
- MIPAfrica
- MIPCOM
- South by Southwest
- Toronto International Film Festival and more!

9 Countries Visited

Through trade missions and market attendance.

11 Trade Missions and International Initiatives

- Frontier Summit at SXSW
- Canada-France Series Lab at Series Mania
- Kidscreen Summit Canadian Space
- International Financing Forum
- Hot Docs - Doc Ignite
- Cannes
- Berlinale / European Film Market
- Realscreen
- Los Angeles Trade Mission
- Content London
- Livre Books Canada



GEMS Festival Advocacy Panel

16 Major Export and Trade Meetings



Frontier Collective Summit Jason Vaughan

16 Panels

Prime Time, Greater Vancouver Board of Trade, WIFTI, Content London, Content Canada, ArtworksTO, Association of Professional Economists of British Columbia, Salesforce, WIFTV, Telefilm, Taiwanfest, and more.

Special Projects and Initiatives

Creative Sector Initiative Highlights

Through our Domestic, International, and Music Industry Initiatives programs.

- 100 Collective Culture Conference
- Alliance Francaise Vancouver
- Cinelab 2022
- DGC BC Directors Initiative
- Leo Awards
- Locals Lounge
- Racial Equity Screen Office
- Reelworld Screen Institute
- Scripted Series Lab
- Sustainable Production Forum
- The Confluence - Connecting to Community (C2C)
- Transgender Sonic Boom
- V-Unframed
- WIA Vancouver's Animation Career EXCEerator
- Women in the Director's Chair

Research Highlights

- Reel Canada | Understanding the Impact of Canadian Film and TV Culture on Young People
- Racial Equity Screen Office | Export and International Co-Production Research Project
- Indigenous Music Alliance | Pathways to the International Market for Indigenous Music



Industrial Light and Magic's Baby Yoda at Creative Industries Week



V Unframed

Festival Highlights

- Architecture and Design Film Festival Vancouver
- BC Reads 365
- BC Yukon Book Prizes
- BreakOut West
- Chilliwack Independent Film Festival
- Crazy 8s
- FactualWEST
- Invermere Film Festival
- Jade Music Festival
- Just for Laughs
- KDocsFF
- MENA Film Festival
- Run N Gun Film Festival
- The Vancouver International Mountain Film Festival
- Vancouver Asian Film Festival
- Vancouver International Film Festival
- Vancouver International South Asian Film Festival
- Vancouver Queer Film Festival
- Victoria Film Festival
- Whistler Film Festival
- Word Vancouver

Discover B.C.'s creative sector ecosystem on Creative BC's Knowledge Hub
knowledgehub.creativebc.com

Prioritizing Sustainability

7

economic 

Seven new interactive markets made accessible for travel support to digital media companies creating original IP.

30

environmental 

Thirty investing partners in motion picture industry's Reel Green™ environmental initiative at \$178K.

\$150K

environmental 

Investment from CMPA-BC supported new IP BC Pilot Program (\$100K) and a capacity-building resource platform initiative for Indigenous creators delivered through the Rogers Indigenous Film Fund.

\$2.5M

economic 

Additional pandemic recovery funding for music announced at end of 2021/22 and administered in 2022/23.

9

social 




Nine investing partners in motion picture industry's Creative Pathways™ workforce initiative at \$135K.

27

policy 

Regulatory and policy related files advanced by the film commission with partners from Technical Safety BC to Regional Health Authorities food truck inspections, and ICBC.

Actions that Align Growth with Purpose

-  Market Expansion Fund for Book Publishers with marketing and travel support uniquely tailored for publishers.
-  Embedded JEDDI throughout our new Strategic Plan through 2026/27.
-  Creative Equity Roadmap opened a blog and delivered practical tips for inclusive creative spaces.
-  1735 career seekers and supporters engaged with Creative Pathways™ to form a community of advocacy for transformation and inclusion in B.C.'s motion picture industry.
-  BC Film Commissioner presented on behalf of Reel Green™ in Bogotá at the annual AFCI Cineposium 2022 conference.
-  226 crew trained in Sustainable Production Training.
-  Reel Green™ consumption calculator was published.

