

DGC's strategic plan: Build, Benefit, Boost

The Directors Guild of Canada Build, Benefit, Boost : DGC Strategic Plan 2003 – 2006

Introduction

At the 2002 DGC AGM, members overwhelmingly endorsed a resolution for the development of a strategic plan for the Guild. Jane Thompson chaired the DGC Strategic Planning Committee, which was comprised of a cross-section of members from across Canada. The plan is designed to ensure the long-term success of the DGC, its members, and the Canadian motion picture industry.

Strategic Objective 1: Build a National Vision

- Make the DGC home for filmmaking professionals.
- Establish the DGC as a visionary leader and partner in the film and television industry.

In a fast-paced, rapidly evolving industry, the DGC must become the means by which all members can articulate their aspirations and their dreams. Through effective communication, through celebration of our members' achievements, through honouring and recognising our own, the DGC will inform, inspire, energise and unite Canadian filmmakers from coast to coast to coast.

Strategic Objective 2: Benefit Every Member

- Protect the professional rights and dignity of DGC members.
- Pursue aggressive collective bargaining on behalf of members.
- Ensure that the organisation is accountable to all members.

Through strong collective bargaining, vigorous lobbying, and on-going education and professional development, the Guild will enhance and protect all members' creative and economic interests, now and into the future.

Strategic Objective 3: Boost Production

- Lobby for the growth and integrity of Canadian originated productions.
- Attract productions from around the world for all members.

The film and television industry is a major contributor to the Canadian economy. In 2001 – 2002, film and television production injected \$5.1 billion into the Canadian economy. In the same period, Statistics Canada pegged the economic multiplier effect at 3.17. This translates into an economic impact of \$16.2 billion.

The film and television industry is a significant creator of jobs for Canadians. In 2001 – 2002, direct employment in the industry was 53,000 and indirect employment was 84,800, a total of 137,800 jobs. There is no doubt that this is an industry that is worth supporting.

Foreign production provides jobs for our members and helps build the infrastructure that is necessary for both foreign and Canadian production. It also allows our members to develop and hone their skills. The DGC will continue to lobby aggressively on issues such as the Production Services Tax Credit. This keeps Canada competitive in the international marketplace and attracts foreign production to Canada, thereby increasing work opportunities for DGC members.

Canadian production is the soul of the Guild. It is Canadian production that allows members to express themselves as artists and filmmakers. Our personal visions, the stories we want to share with other Canadians and the world, can only be expressed through Canadian drama. Without Canadian drama the Canadian industry would wither and die.

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