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PERFORMERS WELCOME GOVERNMENT'S COMMITMENT TO EXTEND CANADIAN MEDIA FUND

TORONTO – Canadian performers welcome the government's commitment in today's budget to ensure long-term, stable funding of the Canada Media Fund.

"Extending the CMF is a good first step for our industry. There's a lot more the government can do to harness the full job-generating potential of our industry and we are committed to working with the government for the next four years to do as much as we can together," said Ferne Downey, ACTRA National President.

"A healthy cultural industry is in everybody's interest – culture not only enriches our lives, it enriches our Economy," said Stephen Waddell, ACTRA's National Executive Director.

Federal government investment in Canada's film, television and digital media industry is both efficient and effective in stimulating our national economy, triggering private investment, creating jobs and contributing to the development of new technologies. In all, Canada's cultural industries contribute more than \$85 billion – or 7.4 % to our GDP – and more than 1.1 million jobs to our economy.

ACTRA has consistently urged the government to harness the full economic potential of our cultural industries with solid, long-term investments and public policy that bolsters Canadian sovereignty. ACTRA's budget recommendations included:

1. increasing the value of the CFVPTC and the PSTC and broadening eligibility criteria to include all costs including post-production costs, not just labour costs involved in production;
2. increasing investments in audio-visual institutions: the Canada Media Fund, Telefilm Canada, the CBC and the National Film Board as long-term, stable government commitments encourage private-sector investment in the industry;
3. re-introducing a system of income averaging for tax purposes over a five-year period for artists and grant professional artists a \$15,000 exemption from taxes on revenues earned on copyright and residual payments; and
4. amending the *Income Tax Act* to allow advertisers tax deductions for advertising on Canadian-owned websites or services only if it gives prominence to Canadian digital media content.

ACTRA (Alliance of Canadian Cinema, Television and Radio Artists) is the national organization of professional performers working in the English-language recorded media in Canada. ACTRA represents the interests of 22,000 members across Canada – the foundation of Canada's highly acclaimed professional performing community.

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Affiliated with the Canadian Labour Congress (CLC)
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