

JUNE 30, 2021

The logo for Creative Saskatchewan, featuring the word "creative" in a bold, lowercase sans-serif font above the word "SASKATCHEWAN" in a smaller, uppercase sans-serif font, both in white text on a black rectangular background.

creative
SASKATCHEWAN

2020-21 SASKTEL EQUITY FUND - CIPF
ANNUAL REPORT - DECISION 2016-343

FISCAL YEAR: 2020-2021

CREATIVE SASKATCHEWAN

2020-21 SASKTEL EQUITY FUND - CIPF ANNUAL REPORT - DECISION 2016-343

Creative Saskatchewan Annual Reports are prepared by Creative Saskatchewan and approved by its Board of Directors, the Minister of Parks, Culture and Sport, and the Provincial Auditor. Each Annual Report describes activity that took place in the previous fiscal year, from April through March. Annual Reports are not publicly available until tabled in the Saskatchewan Legislative Assembly each summer, usually sometime in August. Annual Reports can be found online here:

<https://www.creativesask.ca/discover>

The total amount received from SaskTel for 2020-2021 fiscal year was \$414,856.70. The total spent on administration was \$20,742.84 and \$501,788.00 was awarded to independent production companies.

Fund Revenue:

2020-21 SaskTel to Creative Saskatchewan:	\$ 414,856.70
Return on Investments to the Fund	\$ 4,433.10
Total:	\$ 419,289.80

Fund Expenses:

2020-21 Admin Fee:	\$ 20,742.84
2020-21 Investment into Independent productions:	\$ 501,788.00
Total:	\$ 522,530.84

Program Funds from Prior Year	\$ 183,580.40
Program Funds Remaining 2020-21:	\$ 80,339.36

SUPPLEMENTARY INFORMATION

Total funded projects: 3

Applications received: 5

Information per project:

Project type:	Production
Project title:	Paramedics: Emergency Response Season 5
Type of project:	Documentary TV Series

Brief description of content:	Paramedics: Emergency Response, Season 5 is a 6 x 30 documentary series that chronicles select teams of paramedics at Medavie Health Services West as they respond to 911 emergency calls in Saskatoon, Saskatchewan.
Name of Production company:	102103220 Saskatchewan Ltd.
Name of producer(s):	Tony Hrynchuk Karen Parhar
Location of production:	SK
Location of production company:	SK
Broadcaster and/or platform for distribution:	Rogers Media Inc. / City Saskatchewan
Closed captioned and contains described video:	Yes

Project type:	Production
Project title:	Mobile MD Season 2
Type of project:	Documentary TV Series
Brief description of content:	Born in the Canadian prairies and raised in the highlands of Scotland, family physician Dr. Samantha Henley knows that many people outside the city do not have easy access to healthcare. Because of this, some in remote and rural areas do not seek help for their chronic illness. When left untreated, these chronic problems can lead to serious or life-threatening conditions. Dr. Henley makes the decision to leave her comfortable successful city practice and packs her bags and equipment into a mobile home so she can bring much needed medical help to the Saskatchewan wild.
Name of Production company:	Northern Medical Productions II Inc.
Name of producer(s):	Steve Allan Christopher Triffo Jeff Stecyk Ellen Bumphrey Katherine Donnelly Dana Krushel
Location of production:	SK
Location of production company:	SK
Broadcaster and/or platform for distribution:	Rogers Media Inc. / City Saskatchewan

Closed captioned and contains described video:	Yes
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Project type:	Production
Project title:	Donkeyhead
Type of project:	Feature Film
Brief description of content:	Mona Ghuman (37) was always the black sheep of the family. When her unhealthy and rebellious life comes crashing down by a serious car accident, Mona moves back into her traditional South Asian father's house. What was meant to be a few months of rent-free sobriety turns into seven isolated years caring for her cancer-stricken father. When her father suffers a severe stroke Mona's three successful siblings, (Rup, Sandy and Mona's twin brother Parm) return back to the family home with a mission to fix and to help, causing Mona's insecurities about her own unfulfilled life to deepen.
Name of Production company:	102114403 Saskatchewan Ltd.
Name of producer(s):	Anand Ramayya Kelly Balon Agam Darshi
Location of production:	SK
Location of production company:	SK
Broadcaster and/or platform for distribution:	Super Channel Entertainment Network
Closed captioned and contains described video:	Yes

