

Toward Prosperity

Nova Scotia Film Development Corporation Consultation

June 2, 2000

Notes

Attracting people to live in Nova Scotia

- Maybe we should be concentrating on bringing the high earners back to Nova Scotia.
- People are not going to come back if they start families in other parts of the country. Also, most people will not take a huge cut in salary to come back to NS.
- An aging population should not necessarily be viewed in a negative light. There is an opportunity for retirement villages, etc.

Keeping our youth here

- There must be a greater focus on apprenticeship and co-op programs. It is important for youth to get the experience they need to find full time employment after their studies.
- Needs to be a better link between post secondary institutions and private sector businesses.

Entrepreneurship

- The government bureaucracy involved with small businesses is a big problem. Small operators cannot fight a paper war with government.
- One or two people should be designated to look at entrepreneurship ideas. These would be on-the-ground linkages. We could use retired business people.

Service Exports

- Government is not measuring film exports. There is no data on culture exports. Ex: Theodore Tugboat
- We as an industry do not know where to benchmark ourselves.
- How do we tell if film is a growth industry for Nova Scotia if we have no results to measure ourselves against?
- Maybe we should sit down with Finance to try and resolve this.
- The measuring of service exports will have to be addressed in the future.