

Here is the interview format we will be posing to each chapter that we connect with:

1. Chapter Name

WIFT Vancouver.

2. Approximate size of membership:

We have over 250 active members.

3. Interviewee name & role:

Eli Morris, Executive Director of WIFT Vancouver.

4. How did you come into this position with your chapter?

I interviewed for a job at WIFTV back in 2020 and didn't get it. However, when WIFTV was looking for a new Executive Director, they reached out and asked me to apply. You never know when patience is going to pay off!

5. What are some challenges unique to your local industry?

Vancouver has a large service production industry, but we don't get as much funding as some of the other provinces when it comes to creating our own content. In order to work consistently in the film and TV industry, a lot of people turn to service production work, which is largely unionised. The barriers for entry on union work are significantly higher than lowering paying independent work, which significantly impedes our equity efforts.

6. What's one initiative that has had a huge impact on your membership?

In 2019, through work of WIFTV's advocacy committee and, under pressure from the CRTC (Canadian Radio-television and Telecommunications Commission), the large private sector of Canadian broadcasters committed to 50/50 gender equality in their Canadian programming by 2025. This has had a huge impact on our member's ability to get jobs in the industry. We're now working on a new initiative to add equity legislation into the BC provincial tax credit system which could have wide-reaching impacts across the industry in BC, particularly for equity-deserving communities like our members!

7. What's one of the biggest challenges your chapter has faced in the past year? How did you overcome it? Did you have any outside support?

The COVID-19 pandemic was a huge challenge, because a lot of the ways we engage our members and achieve our mission are through in-person events and programs. The film industry is a very relational industry, so when you can't bring people together to meet, it becomes a lot harder to create connections, build community, and move the needle on equity work. Fortunately, we were able to pivot our programs to online or hybrid platforms and had support through resiliency funding. We just hosted our first in-person event in two years, the VIWFF Summer Fest, and it was so great to see our community rebuilding those in-person connections, and picking up where we left off.

8. If you could broadcast a message to the people at the highest decision-making level of the Film + Television industry, what would it be?

Where do I begin? The industry honestly needs a massive shake up. The hiring practices are inequitable. Working conditions are often not safe. The long hours and constant state of urgency that is commonplace is unhealthy. We need systemic change to get us out of this oppressive cycle. People are burnt out and often too exhausted after their work days to advocate for better working conditions. Families are falling apart—I'm not even joking, the stats for divorce in this industry are shocking—and it's all for what? Making cheaper movies.

If the leaders in film and television care about the people they work with and the communities impacted by their work, they urgently need to implement shorter work days and more equitable hiring practices.

9. Where are things heading for your chapter in the coming years?

We are deepening our commitment to equity. We're in the beginning stages of a community engagement project to investigate how we can better include and serve our gender diverse community members. I'm excited to see where it goes!

We're planning to keep our offerings fairly consistent—we'll be hosting our annual film festival in March, our suite of professional development programs aimed at equity-deserving filmmakers, and our monthly Coffee Chats on Zoom!

10. Where can find more info on your WIFT chapter?

Please visit our [website](#) for more information about our advocacy, membership, and more!
To be up to date with our most current programs and events, follow us on [Instagram](#),
[Facebook](#), and [Twitter](#).