

NORTHWEST TERRITORIES (NWT) FILM COMMISSION

2020 NWT FILM & MEDIA SECTOR STAKEHOLDER ENGAGEMENT REPORT

BUREAU DU CINÉMA DES TNO

RAPPORT 2020 SUR LES CONSULTATIONS PORTANT SUR LE SECTEUR TÉNOIS DU FILM ET DES ARTS MÉDIATIQUES DES TNO



WHAT WE HEARD

RAPPORT
« CE QUE NOUS AVONS ENTENDU »



Executive Summary

The Government of the Northwest Territories is developing a new five-year strategy to guide its initiatives and investments in support of the Northwest Territories (NWT) film sector from 2021 to 2026.

From February to July 2020, the Northwest Territories Film Commission (NWTFCC), in consultation with the NWT Professional Media Association (NWTPMA), completed a number of engagement methods to gather input from individuals, organizations and communities engaged in the NWT film sector.

This process included facilitated workshops and interviews with NWT film and media sector professionals, a survey of industry and community stakeholders and an online public forum.

In stakeholder engagement workshops and surveys, professional development emerged as the industry's first priority. The need for increased, flexible funding was a close second. When asked in which broad areas government should invest, Story and Intellectual Property came out on top.

As the GNWT contemplates its next film strategy, these three themes are considered to be critical to the growth and development of the film and media sector in the NWT.

Participants at a Yellowknife engagement workshop, attended by NWT film and media professionals from Yellowknife, Behchoko, Hay River, Inuvik and Fort Simpson, prioritized 10 recommendations for the GNWT's next film strategy.

1. Create a Producers Incentive Program (PIP)
2. Grow the local professional producer group to lead large-scale projects from funding through to delivery and distribution.
3. Support the development of above-the-line skills, especially writing skills, to enable the NWT film and media community's ability to produce higher quality productions.
4. Review and improve the film rebate program to ensure it supports local productions (i.e. split into a "local" and "guest" streams)
5. Take film and media funding out of SEED and move into its own program administered by the NWT Film Commission
6. Funding for up-to-date industry standard equipment package
7. Develop a Talent Lab program (as an incubator for ideas and projects)
8. Do more to support qualified professional producers who are showing commercial success (maintain their momentum), e.g. funding, training and mentorship, etc.

9. Funding program to NWT organizations to provide film and media internships (for students).
10. Support and encourage risk-taking and novel/ outside-the-box ideas in film and media.

Seven out of the 10 recommendations are related to professional development. Funding and governance also ranked or were part of seven of the 10 priorities identified.

Across the NWT, respondents felt it was important to promote and showcase NWT film and culture at film events like festivals and markets to showcase the North's culture, people, stories, and landscapes.

When asked what success would look like for the NWT Film and Media sector in five years, the majority of NWT film and media professionals pointed to feature films being produced in the NWT by NWT residents; and more skilled professionals, full time jobs, and mentorships being available in the NWT's film industry.

Underlying nearly all of the engagements highlighted in this report was an almost universal acknowledgement that the environment in which the NWT's film and media sector industry operates has improved greatly from 2014 when the government's first five-year film strategy was introduced.

The information and recommendations received by the NWTFCC through these engagements will inform the drafting of a new strategy to supersede *Take One: Northwest Territories Film Strategy and Action Plan*.

Sommaire

Le gouvernement des Territoires du Nord-Ouest (GTNO) élabore une nouvelle stratégie visant à guider ses initiatives et ses investissements dans le secteur téniois du film pour les cinq prochaines années, de 2021 à 2026.

Entre février et juillet 2020, le Bureau du cinéma des Territoires du Nord-Ouest (TNO), en collaboration avec l'Association ténioise des professionnels des médias (NWTPMA), a procédé à plusieurs consultations publiques pour demander l'avis des particuliers, des organisations et des collectivités actifs dans le secteur du film téniois.

Ces consultations comprenaient des ateliers et des entrevues avec des professionnels du secteur du film et des arts médiatiques des TNO, des sondages auprès des intervenants communautaires et du secteur et un forum public en ligne.

