

# AI Consultation Survey: Help Shape Canada's AI Future

## What's Going On?

Canada helped create modern Artificial Intelligence (AI). But with recent developments like AI-generated “actors,” such as *Tilly Norwood*, we need to protect the future of human creativity and performance.

The Federal Government is running a [30-day national consultation](#) to build a stronger AI strategy. Now more than ever, they need your voice in building laws that guarantee **Consent, Compensation, and Control** over AI use.

## Why It Matters

Help raise awareness of how AI is already affecting the Film and Television sector:

- AI can copy performers' voices, faces, and likenesses without consent or pay.
- AI-generated “actors” and scripts may replace real jobs and creative roles.
- AI tools are trained on artists' work, often without permission.
- Canada's laws are falling behind, leaving gaps in protection for creatives.
- AI can lead to repetitive storytelling, threatening originality and diversity.
- AI lacks emotional depth, cultural nuance, and lived experience.

## What the Government Wants to Know (and some thoughts on how you can answer)

The survey consists of 29 questions, but there are **7 Key Questions** we're asking members to zero-in on.

We've drafted suggested responses for each to help you craft your own submission.

## 17) What lessons can we learn from other countries? (500 characters)

### *Suggested response:*

*“Other countries are showing how clear rules can make AI safer. Tennessee and California passed laws, like the ELVIS Act and AI bills, to protect people’s voices and likenesses. Denmark gives citizens control over their digital identity. Canada should follow these examples and go further by making **Consent, Compensation, and Control** at the heart of every AI rule.”*

## 18) How can Canada build public trust in AI? (500 characters)

### *Suggested response:*

*“Public trust comes from protecting people first. **Consent, Compensation, and Control** should be required in all AI. Unions and creative workers should be partners in planning how A.I. is applied to our industry. We need strong rules, clear information, and public education to make sure AI is safe, fair, and accountable, not harmful or exploitative. Trust grows when workers help shape the standards.*

## 19) What frameworks and standards ensure trust? (500 characters)

### *Suggested response:*

*“Canada needs strong, enforceable standards to make sure AI is used responsibly. This would include consequences for misuse, safety checks, clear records of AI training, protections for performers’ voices and likeness, and ways for performers and unions to contribute responsibly to harm-reduction practices. Trust in AI depends on having fair frameworks that balance innovation with enforceable rights and accountability.”*

## 20) How can Canada engage citizens and businesses to promote trust? (500 characters)

### *Suggested response:*

*“Workers and unions must be part of how AI is built and governed. Canada can create public tools, like clear AI-risk reports, and community panels to review impacts. The government sets rules, industry follows those rules, and unions help protect the performer voices. Trust grows when performers have **Consent, Compensation, and Control**, and when workers help guide AI’s future.*

## 21) What skills are required for a modern digital economy? (500 characters)

### *Suggested response:*

*“Canada should invest in training that includes digital, creative, and ethical practice skills, with a focus on how AI works. AI should be rolled out with **Consent, Compensation, and Control** at the*

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*core of its intent. We need funding for union-led training hubs, fast re-skilling programs, and co-ops that connect technology, arts, and trades, so that everyone can adapt in a fair and respectful way.”*

## 22) How can we enhance AI literacy in Canada? (500 characters)

### *Suggested response:*

*“To enhance AI literacy in Canada, governments should engage unions and communities in identifying risks and needs of workers. Invest in workplace training, short courses (e.g., micro-credentials), and public campaigns that explain how AI works, where it can go wrong, and its benefits. Literacy empowers all workers to use AI confidently, effectively, and challenge AI when it’s used in ways that undermine fairness.”*

## 23) How can Canada ensure equitable access to AI literacy? (500 characters)

### *Suggested response:*

*“To ensure fair access to AI literacy, Canada must listen to underserved groups about barriers. Invest in libraries, schools, and town halls as learning hubs. Protect access by requiring industry co-funding, and enshrine **Consent, Compensation, and Control** in all programs. Equitable access means that rural, racialized, Indigenous, and low-income communities have equal opportunities to learn and lead in the AI era.”*

## How to Submit Your Comments

Consultation opened on: October 1, 2025

**Deadline: October 31, 2025**

Respond to the survey: [30-Day National Sprint Survey](#)

Or you can send your answers by **email** to: [ised-isde@ISED-ISDE.gc.ca](mailto:ised-isde@ISED-ISDE.gc.ca)

## Final Tip

You don’t need to answer every question. Even one or two answers from your own experience can make a big difference.

**Be part of the conversation. Let’s make sure Canada protects performers like you.**

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## Glossary of Acronyms

- **BDC** – Business Development Bank of Canada (federal Crown corporation providing financing to Canadian businesses)
- **CCPC** – Canadian-Controlled Private Corporation (tax designation with specific rules/benefits under the Income Tax Act)
- **EDC** – Export Development Canada (federal Crown corporation providing trade finance and export support)
- **ELVIS Act** – Ensuring Likeness, Voice, and Image Security Act (Tennessee law protecting performers’ voice, image, and likeness from AI misuse)
- **IP** – Intellectual Property
- **IRAP** – Industrial Research Assistance Program (NRC program that funds/supports Canadian SMEs in R&D)
- **NIL** – Name, Image, and Likeness (legal rights to control and profit from one’s persona; Denmark proposes national protections)
- **NRC** – National Research Council of Canada (federal research and technology agency)
- **NSERC** – Natural Sciences and Engineering Research Council of Canada (federal research funding body)
- **PI** – Principal Investigator (lead researcher on a funded academic project)
- **R&D** – Research and Development
- **SB** – Senate Bill (used in reference to California’s SB 53 AI legislation)
- **SME** – Small and Medium-Sized Enterprise
- **SR&ED** – Scientific Research and Experimental Development (federal tax incentive program for R&D in Canada)
- **TRL** – Technology Readiness Level (scale used to measure maturity of technologies, from research to deployment)
- **TSX** – Toronto Stock Exchange
- A **hyperscaler** is a giant tech company that runs huge cloud servers (Amazon, Microsoft, or Google). They own the “big pipes” of the internet and most computing power needed for AI. If you want space to store data or train AI, you’d rent from them. The risk: If Canada depends only on hyperscalers, we’d give up control of our data, jobs, and bargaining power. ACTRA Toronto pushes for sovereign infrastructure, Canadian-owned computing that ensures workers’ rights, Consent, Compensation, and Control, and cultural independence.