

**Data Collection Subcommittee**  
**Key Takeaways and Highlights – Meeting of September 25, 2020**

**Industry wide Focus on Issue**

- To get to a more equitable ecosystem, we need to address the systemic barriers and challenges creators face;
- To be a viable, vital and sustainable industry, it must be a more inclusive one that embraces new talent, and seeks out under-served, untapped audiences and markets;
- We need diversity to be competitive at home and abroad;
- In order to get to the goal of an equitable ecosystem and to identify the gaps and challenges that creators who are Black, Racialized persons, LGBTQ2+ and People with disabilities face, we need tools to gather data that has integrity so that we can assess and understand these challenges and gaps;
- Measuring/identifying talent in the pipeline (in our industry) is critical as it will help us to identify those who have been denied access and equitable support. As an industry, we all agree we must do better, we must be more inclusive, and data is one the key tools to helping us achieving this.

**Concerns**

- How can producers gather personal data on key creatives in a respectful manner that makes both the talent and the producer feel safe?
- How do you convince the talent to share personal data?
- How far can we take self-identification and hence, the data collected? (How far should we take it?)
- By the time the producer comes to a funding agency, like Telefilm, the decision about the creative team has already been made. The “ask” for information on the key creatives comes long before “application” to Telefilm, or other agencies.
  - Can this information sharing be addressed at the hiring stage?
  - What is the most suitable touch point to collect this data?
- Challenge with self-identification process and data collection – there is no validation process.
  - Could this non-verifiable data result in different groups being treated differently, or possibly inequitably?
- How will personal data be used and stored? Who will safely store this personal data?
- Would it be possible to change how one chooses to identify? And what are the impacts of this option? Would\Will an identity remain static? Can an individual have the flexibility to update/change their personal data?
- How do we include issues and address issues linked to intersectionality?

- Can our industry have a standardized approach to data collection, so language and references are consistent?
- Diversity/inclusivity should be looked at in as comprehensive a manner as possible, and this includes language minorities, regional challenges and more
- Language and definitions should be consistent in the industry. The lexicon is evolving and there needs to be flexibility

<b>Points of consideration</b>
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- Can we realistically look at key creatives and producers self-identifying and uploading their own information independently?
  - This possibility was looked at by Telefilm and will be investigated further. Among challenges, this creates a possible disconnect for the producers if, in the context of applying for a specific program, they cannot “access” this personal data. Of note, said possibility does not address the earlier stage of engagement, namely the contracting and hiring of key creative, pre-application.
- Can we look at a comprehensive approach that will benefit the industry? (e.g. Requirement from the CRTC)
  - Longer-term, industry-wide solutions, with consistent definitions and tracking abilities
- Can we look at short-term and longer-term approaches or methodologies? :
  - Immediate steps to advance Telefilm’s current data collection to improve the diversity of its pipeline is the goal for 2021. This is only one step of many

<b>Next Steps</b>
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- Could all members of this subcommittee map out **the three Data collection elements** that are a key priority for their respective organizations? Could these elements be categorized under the following parameters?
  - 1 short term in approach
  - 1 longer term in approach
  - 1 ideal in approach (ideal scenario)
- Next meeting in October:
  - To be a practical working session where we will map out possibilities
  - To regroup the information to be brought back to the D&I Working Group