Les ateliers et les sondages ont permis de dégager la priorité du secteur, à savoir le perfectionnement professionnel. L'augmentation et la flexibilité du financement venaient en deuxième place. Quand on a demandé aux répondants dans quels domaines le gouvernement devrait investir, les histoires et la propriété intellectuelle étaient en tête des réponses.

Alors que le GTNO se penche sur sa prochaine stratégie pour le secteur du film, ces trois thèmes semblent essentiels à la croissance et au développement du secteur du film et des arts médiatiques aux TNO.

Les participants à un atelier organisé à Yellowknife, des professionnels du secteur du film et des arts médiatiques venant de Yellowknife, Hay River, Inuvik et Fort Simpson, ont classé leurs dix recommandations par ordre de priorité pour la prochaine stratégie du film du GTNO.

1. Créer un programme d'encouragement pour les producteurs.
2. Encourager notre groupe de producteurs professionnels locaux à prendre en main des projets à grande échelle, du financement à la livraison, en passant par la distribution.
3. Appuyer le développement de compétences supérieures, particulièrement en scénarisation, pour permettre au secteur téniois du film et des arts médiatiques de présenter des productions de meilleure qualité.
4. Passer en revue et améliorer le programme de remises pour le cinéma afin de s'assurer qu'il appuie les productions locales (c.-à-d. le partager en un volet local et un volet pour les productions externes).
5. Retirer le financement pour les films et les arts médiatiques du Programme d'appui aux entrepreneurs et au développement économique (PAEDE) et créer un programme distinct administré par le Bureau du cinéma des TNO.
6. Fournir du financement pour de l'équipement moderne aux normes de l'industrie.
7. Donner vie à une communauté de talents, qui servirait d'incubateur d'idées et de projets.
8. Redoubler d'efforts pour aider les producteurs professionnels qualifiés connaissant déjà un certain succès commercial pour qu'ils restent sur leur lancée, p. ex. par du financement, de la formation, du mentorat, etc.
9. Créer un programme de financement permettant aux organismes téniois de proposer des stages dans le secteur du film et des arts médiatiques pour les étudiants.
10. Encourager les idées novatrices et les prises de risques dans les films et les arts médiatiques.

Sept de ces dix recommandations relèvent du perfectionnement professionnel. Le financement et la gouvernance figurent aussi dans sept des dix priorités dégagées.

Partout aux TNO, les répondants pensent qu'il est important de promouvoir et de présenter les films et les cultures des TNO lors d'événements liés au cinéma comme les festivals et les salons pour faire connaître les cultures, les populations, les histoires et les paysages du Nord.

Quand on demande aux professionnels du secteur ce qui constituerait une réussite pour l'industrie ténioise du film et des arts médiatiques dans cinq ans, la majorité répondent la production de longs métrages aux TNO par des Téniois, et l'augmentation du nombre de professionnels qualifiés, d'emplois à temps plein et de programmes de mentorat dans le secteur.

Dans presque toutes les consultations présentées dans ce rapport, on note une reconnaissance quasi universelle du fait que l'environnement dans lequel le secteur téniois du film et des médias évolue s'est grandement amélioré depuis 2014, année du lancement de la première stratégie du film sur cinq ans du GTNO.

Les renseignements et les recommandations compilés par le Bureau du cinéma des TNO lors de ces consultations seront inclus dans la rédaction d'une nouvelle stratégie qui remplacera la stratégie et le plan d'action des TNO sur l'industrie du cinéma, « Silence, on tourne! ».

INTRODUCTION



*Three Feathers the movie. Filmed
in Fort Smith, NT (2017)
Photo credit: Sarah Pruys/South
Slave Divisional Education Council*

The Government of Northwest Territories (GNWT), through the Northwest Territories Film Commission (NWTFC), is developing its next film and media strategy.

The planned five-year strategy will replace, *Take One: Northwest Territories Film Strategy and Action Plan* and guide film sector activities and investments from 2021 to 2026.

