

**Ministry of Tourism,  
Culture and Sport**

Minister

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**Ministère du Tourisme, de la  
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Ministre

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September 29, 2023

Mr. Aaron Campbell  
Chair  
Ontario Creates  
175 Bloor Street East  
Toronto, ON M4W 3R8

Dear Mr. Campbell:

I am pleased to share our government's 2024-25 priorities for Ontario Creates.

As Chair, you play a vital role in helping Ontario Creates achieve its mandate. It is important that your agency's goals, objectives, and strategic direction continue to align with our government's priorities and direction. As part of the government of Ontario, agencies are expected to act in the best interests of the people of Ontario and ensure that they provide value for money to taxpayers. Agencies are also required to adhere to government policies and directives.

Per the requirements of the Agencies and Appointments Directive, this letter sets out my expectations for Ontario Creates for 2024-25. These priorities include:

**1. Competitiveness, Sustainability and Expenditure Management**

- Operating within the agency's financial allocations.
- Identifying and pursuing opportunities for revenue generation, efficiencies and savings through innovative practices, and/or improved program sustainability.
- Complying with applicable direction related to accounting practices and supply chain centralization, including leveraging Supply Ontario's bulk purchasing arrangement and working with Supply Ontario on strategic procurement initiatives.
- Complying with realty interim measures for agency office space.
- Leverage and meet benchmarked outcomes for compensation strategies and directives.

**2. Transparency and Accountability**

- Abiding by applicable government directives and policies and ensuring transparency and accountability in reporting.
- Adhering to accounting standards and practices, and responding to audit findings, where applicable.
- Identifying appropriate skills, knowledge and experience needed to effectively support the board's role in agency governance and accountability, and providing the Minister with annual skills matrices to ensure boards have qualified appointees.

- Reviewing and updating agency KPIs annually to ensure efficiency, effectiveness and sustainability.

### **3. Risk Management**

- Developing and implementing an effective process for the identification, assessment and mitigation of agency risks, including cyber security, and any future emergency risks.

### **4. Workforce/Labour Management**

- Optimizing your organizational capacity to support the best possible public service delivery, including redeploying resources to priority areas, where needed.
- Supporting the implementation of the Community Jobs Initiative (CJI) by identifying opportunities to relocate new or existing agencies to lower cost communities across Ontario (as per MBC Realty Directive, s. 5.4), as applicable.
- Aligning Human Resource and Accommodations strategies with OPS directives and policy.
- Adhering to TB/MBC labour and bargaining mandates.
- Prudently and efficiently managing operational funding and workforce size.

### **5. Diversity and Inclusion**

- Developing and encouraging diversity and inclusion initiatives by promoting an equitable, inclusive, accessible, anti-racist and diverse workplace.
- Adopting an inclusion engagement process to ensure all voices are heard to inform policies and decision-making.

### **6. Data Collection, Sharing and Use**

- Improving how the agency uses data in decision-making, information sharing and reporting, to inform outcome-based reporting and improve service delivery.
- Increasing data sharing with Supply Ontario when applicable regarding procurement spending and planning, contract arrangements and vendor relations to support data-driven decision-making.

### **7. Digital Delivery and Customer Service**

- Exploring and implementing digitization for online service delivery to ensure customer service standards are met.
- Using a variety of approaches or tools to ensure service delivery in all situations.

These are the government-wide commitments for board-governed provincial agencies. Please see the attached guide for further details of each priority.

I am also sharing priorities specific to Ontario Creates:

1. Work to increase productivity and global competitiveness of Ontario's creative industries.

2. Promote economic development, investment and jobs in Ontario's cultural media industry and support, as needed, the government's response to changes in the sector(s) (e.g., digital platforms, Federal legislative changes, labour disruptions).
3. Continue with the implementation of the 2023-27 strategic plan, with an ongoing focus on performance measurement and demonstrating the ROI of government investment.
4. Work to increase diversity, equity, inclusion and belonging in the culture sector in Ontario broadly and specific to the agency's programs and services.
5. Work with MTCS and partner ministries to develop and deliver programming for the creative industries in priority areas including talent and investment attraction and training and entrepreneurship.
6. Work with government partners to ensure stable and effective tax credits.

I would be pleased to discuss these priorities during our next meeting, and I look forward to hearing how they will be reflected in the agency's upcoming business plan and in ongoing agency operations.

Thank you and your fellow board members for your continued commitment to the Ontario Creates. Your work and ongoing support is invaluable to me and the people of Ontario.

Should you have any questions, please feel free to contact Sarah McQuarrie, Assistant Deputy Minister, Agency Relations and Accountability Division at [sarah.mcquarrie@ontario.ca](mailto:sarah.mcquarrie@ontario.ca).

Sincerely,



Neil Lumsden  
Minister of Tourism, Culture and Sport

- c. Karen Thorne-Stone, President & Chief Executive Officer, Ontario Creates  
Sarah Harrison, Deputy Minister, Ministry of Tourism, Culture and Sport  
Sarah McQuarrie, Assistant Deputy Minister, Agency Relations and Accountability Division, Ministry of Tourism, Culture and Sport

Attachment:

- Government Priorities for Agency Sector Chart