

Prem Gill w Intro

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was going to be interviewing. And, you know, this is kind of a big first guest for me. So I just wanted to ask first and foremost. So you're the CEO of creative BC. Can you tell me a little bit about creative BC?



02:48

Sure. Well, thanks for inviting me to this podcast, it's great to talk to you as a former student at SFU. For those who aren't familiar with creative BC, we are an organization that is a nonprofit society that is funded by the province to support the development of the creative industries in British Columbia. So what that means is, we offer a variety of grant programs, we manage and administer Film and Television tax credits, as well as operate film commission services and a very large music fund called amplify BC. So our focus is on film, television, visual effects, animation, digital and interactive media, books, magazines, and music. And everything that we do is to support the growth of the sectors and the development, both domestically and internationally of creative work.

industries? Well, I think it's continuing to, you know, be aware and source content, and that's being created by people here in BC, from, you know, film and television to, to music, and books and magazines, and all those things. There's so much talent here, that, you know, we as consumers can really, you know, support people who are local to us, and not just international people, but also, you know, sharing their their stories with others as well. I think the other thing that often gets overlooked by people is that, you know, especially in film and television the last couple of years, we've seen a lot, a lot of stuff gets made in BC everybody knows that, right? We are Hollywood North, you see all kinds of movies, visual effects, and animation is like a really big sector, that these are job opportunities. So people who are in high school, maybe right now or even at SFU there's a lot of opportunity in this sector for careers. I always say to people that you know, we have everything from carpenters and cooks to costume designers, to lawyers, and accountants all exist within the ecosystem of making a film or television program. And, you know, those jobs may not have thought of in the sector, that it's really quite robust that there are opportunities to be part of it. And I think that's something that people out there can generally think about is that, you know, when you're wondering about what your next move might be, professionally, take a look at the sector. There is a lot going on.



15:38

Absolutely, there's, there's a lot more going on in the sector than I know of. And so, you know, just finding, you know, ways to kind of support that, and especially over the course of the pandemic, more and more people want to support local. So there's definitely been, you know, shift to having people wanting to support local for sure. So, I kind of want to shift now to your time at SFU. Now, you are in SFU, you know, before any of us were in SFU. And quite possibly before before many students were born. So what was your SFU experience like?



16:15

Well, I really loved my time when I was at SFU, being at SFU. I also grew up in North Burnaby. And a lot of my you know, some of my friends that I known from elementary and high school, were also my cohort at SFU. And, you know, it was sort of like my backyard in some sense, they it wasn't an entirely foreign place. But you know, I think it was mostly it was the seminars in my ~~thirty~~ ~~and~~ ~~fourth~~ year and some of the friends that I still have from that time, or people that I've connected with and business over the years, it was really that that sense of community and all the informal stuff. And I'm not just talking about yes, there was, you know, socializing and parties, but it was close extended ~~ueto~~ d

to, you know, say, Hey, I'm gonna stay informed. And then you know, you take one or two days away from it, and it feels like you're so far behind.



25:54

Yeah, it's true, it can be easily overwhelming.



25:57

So just for my last question for you here. So if there is one thing you would recommend to current and future SFU, students and alumni, what would that be?



28:06

Sure, anytime thanks for your interest and all the best to you