Amount of funding allocations to the productions:

English: 3

French: 0

Aboriginal: 0

Third languages: 0

Amount of funding provided to:

Non-program digital content: 0

Programming made in Canada's regions: 3

Measure of success employed by the fund:

- Economic benefit to the province of Saskatchewan.
- Job creation potential within Saskatchewan, including training and career laddering opportunities for the freelance/self-employed community.
- Production financing including support from the marketplace and leverage of funds from the private sector and from outside Saskatchewan.
- Demonstrated probability of recoupment and profit potential.

A description of the composition of the board of directors, which clearly identifies members that are independent:

The Board of Directors is appointed by the Minister of Parks, Culture & Sport, and has the statutory power and obligation as granted by The Creative Saskatchewan Act and The Creative Saskatchewan Regulations.

The Board sets and monitors the strategic direction of the organization. The role of the Board is primarily one of stewardship and strategic visioning rather than operational support.

The Board consists of no more than eleven directors who are appointed by the Minister. Five of the board members are selected by the Minister from a list of potential nominees assembled by the Nominations Committee of Creative Saskatchewan.

Creative Saskatchewan's Board of Directors is comprised of eleven individuals (see Attachment B for Board Member Biographies) with a variety of backgrounds and experience. All members of the Creative Saskatchewan Board of Directors are Canadian as defined in Direction to the CRTC (ineligibility of Non-Canadians).

Currently the Board does not have any members representing Broadcasting Distribution Undertakings (BDUs). However, Creative Saskatchewan understands the requirement that no more than one third of the members of the Board may be members representing BDUs. In addition, it is understood that if there are members representing BDUs on the Board in the future, that these BDU members will not have the right to cast more than one-third of the votes in a meeting. At all Board meetings, it is Creative Saskatchewan's policy that all decisions are made by majority vote.

List of project selection committee members including the names of the person who is responsible for ensuring that OLMC's reflection and issues are taken into consideration, details on activities relating to OLMC's and how the fund has ensured proper reflection of communities:

In late 2020/early 2021, Creative Saskatchewan collaborated with the film and TV industry association, Saskatchewan Media Production Industry Association (SMPIA) to consult with Saskatchewan Independent Film and Television Producers. SMPIA is a provincial, member-based non-profit organization that is governed by a volunteer Board of Directors. Established in 1986, SMPIA represents all personnel related to the making and exhibiting of media productions from beginners to veteran professionals. SMPIA provides leadership and fosters co-operation through professional development and training, discussion forums and decision-making. They also advocate for changes in public policy that are of interest to the film and television production industry and create social and economic benefits for Saskatchewan communities.

SMPIA's Executive Director, Ken Alecxe, and President, Lioz Bouganin, consulted with Saskatchewan's independent producers and past recipients regarding how OLMC's issues are best taken into consideration for the relatively small Saskatchewan Film & TV industry. It was recommended that the assessment criteria should include points for a production being released in French and the application training plan needs to address diversity and inclusion.

The SaskTel Max Assessment Criteria has been revised to reflect this recommendation.

Creative Saskatchewan's Program Department works to ensure that OLMC's are reflected and taken into consideration by ensuring that SaskTel Max applications are complete and that a jury of industry professionals assess and score each application against the program criteria. Applications that are recommended for funding are included in the Creative Saskatchewan Program Manager's Quarterly Adjudication and Assessment Process Declaration. This declaration is approved by Creative Saskatchewan's CEO, presented and reviewed by the Audit & Finance Committee then presented to the Creative Saskatchewan Board.

