

	PREPARATION FOR THE GOVERNMENT CONSULTATIONS
TO:	Board of Directors
MEETING:	June 22, 2016
FROM:	Alex Johnston, Vice-President, Strategy and Public Affairs
PURPOSE:	Debrief on preparation for the government consultations
DATE:	June 13, 2016

SIGNIFICANT POINTS:

- The government consultation will focus attention on the broadcasting industry and CBC/Radio-Canada. We need to use this opportunity to enhance the understanding of the role and value of the public broadcaster in the digital age.

Consultations on Canadian Content in a Digital World

Summary of Government Consultations:

In April, the Minister of Canadian Heritage announced a public consultation on Canadian content in a digital world. The Government says it wants this public consultation to help determine “how best to assist the cultural sector in navigating rapid technological advances and changing consumer behavior and seizing opportunities to contribute to Canada’s economic growth and innovation.”

Timing:

Based on what we have heard, the Government wants recommendations from Canadians by the end of this year.

- April/May 2016: A pre-consultation online questionnaire, completed by six thousand people. Government says it will use this feedback to “help shape next steps in the consultation process”.
- June 2016: The Minister is expected to announce an “expert advisory group” to help lead process. Over the summer this advisory group will meet informally with industry and stakeholders to get a better understanding of the issues.
- August 2016: In mid-August the Government says it will publish a discussion document setting out the framework of the study - parameters, issues.
- Late September/October 2016: The Government will hold public meetings (the details are still to be decided). All government will say now is that there will be "public engagement".

CBC/Radio-Canada:

This is an opportunity to demonstrate the value of public broadcasting in the digital world and our role in building Canada’s Public Space. We have created a Strategy Working Group, with representatives from across the Corporation, to develop a position paper to present to SET over the summer. The paper will:

- Identify Canada’s future cultural needs based on our analysis of recent technological and audience trends, and a vision of the continued value of CBC/Radio-Canada.
- Propose measures that will ensure the health of the Canadian cultural sector as a whole. We will also propose measures (regulatory, funding, mandate) to ensure that CBC/Radio-Canada has the tools it needs to serve Canadians in the future.
- Be prepared to counter the claims of our critics and competitors.

Our position paper will be shared within the Consultation and released to the public, likely in September 2016.