# Submit feedback

Parliamentarians, cultural sector stakeholders, students or any other group who wish to submit their collective feedback may do so online or by mail by following these guidelines. To facilitate the conversation, we recommend that you follow a series of exercises which will assist you in organizing your thoughts around the discussion.

Remember that this is not the only way to contribute to the discussion. If you are looking to submit input as an individual, you can go directly to the [submission portal,](http://www.canadiancontentconsultations.ca/have-your-say) you can [share your stories about Canadian culture and creativity](http://www.canadiancontentconsultations.ca/stories) and / or you can [share your ideas by video, journal, blog or paper](http://www.canadiancontentconsultations.ca/more-ideas/survey_tools/more-ideas).

Please note that your document size should not exceed 2 MB.

Suggested Submission Outline

|  |  |
| --- | --- |
| **Event Date:** |  |
| **Location:** |  |
| **Organizer:** |  |
| **Number of Participants:** |  |

Share your event details on our website.

## Suggested materials:

* [Consultation paper](http://www.canadiancontentconsultations.ca/background-documents)
* Flip chart, chalk board, white board or just a plain piece of paper
* “Post it” style sticky notes
* Pens, markersor any other writing instruments

## Suggested format:

For each of the following sections, a suggested format on how to engage in the subject matter and come to a consensus for input has been developed.

1. Assign a moderator.

2. Have the moderator ask the participants to brainstorm about each question and write their answers on a sticky-note.

3. Have each participant place the sticky-note on the board or paper.

4. Have the members gather around the board or paper and come to an agreement on three responses or statements, in no specific order.

# TIMES HAVE CHANGED

When was the last time you went to a video store to rent a movie? Do you buy a newspaper or wait to catch the daily news on the radio or tv, or get your news and information online or through social media? Have you ever created or watched a tutorial online? Do you ever hit your monthly mobile data limit because you’ve streamed one too many songs?

Canadian cultural industries are undergoing important transformations – instead of going to the video store, Canadians now have access to online movie libraries that can be watched at the click of a button. Books can be borrowed from the library without ever leaving the house. We discover new bands through social media and share playlists with our friends. Every day, creators are inspiring themselves and learning new skills and techniques by viewing videos or exchanging their works with online art communities from around the world. We no longer need to plan our day around catching a radio show at 2:00 p.m. on Sunday afternoon anymore, the podcast can be downloaded and listened to any time we like. Canadians have fully embraced these new ways of creating or consuming Canadian content.

So, this is why our Government needs your ideas on how Canada can seize this ongoing digital shift. It’s time to rethink how we support and promote Canadian content — and we need your help! We need to create a system that better aligns with how we consume content and that helps Canadian content creators succeed in a digital, globalized world.

# STRENGTHENING CANADIAN CONTENT IN A DIGITAL WORLD

Canadians can be very proud of our nation’s creative culture. Think of exceptional musicians like Arcade Fire, inspiring authors like Margaret Atwood and Dany Laferrière, award-winning filmmakers like Xavier Dolan, widely popular digital influencers like Lilly Singh (a.k.a *IISuperwomanII)* and outstanding TV series like *Orphan Black* and *Unité 9*. All are expressing their art in a world changed by today’s online focus.

It is time to adapt our approaches to how we support culture, and move Canada forward as a hub for creativity and innovation. We know that diversity and creativity are at the heart of innovation, and are key to having a strong society, a vibrant democracy, and to promoting Canadian cultural content to the world.

In our new approach, we need to:

1. Focus on respecting citizen choice and supporting creators in making great, compelling content.
2. Reflect Canada’s incredible diversity in the content that we produce and support the production of news information and local content that is credible and reliable.
3. Drive social and economic innovation by forging strong links between creativity economic growth, and social resilience.



# WORK WITH US

We want to hear from you — building a dynamic system that better supports creation, discovery and export of Canadian content in the digital world is not an easy job! Keeping the three key points above in mind, share your thoughts and ideas.

Here are three questions to get the conversation started:

1. What does a cultural system that supports creators and respects citizen choice look like to you?
2. How can we meet the challenge of promoting Canada’s creativity in the digital world, and how can we use digital content to promote a strong democracy?
3. How do we support Canada’s creators and cultural entrepreneurs and help them reach beyond our borders?

Want to learn more before joining the conversation? Read our full [discussion paper](http://www.canadiancontentconsultations.ca/consultation-document) here.

Now, you have the floor. Think outside the box! Share your ideas and your vision of Canadian culture in a digital world. Join the conversation. [See how you can](http://www.canadiancontentconsultations.ca/home).

# Submission Guide

## Warm-up

### (approximately 30 minutes)

What do you love best about Canadian culture & creativity?

Answer:

*What I love best about Canadian culture and creativity is:*

a)…………………

b)…………………

c)…………………

## 1) Focus on respecting citizen choice and supporting creators in making great, compelling content.

## **(approximately 30-45 minutes)**

What does a cultural system that supports creators and respects citizen choice look like to you?

Answer:

*A cultural system that supports creators and respects citizen choice will:*

a)…………………

b)…………………

c)…………………

## 2) Reflect Canada’s incredible diversity in the content that we produce and support the production of news information and local content that is credible and reliable.

## **(approximately 30-45 minutes)**

How can we meet the challenge of promoting Canada’s creativity in the digital world, and how can we use digital content to promote a strong democracy?

Answer:

*We can promote Canadian creativity in a digital world and use digital content to promote a strong democracy by:*

a)…………………

b)…………………

c)…………………

## 3) Drive social and economic innovation by forging strong links between creativity economic growth, and social resilience. (approximately 30-45 minutes)

How do we support Canada’s creators and cultural entrepreneurs and help them reach beyond our borders?

Answer:

*We can support Canadian creators and entrepreneurs and help them reach beyond our border by:*

a)…………………

b)…………………

c)…………………

Thank you for taking the time to participate in this consultation activity and contributing to help identify the tools and policy levers that will guide the work of the Department of Canadian Heritage to foster a leading, resilient and innovative cultural sector.

Please do not forget to submit your results via the online portal at <http://www.CanadianContentConsultations.ca/home>