2022/23

Creative BC Investment Support



Book
Publishing



Interactive
Digital Media



Magazine
Publishing



Motion
Picture



Music +
Sound Recording

Creative BC funding programs drive development, creation, and export of domestic creative content. From development support to international trade fair presence, our programs and activities aim to: optimize funding opportunities for projects and companies; grow B.C.'s ecosystem of support in which creative entrepreneurs can thrive; and give B.C.'s creative industries access to the national supports and international markets that will increase our province's success in the sector.

\$10,259,458

Total Delivered

697

Total Recipients

23

Programs

\$40,795,848

Total Requested

1,670

Total Applications

450

Projects + Initiatives Funded

creativebc.com/funding-programs

Our Sector Investments

Programs for Books, Magazines, Interactive Digital Media, and Local Motion Picture



Domestic Industry Initiatives

Supports the ecosystem of non-profits producing programs and initiatives that develop B.C.'s creative industries.

Funding: \$1,145,750
Applicants: 112
Recipients: 52
Regional Projects Funded: 4
Subscription Rate: 46%

Market Expansion Fund

Provides publishers with travel support and access to over 350 global tradeshows, book fairs and market events.

Funding: \$111,662
Recipients: 11
Regional Projects Funded: 5

Passport to Markets

Microgrants for creators to bring their products to market, offsetting registration, travel and accommodation costs.

Funding: \$247,372
Applicants: 250
Recipients: 152
Count of Markets: 34
Countries: 9
Subscription Rate: 61%

Reel Green™ Power Tie-Ins

Designed by the Reel Green™ Advisory Committee, supports implementation of clean energy sources to reduce fossil fuel consumption by film productions.

Funding: \$7,500
Recipients: 3

International Industry Initiatives

Supports international initiatives and events that market B.C.'s creative products and services—from trade missions, and B2B matchmaking to export readiness training.

Funding: \$140,130
Recipients: 12
Countries: 6

Regional Film Commissions

Operational support to 8 provincially-designated film commissions providing services across all of B.C.'s economic regions.

Funding: \$280,000
Recipients: 8

Interactive Fund

In Partnership with the BC Arts Council

Supports diverse, original digital media projects that blend art and technology and engage B.C. audiences.

Funding: \$590,000
Applicants: 86
Recipients: 13
Subscription Rate: 15%



Our Sector Investments

Music + Sound Recording Programs



ARC Program 2022



IAMTHELIVING Lindsay Blane



Shambhala Don Idio

\$6,289,099	342	929
Total Delivered	Total Recipients	Total Applications

Career Development
Funding: \$1,173,145
Applicants: 436
Recipients: 98

Record in BC
Funding: \$327,112
Applicants: 57
Recipients: 17

Demo Recording
Funding: \$102,000
Applicants: 129
Recipients: 51

Music Video
Funding: \$210,765
Applicants: 93
Recipients: 23

Music Industry Initiatives
Funding: \$450,915
Applicants: 52
Recipients: 21

Industry Catalyst
Funding: \$125,162
Applicants: 32
Recipients: 8

Live Music
Funding: \$1,450,000
Applicants: 30
Recipients: 87

Special Projects
 First Peoples' Cultural Council and
 Music BC
Funding: \$1,850,000
Applicants: 3
Recipients: 3