APPENDIX A: BOARD OF DIRECTORS & BIOGRAPHIES

Jason Zhao of Regina, Chairperson, currently serves as the Chair of the Board of Directors of the Regina Symphony Orchestra. A skilled entrepreneur, he has built a successful career attracting outside investment to Saskatchewan across a diverse spectrum of economic sectors including retail and natural resource development.

Jordan Gaw of Regina, Vice Chairperson, is a Senior Business Development Specialist at the Global Transportation Hub (GTH). He's held leadership roles in assisting entrepreneurs and exporters in the agribusiness, extractive, and digital technology sectors. Jordan's past experience includes almost 20 years of banking, consulting, and international trade. This has included roles as Acting Vice President, and a Director at Saskatchewan Trade & Export Partnership (STEP), representing Saskatchewan as the Private Sector Liaison Officer (PSLO) for the World Bank Group, and previously a senior role in Offshore Sourcing and Procurement at Loblaw Companies Ltd. Jordan is a Certified International Trade Professional (CITP) and a Certified Logistics Professional (CCLP).

Amanda Baker of Regina, has been the Member Relations Manager at The Regina & District Chamber of Commerce for over ten years. In 2006 she graduated from the University of Regina with a Bachelor of Fine Arts Degree majoring in painting. Amanda has made meaningful contributions to the Arts Community through many different volunteer positions. At The MacKenzie Art Gallery she was a member of the Board of Trustees, Audit and Finance Committee and Chair of Annual fundraising Gala. Other positions include sitting on the Pageantry and Protocol Committee for the JUNOs, the organizing committee for 2015 Canada Day Celebrations and Board Chair of Curtain Razors. Her career and volunteer work afford her experience in both the Arts and Business Community.

Dr. Has Malik of Saskatoon, is the Dean of Business and Information & Communications Technology at Saskatchewan Polytechnic. With more than 20 years of post-secondary experience, Dr. Malik has served as the Associate Vice-President, Academic Pathways and Planning at Sheridan College in Ontario, as well as the founding Dean of Humanities and Social Sciences, the

Dean of Continuing and Professional Studies, and the Dean of Community and Liberal Studies. He was a member of the Home Suite Hope Industry Council in Ontario; engaged in the newly formed Online Learning Consortium: e-CampusOntario; served as a member of the Board of Directors for OntarioLearn; and was a member of the Community Task Force for William Osler Health System, in Brampton, Ontario.

Bruce Willis of Regina, is a Partner and the Leader of KPMG's Advisory Services practice in Saskatchewan. He has over 25 years of professional service experience, focusing on providing assurance and risk-based business advisory services to the public sector, publicly-traded companies and private organizations. He is an active member with the local Institute of Internal Auditors (IIA) and has sat on various Institute of Chartered Accountants of Saskatchewan (ICAS) committees. He has extensive board experience, including his current seat on the United Way of Regina Board of Directors, as well as sitting on the Board of Directors at SaskFilm for seven years. He is also the Policy Sub-Committee Chair of the Film Industry Task Force. He has been an active Trustee and Board member of the Saskatchewan Foundation for the Arts since May of 2012.

Patricia Warsaba Q.C. of Regina, is a senior commercial and corporate partner in the McKercher LLP Regina office. She has a broad range of experience handling and advising on corporate governance matters, securities and equity financing, commercial and residential real estate transactions, sales and acquisitions, financing, and development. Patricia is unique in Saskatchewan by having significant experience in entertainment law. She is a Director of the Saskatchewan Chamber of Commerce, a former director and trustee of the board of the National Film Board of Canada and past board member and Vice-Chair of the Regina Airport Authority. She has been recognized as a Woman of Influence in Saskatchewan for her efforts as a professional in 2011.