The foundational objective of the NWTFC is to support the growth and sustainability of a healthy film and media sector in the Northwest Territories (NWT). As the NWT's local film and media sector develops, it will contribute to the diversification of the territory's economy and build greater self-sufficiency in the communities and regions it impacts.

To inform the development of its new five-year strategy, the NWTFC sought public and stakeholder input on the current and future state of the NWT film and media sector. This document summarizes what was heard from a wide range of engagement opportunities and participants.

Summary of Engagement

The NWTFC led the engagement process with support from a designated project team.

The NWTFC worked in further consultation with the NWT Professional Media Association (NWTPMA) to ensure the design of its engagement process was thorough and inclusive.

From February to July, 2020, multiple means were used to engage local film and media-industry stakeholders in the NWT. Participants included sector professionals, businesses and organizations, Community Governments and organizations; and the general public.

Additionally, the NWTFC engaged NWT communities and municipalities whose jurisdictions represented potential filming locations and external film and media professionals who have attended NWT Familiarization Tours (FAM Tours) or who have filmed in or shown interest in filming in the NWT.

The engagement process included facilitated workshops and interviews with NWT film and media sector professionals, a survey of industry and community stakeholders and an online public forum.

Engagement Workshops

Sessions were held to increase awareness and understanding of the purpose of the NWT Film Strategy, to solicit feedback on the performance of the first strategy, and to discuss the vision, goals and objectives that should guide the next strategy. Facilitated in-person engagements were held in:

- Yellowknife (March 3-4, 2020)
The Yellowknife workshop was attended by NWT film and media professionals from Yellowknife, Hay River, Inuvik and Fort Simpson.
- Inuvik (March 9, 2020)
The Inuvik workshop was attended by NWT film and media professionals from Inuvik.

Film and Media Stakeholder Phone Interviews (March-April 2020)

Members of the film and media sector who were unable to attend the stakeholder workshops held in Yellowknife or Inuvik were interviewed by phone by the same facilitator hired to facilitate the Yellowknife workshop. Each of the interviewees was asked a similar set of questions to those discussed in the workshop.

Film and Media Sector Online Survey

A Film and Media sector survey was hosted on the Department of Industry, Tourism and Investment (ITI)'s *Have Your Say* online engagement platform from February 12, 2020 until July 6, 2020. Invitations and links were sent to NWT film and media sector professionals, NWT organizations and municipalities, guest producers and FAM attendees.

Online Engagement Portal

A public discussion forum, 'Let's Talk Film and Media', was also hosted on ITI's engagement platform. Participants were able to submit comments on eight different discussion topics relating to the NWT film industry.

All public engagement opportunities were driven and supported by targeted advertising through social media and radio.

What We Heard

In the analysis of what was learned from the engagement process, three themes emerged as critical to the growth and development of the film and media sector in the NWT:

1. Professional Development
2. Funding and Governance
3. Story and Intellectual Property

Within these three themes, overlapping ideas were identified including a Producer Incentive Program (PIP), the creation of "Talent Labs" as incubators for local projects, grow our local professional producer group to lead big scale projects, and support the development of above-the-line skills, among others.

Professional Development

In both stakeholder engagement workshops and stakeholder surveys, professional development emerged as an important priority.

As a theme, the term "professional development" was used broadly to encompass the many types of career growth that exist in the film and media sector whether it is for a local producer, the creation of writing and story development or encouraging youth to consider film and media as a career.



From the set of, *Elijah and The Rock Creature* (2017)
Photo by: Caitlin Cleveland

“More professional development opportunities [to develop and expand the film and media sector across the NWT]. Currently, anyone pursuing an education in film and media, they have to attend a post-secondary institution down south.”

SECTOR SURVEY RESPONDENT

When asked: “What kind of opportunities do you see to further develop and expand the Film and Media sector?”

respondents to the Film and Media sector survey rated ‘Skill development and outreach’ as the number one opportunity. ‘Develop industry infrastructure, crew availability’ was ranked third.