Music Company
Funding: \$600,000
Applicants: 97
Recipients: 34

Domestic Motion Picture Programs



SEAGRASS Ceroma Films and Experimental Forest Films



ARTHUR ERICKSON: BEAUTY BETWEEN THE LINES Black Rhino Creative

\$1,447,942

Total Delivered

104

Total Recipients

258

Total Applications

Project Development

Funding: \$551,310

Applicants: 59

Recipients: 8

Subscription Rate: 14%

MPPIA Short Film Award

Funding: \$5,000

Applicants: 25

Recipients: 1

Subscription Rate: 4%

Production Program

Funding: \$445,000

Applicants: 61

Recipients: 50

Subscription Rate: 82%

Rogers Indigenous Film

Fund Program

Funding: \$195,150

Applicants: 40

Recipients: 11

Subscription Rate: 28%

Capacity Building Initiative

Funding: \$2,000

Recipients: 2

IP BC Pilot

Funding: \$204,482

Applicants: 28

Recipients: 17

Subscription Rate: 61%

TELUS STORYHIVE Top-Ups

Indigenous Storyteller Edition

Funding: \$45,000

Applicants: 43

Recipients: 15

Motion Picture Tax Credit Administration



Creative BC administers the Province of British Columbia's motion picture tax credit programs that support creators and attract film and television productions from around the world to do business in B.C. This support is crucial to competing for and sustaining motion picture production activity in B.C. It promotes and facilitates the province's production capabilities that make B.C. both a global centre of creative excellence and a full-service hub.

The statistics here are reported by fiscal year (ending March 31) for both the domestic production program (Film Incentive BC/FIBC) and the foreign production program (Production Services Tax Credit/PSTC). Creative BC reports on both the administrative processing activities of the Creative BC Tax Credits Team (Actuals Certified) and gains B.C. production volume insight through analysis of all applications with a Principal Photography or Key Animation (PP/KA) start date that falls within the fiscal year. At the time of this report's publishing, the Province of BC announced historical rate increases to each program.

B.C.'s motion picture industry activity in fiscal year 2022/23 is estimated by Creative BC at **\$3.14B** and **484** active productions, based on direct tax credit application knowledge.

Actual certifications processed were 613 total \$4.4B in production volume.

Comparing CIERA™ Annual Insights to Tax Credits Knowledge by Fiscal Year

While tax credit certifications deliver information on production spending to Creative BC, CIERA™ measures are slightly different in that they include not just the production phase of the motion picture value chain, but the preceding creation and final distribution phases as well. Due to the size of the motion picture industry in B.C., the tax credit certified activity may represent a combination of CIERA™'s direct and indirect figures. In order to deliver a nationally relevant, provincially validated approach to measure the creative industries in B.C., CIERA™ replaces tax credit administration data as the public figure reported for the motion picture industry (and for all Creative BC-serviced industries).

TOTAL FY 2022/23 TAX CREDITS IMPACTS	
ACTUALS CERTIFIED	PRODUCTION ACTIVITY PP/KA
B.C. LABOUR \$2.8B	\$2B
CERTIFIED 613	ACTIVE 484
ADMINISTERED \$1.06B	\$764M
PRODUCTION VOLUME \$4.4B	\$3.14B*

*Calendar year production statistics can be found on the Creative BC website: creativebc.com/film-and-tv-statistics

Total Approved Certifications by Project Type

● FEATURE FILM	85
● MOVIE OF THE WEEK	168
● TV SERIES	143
● SVOD PRODUCTION	163
● OTHER	54

Film Incentive BC Program

FIBC

Canadian-controlled companies producing Canadian content may apply for the Film Incentive BC (FIBC), which refunds an eligible portion of a project's B.C. labour costs. The program offers additional bonuses for filming and animation outside designated Vancouver area (Regional and Distant location tax credits), for training and scriptwriting and digital animation, visual effects, and post-production activities.

Estimated **197** productions and **\$465M** actual domestic motion picture industry economic activity in 2022/23 based on principal photography dates and Creative BC tax credit data.

Actual certifications processed were 267 total \$777M in production volume.

