



SASKATCHEWAN MEDIA PRODUCTION
INDUSTRY ASSOCIATION

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For immediate release

Saskatchewan media production industry reacts to government's Creative Industries Plan

The Saskatchewan Media Production Industry Association (SMPIA) is expressing its concern about how the Provincial Government's new Saskatchewan-focussed Creative Industries Plan will be funded.

"In our proposal to the government, we recommended that the government consider a refundable tax credit on all production expenses, including labour costs. This new plan is based upon a non-refundable tax credit program, which has not been successful in other jurisdictions. In fact, Saskatchewan's program would be the only one in Canada that is not based on refundable tax credits," said Ron Goetz, SMPIA President.

Goetz said he appreciated the government's interest in SMPIA's proposal, and he is looking forward to hearing from the government about the details of how a non-refundable tax credit program will be administered. It is a key aspect of the government's plan and the details must be clear before the industry provides its support.

SMPIA approached the government earlier this week with a proposal to develop a new film, television and creative interactive media production program in the province. This proposal was developed after significant research and development by industry professionals, who consulted with national leaders in the interactive media and film and television industry to create an innovative model to make Saskatchewan an industry leader.

"There are several unanswered questions about the government's new plan, but we look forward to continue working with the government to ensure it will meet the needs of our industry," said Goetz.

He also thanked the public for their support of the media production industry in Saskatchewan and its efforts to create a new incentive program.

For more information contact Ron Goetz at (306) 525-6361.