When asked: “What barriers exist for Film and Media businesses operating in the NWT?” 57 percent of respondents highlighted a lack of experience and training (q14). Sixty percent of respondents said NWT Film and Media professionals need skill development and mentorships to be successful (q15).

‘Art (including Film) in the North helps feed families. It is an important part of the local economy.’

INUUVIK ENGAGEMENT WORKSHOP

Q5 What kinds of opportunities do you see to further develop and expand the Film and Media sector across the NWT?

	%	No.
Skill development and outreach	37	13
Showcase and promote the NWT as a filming location/attract productions to come north	29	10
Develop industry infrastructure, crew availability	17	6
Partnerships (tourism, local business, training, etc.)	14	5
Support for languages, Indigenous people, visible minorities	14	5
Rethink incentive structure (remove funding caps, increase funding amounts, tax credits, scholarships)	14	5
Sponsorships (events, festivals, NWT ambassadors)	9	3
Support for certain groups or project stages (producers and filmmakers; writing and project development)	6	2
More diversity in types of projects funded	6	2
Unions and professional associations	3	1
Total Respondents		35

*Some respondents provided multiple answers resulting in a number/percentage that exceeds the total respondents

Q6 In what areas do you think the government should focus its investments in the Film and Media sector over the next five years?

	%	No.
Develop, support, train and fund local talent (writing, content creation, producing, editing, film school)	44	16
Marketing and promotion (links to tourism, film festivals, community outreach, "open for business")	36	13
Learning opportunities (training, professional development, mentorships, events outside the NWT)	31	11
Fund and showcase more local and Indigenous feature projects	28	10
Address current programs (remove funding caps, increase limits, better balance (north, south), be more inclusive)	22	8
Continue attracting outside productions (including welcoming environment, reduce red tape)	22	8
Offer more incentives and more competitive incentives (tax incentives, scholarships, grants, support local business)	19	7
Focus funding and incentives on producers and filmmakers	17	6
Local infrastructure (production facility, equipment, crew)	17	6
Funding targeted to specific stage or size of project (early, late, bigger)	11	4
Training of emerging filmmakers, youth	11	4
Partnerships (schools, Aurora College, WAMP, professional associations)	6	2

Total Respondents 36

*Some respondents provided multiple answers resulting in a number/percentage that exceeds the total respondents

Representatives of the film and media sector said they would like to see investment in the development and training of local talent.

The film and media industry can be divided into two categories: above-the-line and below-the-line.

Above-the-line are producers, directors, screenwriters and main cast members; the people who own or create the intellectual property.

Below-the-line is everyone involved in the production or post-production of a film or television series. This includes camera crews, make-up artists, editors and additional cast members among many others.

Workshop participants recommended support for those above-the-line; specifically increased training and mentorship opportunities for producers hoping to develop their capacity to create quality world class productions locally.

But, if there is an increase in local productions, there also needs to be an increase in trained and experienced local personnel (cast and crews) for these productions to hire. As a result, there is also a need to create professional development opportunities below-the-line with training and mentorship in these areas.



Plate shots are a technique often used in visual effects. Scenes and landscapes are filmed without actors and then incorporated as the background for live filming. Disney's, *A Wrinkle In Time* filmed plate shots with a small crew on Great Slave Lake (2017)

'... training/professional development opportunities [for NWT film and media professionals] working on local productions to advance their careers and inspire more projects from locals.'

SECTOR SURVEY RESPONDENT

The most common ways interviewees defined success was in relation to **employment and career progression** of NWT media professionals, most often saying that a sign of success would be if people could make a sustainable living working in film in the NWT. Some also mentioned that NWT film and media professionals would be playing increasingly meaningful and senior roles in productions. Conversely, a key sign of decline would be seeing talent leaving the territory and a lack of successions in the sector.

Other signs of success mentioned by interviewees were: evidence of increasing local capacity and experience, measurable return on investment (i.e. employment, local spend). One person summarized success as a sector that had more "solidity" and was less reliant on volunteer energy and commitment.

Signs of decline would be a decrease in professional development opportunities, a lack of confidence in NWT crews and less activity in the regions.