Total Approved Certifications by Project Type

● FEATURE FILM	31	16%
● MOVIE OF THE WEEK	136	69%
● TV SERIES	48	24%
● SVOD PRODUCTION	26	13%
● OTHER	26	13%

2022/23 FIBC IMPACTS

ACTUALS CERTIFIED	PRODUCTION ACTIVITY PP/KA
B.C. LABOUR \$390M	\$243M
CERTIFIED 267	ACTIVE 197
ADMINISTERED \$194M	\$119M
TOTAL B.C. PRODUCTION SPENDING \$777M	\$465M

Production Services Tax Credit Program

PSTC

Attracting inward investment, the Production Services Tax Credit (PSTC) is an economic initiative designed to encourage film, television, digital animation and visual effects production in B.C. The program offers additional bonuses for filming and animation outside designated Vancouver area (Regional and Distant location tax credits), for training and scriptwriting and digital animation, visual effects, and post-production activities.

Estimated **251** productions and **\$3.6B** actual foreign motion picture industry economic activity in 2022/23 based on principal photography dates and Creative BC tax credit data.

Actual certifications processed were 346 total \$4.4B in production volume.

Total Approved Certifications by Project Type

● FEATURE FILM	54	19%
● MOVIE OF THE WEEK	32	11%
● TV SERIES	95	33%
● SVOD PRODUCTION	137	48%
● OTHER	28	10%

2022/23 PSTC IMPACTS

ACTUALS CERTIFIED	PRODUCTION ACTIVITY PP/KA
B.C. LABOUR \$2.44B	\$2.02B
CERTIFIED 346	ACTIVE 251*
ADMINISTERED \$865M	\$730M
TOTAL B.C. PRODUCTION SPENDING \$4.4B	\$3.6B

Provincial + Regional Film Commission Services



Established in 1978, the BC Film Commission at Creative BC delivers supports and resources to both the motion picture industry, communities, stakeholders, and various partners that contribute to its longevity. The film commission is crucial to sustaining motion picture activity in B.C. It promotes and facilitates the province's production capabilities that make B.C. both a global centre of creative excellence and a full-service hub. Beyond the BC Film Commission in Greater Vancouver, there are eight provincially-funded regional film commissions that collaborate to promote, serve and assist their economic regions through local knowledge, industry expertise and ground support to regional productions.



"Pachinko" AppleTV+



"Virgin River" Netflix



North Okanagan Corn Fields Okanagan

202

Production Inquiries

137

Location Packages and Scripts

263

Incoming production consultations

12 + 6

Regional Film Commission and municipal film advisory meetings chaired

41

Productions supported by our Industry + Community Affairs team

338

Items, Inquiries, concerns resolved

10

Ongoing major policy files

6

Taskforces

creativebc.com/film-commission



Our Film Commission Services

Reel Green™



Founded in British Columbia in 2006, Reel Green™ is a strategic initiative of the BC Film Commission at Creative BC. It unites Canada's motion picture industry to reduce environmental impacts by providing practical tools and fostering strategic collaboration between the industry, government, and the local economy. Reel Green™ is committed to empowering productions to adopt innovative sustainable practices. Through education, engagement, and resources, the initiative aims to minimize environmental impacts and inspire leadership in sustainable production within B.C.

Investment

\$120K

Industry Funding

\$108,785

Funds raised for 2022 REEL Earth Day Challenge of \$370K to date

\$7,500

Power Tie-Ins Program for 3 recipients

Action

422

Crew Trained. 1,414 trained to date.

55+

Canadian productions measuring carbon footprint

14

Panels and Presentations

Collaboration

30

National Partners

23

Circular Economy Committee Members

30

Industry Investors, Advisory Committee Members



Clean Energy Battery Workshop by Elise Vout



Vancouver Film Studios



Reel Green™ Screening Series SOUL OF THE FRASER (NERV Productions)

Industry-led Collaborations

Advisory Committee
Clean Energy Committee
Circular Economy Committee
National Committee

MPA-Canada, Amazon, Netflix and NBC/Universal, Thunderbird Entertainment (B.C.-based) all joined Reel Green™ Advisory Committee in 2022/23.

