

Re: Agenda Item - 2026.EC26.1, February 24, 2026

Toronto's Screen Future: A Strategic Plan for Continued Growth 2025-2030

Dear Members of the Economic and Community Development Committee,

I am writing as a member and workforce development advocate of Toronto's screen production sector, to express my support for the report, *Toronto's Screen Future: A Strategic Plan for Continued Growth 2025-2030*, presented for your consideration for adoption on February 24, 2026.

Toronto's film, television, and digital media sector is among Canada's most dynamic, contributing significantly to local employment, economic output, and cultural vibrancy. As outlined in the report, this sector produces up to \$2.6 billion in annual direct production spend and sustains tens of thousands of jobs across physical production, post-production, VFX, animation, and emerging media segments.

I strongly support this strategic framework because it reflects a comprehensive, data informed view of sector strengths and structural challenges, and it importantly positions workforce development and inclusion as essential to Toronto's global competitiveness. This plan addresses the gaps in early to mid-level talent development, upskilling for emerging technologies, and ongoing skills alignment across the sector.

Further, it identifies the clear need for sustained and coordinated efforts to respond to rapidly shifting labour market demands including from the impacts of AI, virtual production systems, and other technological shifts that are reshaping how creative work is done. This focus on structured workforce investment, especially targeted training, reskilling initiatives, and strategic partnerships with training providers, industry unions, and employers is critical to ensure sustained growth and increased production volume that can be translated into economically meaningful and accessible opportunities for Toronto's creative workers.

The strategy's emphasis on widening access and representation across all levels of the screen production economy by formalizing and expanding paid entry roles, mentorship networks, training pathways, and targeted inclusion initiatives will not only strengthen Toronto's creative workforce but also support a more equitable industry with broader economic impact. Investing in inclusive skills development is both a moral imperative and an economic strategy because a more diverse talent pool strengthens Toronto's capacity to attract and retain production activity in a globally competitive environment.

Toronto's Screen Future: A Strategic Plan for Continued Growth 2025-2030 is a forward-looking, evidence-based plan that elevates workforce development, inclusion, and strategic sector competitiveness. It aligns with broader City economic priorities while centring tangible pathways for talent development, equitable access, and sustained sector growth.

I respectfully urge Committee members to support the adoption of this plan. Continued investment in Toronto's talent development and inclusive sector growth will strengthen our cultural economy, support quality jobs, and ensure that Toronto remains a globally competitive hub for screen production through 2030.

Respectfully



Biju Pappachan
Executive Director, POV
biju@povfilm.org