

Minister MacLeod Convenes COVID-19 Advisory Councils

Sector leaders will provide insights to support an integrated response to economic challenges

NEWS

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TORONTO — The Ontario government is engaging partners in the heritage, sport, tourism and culture sectors in order to gather critical feedback on how best to reopen the economy. This input will inform decisions as the government implements its *Framework for Reopening our Province* document which was released in April 2020.

Yesterday, Lisa MacLeod, Minister of Heritage, Sport, Tourism and Culture Industries, was joined by Premier Doug Ford to speak with chairs from sector-specific Ministerial Advisory Councils. These leaders represent a broad range of organizations and are best positioned to identify opportunities for a sector-led response to the economic challenges caused by the outbreak. These Ministerial Advisory Councils will meet on a regular basis starting immediately and provide their written feedback to the ministry later this month.

“The impact of COVID-19 has been devastating for Ontario’s heritage, sport, tourism and culture industries with an economic loss in the billions,” said Minister MacLeod. “Through these Ministerial Advisory Councils, I will work directly with sector leaders to discuss the challenges they face, and ensure their industries are well positioned for a faster re-emergence and successful recovery from the effects of the outbreak.”

The Minister’s Advisory Councils are:

Airlines and Airports Council

- Co-Chairs
 - Jeffrey Brown, Executive Vice President and Chief Financial Officer, Porter Airlines
 - Lorrie McKee, Director, Public Affairs and Stakeholder Relations, Greater Toronto Airports Authority

Amateur Sport and Recreation Council

- Co-Chairs
 - Cyril Leeder, Co-founder, Ottawa Senators
 - Debbie Low, CEO, Canadian Sport Institute Ontario

Arts & Culture “Toronto Big 8” Council

- Chair – Cameron Bailey, Artistic Director and Co-Head, Toronto International Film Festival

Book & Magazine Publishing Council

- Chair – Michael Levine, Generic Productions Inc.

Festivals, Events and Local Community Attractions Council

- Co-Chairs
 - Marie Lalonde, Executive Director, Ontario Museums Association
 - Troy Young, CEO, Attractions Ontario

Film and Television Council

- Co-Chairs
 - Christina Jennings, Founder, Chair and CEO, Shaftesbury Films
 - Jim Mirkopolous, Vice President, Cinespace Film Studios

Hoteliers & Hospitality Council

- Co-Chairs
 - Colin Morrison, General Manager, Ottawa Embassy Hotels & Suites and Chair, Ottawa Gatineau Hotel Association
 - Terry Mundell, President and CEO, Greater Toronto Hotel Association

Interactive Digital Media Council

- Co-Chairs
 - Lucie Lalumière, President and CEO, Interactive Ontario
 - Lesley Phord-Toy, Corporate Affairs Director, Ubisoft
 - Mary Sorrenti, Vice President of Operations and Finance, Game Pill

Ministry Attractions and Agencies Council

- Co-Chairs
 - Josh Basseches, Director and CEO, Royal Ontario Museum
 - Lorenz Hassenstein, President and CEO, Metro Toronto Convention Centre

Music Council

- Co-Chairs
 - Erin Benjamin, President and CEO, Canadian Live Music Association
 - Allan Reid, President and CEO, The Canadian Academy of Recording Arts and Sciences/The JUNO Awards and MusiCounts

Ontario Live Council

- Chair – Barry Avrich, Canadian film producer/director and Partner, BT/A Advertising

Professional Sport Council

- Co-Chairs
 - Randy Ambrosie, Commissioner, Canadian Football League
 - Cyril Leeder, Co-founder, Ottawa Senators

Tourism Leaders Council

- Co-Chairs
 - Anthony Annunziata, President, Tourism Partnership of Niagara
 - Scott Beck, President and CEO, Tourism Toronto

QUICK FACTS

- Stakeholders are reporting a collective economic impact of \$17.6 billion over the course of the COVID-19 pandemic

- Input provided by the advisory councils will support the work of the government's [Ontario Jobs and Recovery Committee](#).
- Advisory councils will consist of individuals, invited by Minister MacLeod, for their sector-specific experience and expertise. The council meetings will be facilitated by the Chair(s).
- Each advisory council will meet up to four times, either by telephone or video conference.

ADDITIONAL RESOURCES

- [Ontario's Action Plan: Responding to COVID-19](#)

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