Designing Targeted Strategies

Launched the Clean Energy Toolkit including the Clean Energy Consumption Calculator and the new \$10K Power Tie in Program in collaboration with BC Hydro's Electric Power for Film Sets Program. The BC Hydro Electric Power for Film Sets Program provides funding for the installation of permanent power access or purpose-built power kiosks that are configured for the film industry. These are to be installed by municipalities to offset the use of diesel generators in high-volume filming locations.

Sharing Globally

Presented in Bogotá at the annual AFCI Cineposium 2022 conference, Marnie Gee, BC Film Commissioner and Board Chair of the AFCI facilitating and speaking on behalf of Reel Green™ as a global leader in film industry environmental sustainability.

Improving Locally

REEL Earth Day Challenge 2022

\$109K

Raised

29

Sponsors

104

Donors

Supported Projects

- Restore Creekside Habitat
- Climate Action at Acadia Beach
- Protect Amphibian Habitat
- Build a Wetland New Home
- Support Indigenous Summer Programs for Youth
- Increase Indigenous Visibility
- Connect Indigenous Youth with Ancestral Lands
- Collaborate on Indigenous Programming



Creekside Habitat Restoration MVRP Foundation

Our Film Commission Services

Creative Pathways™



The Creative Pathways™ initiative was conceived by industry following two important catalysts: demand for skilled workers and calls for system change to welcome and support the careers of people who have been systemically excluded from work in B.C.'s motion picture industry, a globally competitive location of choice.

As a trusted party that bridges industry and government, Creative BC led the Creative Pathways™ project to build the tools and infrastructure to drive awareness and support system change. Through equity stream programs and collaboration, the project has been able to test and measure tactics that support change. With key industry partners, significant commitments to build a diverse and inclusive workforce are underway. All six unions and guilds and many of the industry's major employers, including multinational studios such as Warner Bros. Discovery and Disney are making change happen.

Creative Pathways™ launched in 2021 with a centralized platform to explain industry pathways, work opportunities, and offer equity streams for new entrants, with services for hirers and employers.



Feedback from a Setwork participant



DGC Virtual Production Training Initiative Luka Cyprian



Inclusive Opportunities

Warner Bros. Discovery – Access to Action
David Gullason – Field and Story Assistant
Coralee Draginda – Props
Garrett VanDusen – Line Producer/PM
Wesley Degenstein – Gaffer
Valentin Moulis – Assistant Director
Steeven K – Writer, Director, Producer
SIM Camera – Rental House Careers
Gary Lam – Editing
Amanda Alexander-McLean – Script Supervisor

For Entrants and Hirers

Get into #BC Film with ACFC West
Lark Production Hiring: Production Info Session
Lark Production Hiring: Post-Production Info Session
Changing Perceptions of Disability in the Film Industry
Black Creatives in B.C.

Securing On Set Experience

2

Cohorts

30

Setwork Participants

27

Secured Paid Ongoing Work

832

Total Paid Workdays After Setwork

Promoting Work in #BCFilm

Factual West
DGC BC
Film, TV and Broadcasting Career Fair
Reel 2 Real Behind the Scenes Expo
Langley SD35: TV & Film Career Day
YWCA
Vancouver Career Fair & Training Expo
ArtWorksTO: Workforce Development Fair
In Focus Film School
Emily Carr
VISAFF
UBC
Intersections Media Opportunities for Youth
GEMS Reel Chats

18

Industry Partners

Setwork is an equity-driven initiative that connects systemically excluded individuals to paid opportunities on film sets. Designed as a launchpad for newcomers, Setwork helps participants take their first steps in the industry. All cohort members start as Production Assistants (PAs), the standard entry-level role in film. From there, career paths can evolve in various directions, depending on individual interests and the availability of work.

Strategy

Creative BC Strategic Plan | 2022/23 – 2026/27

Renewing British Columbia’s creative economy with purpose and focus for a sustainable future

creativebc.com/strategic-plan

In 2022/23, Creative BC initiated and published a new strategic plan through 2026/27. Reflecting and beginning in 2016, Creative BC transformed its service delivery to the creative sector with a goal to unify and sustain. We did this through collaborative partnerships that grew British Columbia’s competitive position, increased the sector’s visibility, and developed the next generation of talent.

