

*DRAFT: August 8, 2007*

## **Council to develop long-term plan for Alberta's film and television industry**

*Edmonton...* With a renewed mandate, the Alberta Film Advisory Council (AFAC) will guide Alberta's \$165-million film and television industry by helping to create a long-term strategy for sustainable growth.

"Those who work in the industry know it best. By appointing industry representatives, this council has the knowledge needed to make informed decisions and provide sound advice to the Alberta government," said Hector Goudreau, Minister of Tourism, Parks, Recreation and Culture, responsible for Alberta Film. "Members have the passion and experience to help build a stronger film and television industry in Alberta."

The AFAC is responsible for advising government on the priorities of Alberta's film and television industry, supporting and assisting Alberta Film in the implementation of these priorities, and recommending performance measures for the overall operation of Alberta Film. The council also provides industry knowledge regarding competition from domestic and international markets.

"Our first major task will be to create a business case that looks at sustainable support of Alberta's film and television industry," said Gary Mar, MLA liaison to the film industry and co-chair of the AFAC. "Albertans benefit from a strong film industry and we want to see this sector flourish. Developing a sound business case is the first step towards achieving this goal."

Damian Petti, industry co-chair of the AFAC and President of Local 212 of the International Alliance of Theatrical Stage Employees said, "The advice provided by the previous council was instrumental in creating guidelines for the Alberta Film Development Program, a fund that offsets the costs of production." He added, "That demonstrates a real willingness to have us help shape the direction of our industry in the coming years as well."

The council was originally created under the former ministry of Alberta Economic Development in January 2004 and was called the Film Commission Advisory Council. The new name of the council more accurately reflects the consolidated operations of Alberta Film, encompassing the Alberta Film Commission and the Alberta Film Development Program.

Strengthening our film and television industry supports Premier Ed Stelmach's plan to build a stronger Alberta. Other priorities for the government are to govern with transparency and integrity, manage growth pressures, improve Albertans' quality of life, and provide safe and secure communities.

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**Attachment:** Backgrounder with list of AFAC members.

### **Media enquiries may be directed to:**

Gary Mar  
Co-chair, AFAC  
MLA, Calgary-Mackay  
(780) 422-5367

Erin Larson  
Communications  
Tourism, Parks, Recreation and Culture  
(780) 427-6530

Damian Petti  
Co-chair, AFAC  
IATSE 212  
(403) 250-2199

To call toll-free within Alberta dial 310-0000.

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## Members of the Alberta Film Advisory Council

Industry representatives on the Alberta Film Advisory Council (AFAC):

	<u>Sector represented</u>	<u>Region represented</u>	<u>Term length</u>
Damian Petti (co-chair)	Unions	Calgary	3 years
Luke Azevedo	Education	Southern Alberta	2 years
Ken Bautista	New Media	Edmonton	3 years
Jennifer Blaney	Unions	Calgary	2 years
Sue Bristow	City Commissioner (acting)	Calgary	3 years
Tom Cox	Producers	Calgary	2 years
Josh Miller	Producers	Edmonton	2 years
Joe Novak	Producers	Calgary	3 years
Patti Tucker	City Commissioner	Edmonton	3 years
Richard Wong	Hospitality	Edmonton	2 years
Robin Wortman	Aboriginal community	Calgary	2 years

Ex-officio members of the AFAC:

Gary Mar (co-chair)	MLA liaison
Sue Bohaichuk	Alberta Tourism, Parks, Recreation and Culture
Dan Chugg	Alberta Film
Klaus Roth	Travel Alberta
Alan Brooks	Alberta Motion Picture Industries Association

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