When Yellowknife workshop participants prioritized 10 recommendations for the next film strategy, seven out of the 10 recommendations were related to professional development:

- 1. Create a Producers Incentive Program (PIP)**
- 2. Grow our local professional producer group to lead large-scale projects from funding through to delivery and distribution.**
- 3. Support the development of above-the-line skills, especially writing skills, to enable the NWT film and media community's ability to produce higher quality productions**
4. Review and improve the film rebate program to ensure it supports local productions (i.e. split into a "local" and "guest" streams)
5. Take film and media funding out of SEED and move into its own program administered by the NWT Film Commission
6. Funding for up-to-date industry standard equipment package
- 7. Develop a Talent Lab program (as an incubator for ideas and projects)**
- 8. Do more to support qualified professional producers who are showing commercial success (maintain their momentum), e.g. funding, training and mentorship, etc.**
- 9. Funding program to NWT organizations to provide film and media internships (for students)**
- 10. Support and encourage risk-taking and novel/ outside-the-box ideas in film and media**

Most production activity in the NWT takes place in Yellowknife. Yellowknife residents who work in the sector are mid-career professionals. This, however, is not the case in regions like the Beaufort-Delta where there are very few people working in film and media.

Participants at the Inuvik engagement workshop suggested that professional development should include recruitment and training initiatives for youth, in order to promote and encourage careers in the film and media sector.



Nahanni River of Forgiveness (2018)
Photo credit: John Bingham

Funding and Governance

The international film and media sector is a multi-billion dollar industry. NWT media professionals believe that their industry needs more investment to be on par with the rest of the world.

Funding and Governance are highly ranked priorities for stakeholders in the NWT’s film and media industry. The need for more funding; and to change policies surrounding existing funding programs were common and re-occurring themes.

“We can’t force people to shoot here, but we can incentivize them and provide an experience that makes them want to come back.”

SECTOR SURVEY RESPONDENT

Q10 What supports does the NWT Film and Media sector need to be competitive with the global industry

	%	No.
Financial incentives (larger, more competitive)	40	10
Developed talent base (crew quality, training, mentorship)	28	7
Tax rebates/credits (larger, more inclusive)	24	6
Create avenues of opportunity for NWT filmmakers	16	4
Revise funding programs (drop northern hires/ production partner requirement, allow producers to pay themselves, less administrative burden)	16	4
Support targeted to certain groups or project stages (local writers, producers, production, post-production)	12	3
Funding to participate in film festivals	8	2
Increased visibility as a film location	8	2
Pro-grade equipment based in NWT	4	1
Boost support local businesses and help them understand that the film sector is viable customer base	4	1

Total Respondents 25

*Some respondents provided multiple answers resulting in a number/ percentage that exceeds the total respondents

Funding remains the most cited challenge. A theme in both the workshops and interviews was that it is virtually impossible to make a sustainable living in film and media in the NWT. This drives many people who want to pursue a career in the industry to live and work in a southern jurisdiction for a portion of the year.

YELLOWKNIFE ENGAGEMENT WORKSHOP

Participants in the Yellowknife engagement workshop identified a need to not only increase funding, but to harmonize local film funding policies with those of national funding bodies like the Canada Media Fund and Telefilm Canada.

In particular, stakeholders were critical of GNWT policies preventing producers from paying themselves from GNWT funding grants.

Participants noted numerous challenges that have persisted or increased in the NWT film and media sector over the past five years. The most commonly mentioned challenges were related to the *funding model*, noting that producers cannot pay themselves with grant money and it remains very difficult to make a sustainable working in film and media in the NWT.

FILM SECTOR INTERVIEWS

And, many recommendations were related to *increasing the amount, accessibility and flexibility of funding for film and media projects.*

FILM SECTOR INTERVIEWS

Suggestions for improving the NWT's funding model included: increasing the flexibility of GNWT policies to be more in tune with industry realities; increasing the NWTFC's control over funding administration; and providing guest productions incentives to hire and mentor NWT crews.

It was noted that considered and strategic funding guidelines can play a role in leveraging local spending and hiring opportunities.