Key accomplishments of the past six-year plan are reflected in our creative-economy measures (which include growth in GDP, jobs, and output) and expanded funding programs supporting the creative industries. We increased service delivery organization-wide, from supportive policy development work to program delivery during COVID and the ongoing recovery.

We embedded foundational Justice, Equity, Decolonization, Diversity, and Inclusion (JEDDI) training within our workplace, principles across our programs, and ongoing accountability through department action plans. We delivered on flagship industry commitments to equity and the environment, thereby increasing industry capacity, visibility, and credibility. With input from industry stakeholders, Creative BC has positioned itself as a trusted partner and central hub uniting B.C.’s creative industries.

Creative BC will continue the work for which we are recognized, levelling up to meet the challenges ahead while pursuing the ambitions that we collectively share as a driven and creative sector. We are a global collaborator, a national leader, and a sector innovator.

Vision

British Columbia’s creators, companies, and stories are sought out and celebrated—at home and around the world.

Mission

Creative BC elevates a diverse and dynamic creative sector through leadership, collaboration, and investment.

Values

- Integrity: We commit, uphold, and deliver.
- Inclusion: We listen, respond, and expand.
- Innovation: We challenge, imagine, and forge.
- Wisdom: We seek, trust, and share.

Delivering on Our Strategic Priorities

Local Capacity

Foster an ecosystem in which creative ambition can thrive.

Creative BC Inputs
 12 IP Creation Programs
 6 Ecosystem Support Programs

Program Measures
 \$10.3M Investment
 697 Recipients
 450 Projects + Initiatives Funded

Global Strength

Attract business and investment to B.C. while sustaining and promoting exports.

Creative BC Inputs
 5 Export Programs
 2 Motion Picture Tax Credit Programs
 178 Markets, Missions, and Trade Events

CIERA™ 2022 Measures
 \$6.8B Total GDP

Creative Storytelling

Introduce B.C.’s creative industries to new audiences and future advocates.

Creative BC Inputs
 4 Social Platforms, 9 Social Media Accounts, 5 Websites, 7 Newsletters

Media Measures
 35K Followers
 227K Website Visitors
 12K Subscribers

Talented People

Empower the creative sector to expand, diversify, and develop its workforce.

Creative BC Inputs
 3 Departments, 2 Initiatives, 48 Partners, 52 Industry Associations, Regional Film Commissions and Municipal Film Offices

CIERA™ 2022 Measures
 137,261 People
 89,397 Jobs



Creative BC is an independent non-profit society created and supported by the Province to sustain and help grow British Columbia's creative industries: motion picture, interactive digital media, music and sound recording, and magazine and book publishing. The organization delivers a wide range of programs and services with a mandate to expand B.C.'s creative economy. These activities include: administration of the provincial government's motion picture tax credit programs; delivery of program funding and export marketing support for the sector; and provincial film commission services. Combined, these activities serve to attract inward investment and market B.C. as a partner and destination of choice for domestic and international content creation. The agency acts as an industry catalyst and ambassador to help B.C.'s creative sector reach its economic, social, environmental, and creative potential both at home and globally.

The views, opinions, conclusions and/or recommendations expressed in these materials are those of the author(s). These materials do not necessarily reflect the official policy or position of the Government of British Columbia. The Government of British Columbia does not endorse, nor has it confirmed the validity of the information contained in these materials.

More ways to hear B.C.'s creative sector story

Meet the 2022/23 funding recipients, discover sector contacts, and find current industry research.

knowledgehub.creativebc.com

Go behind the scenes and read stories of B.C. creators within book and magazine publishing, motion picture, interactive digital media, and music and sound recording.

bccreates.com

Stay connected! Follow us online and subscribe to our newsletters for program openings, industry intel, and announcements.

creativebc.com/stay-connected