Maryann Yeomans of Saskatoon, is a Métis woman and a senior leader with experience in interactive arts, publishing, and marketing and communications. She was the director of marketing for the Saskatchewan Indian Gaming Authority for five years where she oversaw all facets of marketing, creative design, and entertainment and served as an advisory Board member for World Gaming Executives. She has experience as a digital business consultant, was a member of the Saskatoon Public Art Advisory Committee and, along with writing for various publications, also founded an international women's lifestyle magazine. Maryann was involved in the design of some of the first online post-secondary courses at Simon Fraser University where she became interested in interactive arts and user-centred design. Maryann was also the CEO of an advertising agency in Vancouver and is well known for her expertise in niche marketing.

Stephanie Yong of Saskatoon, is a design thinking specialist. She is the principal at Stephanie Yong Consulting, a consultancy that focuses on utilizing the tools of human-centered design thinking to help generate ideas, solve strategic problems and apply to community and social impact projects. As a leader in her community, Stephanie's previous work has been focused primarily on the startup sector. Stephanie served as the Director of the W. Brett Wilson Centre for Entrepreneurial Excellence for 6 years, creating programs and resources, managing day-to-day operations, fund development and ensuring programming was valuable and impactful. Stephanie is also a lecturer at the University of Saskatchewan's Edwards School of Business with a strong focus on entrepreneurship and innovation and teaching design thinking principles. Stephanie's work has allowed her to work with a variety of organizations such as the Smart Cities Challenge, the City of

Saskatoon Mayor's Office and the Downtown Bid, Kreos Aviation and Sask Interactive. Stephanie has a BA in Political Studies and an MBA from the University of Saskatchewan. She has recently completed her ICD training and is a certified Corporate Director.

Margaret (Peggy) Hasein of Biggar, is former publisher and owner of the Biggar Independent which she and her husband purchased in 1989 and sold in 2019. At the moment she is retired and loving it! She holds a Certificate in Public Relations from the University of Victoria. She is a Past President of the Saskatchewan Weekly Newspapers Association and served on the Board of Directors of News Media Canada. She authored a syndicated column entitled Neighbourly News which was printed in weekly newspapers across the three Prairie provinces. She has been involved in many organizations in her community. She dabbles in genealogy and has written a series of four novelettes detailing the history of her maternal grandparents and is in the process of completing a book on her paternal grandparents. As for hobbies she enjoys reading, quilting and cross stitching.

Gwen Machnee of Canora, is originally from the UK, she came to Canada when she was in her twenties intending to stay two or three years and has never gone back. Gwen holds bachelor and doctoral degrees in Microbiology and a masters in Adult Education. Gwen heads up applied research at Parkland College having built the program from its inception, she also worked with university programs at the college building the program to be the largest off-campus program in the province. She is the chair of the Saskatchewan Council on Agricultural Training and Education (SCATE) and vice Chair of the East Central Research Foundation. Gwen is an experienced board member having been elected to the local school board and division boards of both Crystal Lake SD and East Land Lakes SD, now part of Good Spirit School Division. Gwen also served for three terms on the board of SaskCulture and is currently on the executive board of the Saskatchewan Conference of Mennonite Brethren. Gwen and her husband live in rural Saskatchewan with a small flock of sheep from whose wool Gwen spins, dyes and knits. She has also volunteered with the Yorkton Film Festival and plays in the Yorkton Community Band.

Wally Start of Saskatoon, is President and Executive Producer of Angel Entertainment and Bamboo Shoots. He is an innovator with a proven track record of nurturing and growing successful production companies and creating outstanding international content. With over thirty years in the industry, Wally has developed a keen eye for "the story" and exhibits an intimate understanding of the dynamics that can turn a good production into a great one. Through Angel Entertainment, he is a hands-on producer, joining in the creative process of all his projects. Through Bamboo Shoots Inc., the production arm of Angel Entertainment, Wally has helped build the operation into one of Western Canada's largest commercial and post-production houses with offices in Saskatoon, Regina and Calgary. Whether Wally is working on feature films or TV series, he injects each project with the same drive and passion. He is a great collaborator who is always looking to co-produce with like-minded producers, and his keen eye for original ideas means he always has several irons in the creative fire. Wally is committed to growing the industry in Saskatchewan and has twice served on the board of SMPIA