Beyond funding for specific projects, the NWT's film and media sector said it would like to invest in developing and maturing its industry (through education initiatives) and to promote its social and economic value.



“I feel the Film Commission is doing a great job of being a liaison between film and media professionals and the government. They should continue.”

SECTOR SURVEY RESPONDENT

Of the 10 recommendations prioritized by the Yellowknife workshop participants, matters of funding and governance also ranked or were part of seven of the ten priorities identified.

One solution put forward during engagement workshops and stakeholder interviews is to give the NWT Film Commission more autonomy from government so that it has more control over program funding and policy.

In both workshops and sector interviews, participants identified a perceived lack of understanding within government as to how film and media works.

From regional administrators of the Support for Entrepreneurs and Economic Development (SEED) Policy to Yellowknife-based policymakers, this lack of understanding is viewed as a major barrier to growth and development in the sector and is reflected in the type and amount of funding that is made available for film and media projects.

“Now I am working on a second feature film and I really wanted to shoot it in Yellowknife, but there wasn’t funding available for me to do that.”

STAKEHOLDER INTERVIEW

1	Create a Producers Incentive Program (PIP)
2	Grow the local professional producer group to lead large-scale projects from funding through to delivery and distribution.
3	Support the development of above-the-line skills, especially writing skills, to enable the NWT film and media community’s ability to produce higher quality productions.
4	Review and improve the film rebate program to ensure it supports local productions (i.e. split into a “local” and “guest” streams)
5	Take film and media funding out of SEED and move into its own program administered by the NWT Film Commission
6	Funding for up-to-date industry standard equipment package
7	Develop a Talent Lab program (as an incubator for ideas and projects)
8	Do more to support qualified professional producers who are showing commercial success (maintain their momentum), e.g. funding, training and mentorship, etc.
9	Funding program to NWT organizations to provide film and media internships (for students).
10	Support and encourage risk-taking and novel/ outside-the-box ideas in film and media.

Some interviewees felt strongly that there is a **fundamental lack of understanding in the NWT of how the film industry works** and how films are made. Because of this, they said, the GNWT has not put in place effective ways to support the sector, unlike the Yukon which was seen as far more progressive. Some noted that there are also people in the sector who lack understanding of how the industry works outside the territory, which can be limiting.

FILM AND MEDIA SECTOR INTERVIEWS

“ Film supports story telling that builds understanding across diverse populations and that bridges generations. Film supports a showcase of this territory and its unique experiences and authentic cultures to other populations, and this has value for tourism, among other things. Film creates avenues to bridge divides and break down barriers between people.

SECTOR SURVEY RESPONDENT



Red Snow filming on location in Dettah, NT (2018)

Photo credit: Samantha Hefford

Story and Intellectual Property

At the heart of any film, television or media project is the story. There is no industry without story. Stories are generally captured and expressed, in the film and media industry, as intellectual property. Content creators and producers deal in the buying and selling of intellectual property – or stories.

The story and intellectual property theme surfaced in a variety of discussions during the engagement process. Suggestions on how to support and celebrate the creation of local stories on-screen included: supports for the development phase of projects, the creation of screenwriting supports and the concept of creative talent labs.

Participants supported developing audiences by continuing to support NWT film events, attending festivals and marketing and promoting locally produced projects. They expressed a desire to support outside-the-box ideas and story ideas and projects that take risks and are on the leading edge of fast-evolving media technology.

Story and Intellectual Property emerged as the top ranked survey response when asked where government should invest in Film and Media.

“[The NWT film and media sector] helps to grow ideas for storytelling from a wide variety of visual storytellers”

SECTOR SURVEY RESPONDENT

Q6 In what areas do you think the government should focus its investments in the Film and Media sector over the next five years?

	%	No.
Develop, support, train and fund local talent (writing, content creation, producing, editing, film school)	44	16
Marketing and promotion (links to tourism, film festivals, community outreach, “open for business”)	36	13
Learning opportunities (training, professional development, mentorships, events outside the NWT)	31	11
Fund and showcase more local and Indigenous feature projects	28	10
Address current programs (remove funding caps, increase limits, better balance (north, south), be more inclusive)	22	8
Continue attracting outside productions (including welcoming environment, reduce red tape)	22	8
Offer more incentives and more competitive incentives (tax incentives, scholarships, grants, support local business)	19	7
Focus funding and incentives on producers and filmmakers	17	6
Local infrastructure (production facility, equipment, crew)	17	6
Funding targeted to specific stage or size of project (early, late, bigger)	11	4
Training of emerging filmmakers, youth	11	4
Partnerships (schools, Aurora College, WAMP, professional associations)	6	2

Total Respondents 36

*Some respondents provided multiple answers resulting in a number/percentage that exceeds the total respondents

Q2 In what ways does the NWT Film and Media sector contribute to the NWT?

	%	No.
Diversifying and stimulating the local economy	81	29
Employment	42	15
Sharing of stories, culture and language	39	14
Showcases the beauty of the NWT and generates tourism	33	12
Raising the profile of and interest in the NWT ("puts NWT on the map")	25	9
Promotes, supports, connects and retains NWT film and media professionals	25	9
Pride in community and culture	19	7
Inspires and encourages creativity, diversity and collaboration	11	4
Total Respondents		36

*Some respondents provided multiple answers resulting in a number/percentage that exceeds the total respondents

Thirty-nine percent of sector survey respondents noted that the sharing of stories, culture and language was one of the ways the NWT Film and Media sector contributes to the NWT.

For sector survey respondents that felt it was very important to promote and showcase NWT film and culture at film events like festivals and markets, the main reason was to showcase the North noting its culture, people, stories, and landscapes.

“People in northern communities’ love creating and watching film, they are always making videos on Facebook.”

PARTICIPANTS IN THE INUVIK WORKSHOP





Pablo Saravanja of Artless Collective receives a 2019 NWT Film and Media Award for Best Commercial Piece - Government.

“Culturally [the NWT film and media sector] has a huge impact, giving people the opportunity to memorialize and share the stories and culture of the North”

SECTOR SURVEY RESPONDENT

Q12 Please explain why it is (very important/ important/ neutral/ somewhat important/ not at all important) to promote and showcase NWT film and culture at film events like festivals and markets.

	VERY IMPORTANT	%	No.
Showcasing the North (culture, people, stories, landscapes)	52		11
Credibility and awareness of work and ideas	48		10
Networking	24		5
Builds community and culture	19		4
Build capacity (jobs, training, partnerships)	19		4
Increase tourism	10		2
Attracting non-NWT productions	10		2
Economic development	10		2

Total Respondents 21

*Some respondents provided multiple answers

Q12

Q16 What does success in the NWT Film and Media sector look like in five years?

	%	No.
Feature films being produced in the NWT by people from the NWT	79	22
More skilled professionals, full time jobs, mentorships	68	19
Non-NWT production companies filming in the NWT	43	12
More TV series being produced in the NWT	39	11
Increased presence (national and international markets, circumpolar identity, film festivals, social media)	36	10
More incentives and less restrictive funding	14	4
More sector infrastructure (including a multimedia center)	11	3
More community involvement	7	2
Spurring economic activity and tourism	4	1
Multiple factual producers and companies out doing factual content	4	1
Unions	4	1
Award winning productions	4	1

Total Respondents 28

*Some respondents provided multiple answers resulting in a number/percentage that exceeds the total respondents

Conclusion

Underlying nearly all of the engagements highlighted in this report was an almost universal acknowledgement that the environment in which the NWT's film and media arts industry operates has improved greatly from 2014 when the government's first five-year film strategy was introduced.

Today's NWT film sector is more defined, respected and supported. Funding has improved significantly highlighted by the creation of the NWT's film rebate program; and there is better communication between the territory's film sector and government.

As it once again prepares to look to the future, there is an unspoken confidence that even more success lays ahead. The following table from the stakeholder survey summarizes what members of the NWT's film and media arts sector feel their industry can attain in the next five years.

