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SPEAKING NOTES FOR THE ANNUAL PUBLIC ASSEMBLY

November 15, 2023

CHECK AGAINST DELIVERY

Thank you, Mr. Spickler.

I will start by describing myself. I have short curly blond hair and I am wearing a black dress, a black leather jacket and I'm sitting down. Behind me is a bright pink wall.

I want to take this moment today to thank our Board of Directors, in particular, Chair Robert Spickler who has passionately served as the lead of the Board for five years.

I also want to take this opportunity to thank all of you, today, for attending our Annual Public Meeting.

Since taking up my post at Telefilm more than seven months ago, I had the privilege to connect with the most passionate Telefilm partners and creators from across the country. I've been working in the film industry for over 30 years, and I have a profound and sincere appreciation for Canadian talent.

Their cinematic expression drives the heart of our vibrant sector.

As Mr. Spickler mentioned, it's no secret that the audiovisual sector on a global scale is in the middle of a great transformation, driven by the various shifts in legislation, politics, and culture.

This transformation certainly creates uncertainty, but also opportunities... that reinforce Telefilm's role to stay innovative and relevant!

The last fiscal marked a significant recovery period from the pandemic years.

We saw an increase in film and TV productions reaching over **11 billion dollars**.

Canadian feature film production volume rose by **44 percent!**

Festivals welcomed back in-person gatherings where Telefilm supported over **230 industry activities**.

And, of course, **cinemas reopened**.

The Recovery Fund, from the Government of Canada, supported **130 theatres** as well as our promotional initiatives.

And Telefilm took the opportunity to launch a large-scale “**Back-to-Cinema**” marketing campaign to inspire audiences back in theatres.

As we see, investing in **audience engagement** and ensuring Canadian films are **discoverable** continues to be a top priority!

We saw Canadian films find theatrical success. Let me give you a few examples, Matt Johnson’s ***Blackberry***, Clement Virgo’s ***Brother*** and Anthony Shim’s ***Riceboy Sleeps***.

A huge congratulations to Miryam Bouchard’s ***23 Décembre*** for receiving the Golden Screen Award for the Canadian film that brought in the biggest box office.

This is the first time a film with a female director and a female screenwriter took home this award!

Miryam Charles’ ***Cette Maison*** also had a great theatrical run and is now on the Criterion Channel.

Nicola Lemay and Christine Dallaire-Dupont's animated feature ***Katak le Brave Béluga*** is another success story.

In total, Telefilm invested close to **159 million dollars** in Canadian production, promotion, distribution, and exhibition companies.

Internationally, Canada is top of mind for **coproduction**.

60 film and TV coproduction projects were coproduced with 15 countries!

Here are some examples with global recognition:

Charlotte Lebon's first feature, ***Falcon Lake***.

Brandon Cronenberg's ***Infinity Pool***.

And David Cronenberg's ***Crimes of the Future***.

Working together and finding new financial avenues to build up our creators is extremely crucial in today's climate.

In a time like this, it is reassuring that Telefilm is continuing the momentum of:

- Build on the trust we have with the industry.
- Reaffirm and attract new funding.
- And make sure we are one of the **most effective agents for bringing our industry together!**

Working collaboratively is necessary, and dare I say, **mandatory**.

Telefilm is playing an active role in the modernization efforts within the cultural sector, and we are working closely with the new minister Mme Pascale St-Onge.

We have also joined forces with our sister agencies: the Canada Media Fund, Indigenous Screen Office, and National Film Board, to work hand-in-hand with the industry.

Partnerships are always a great place to seek new opportunities.

Last year, Telefilm fostered new international partnerships like the **New Dawn Fund** and the **Arctic Indigenous Film Fund**.

These partnerships align with our approach to focus on our social and environmental commitments, guided by principles of **strong governance**.

Much has changed in our industry!

We can celebrate recent successes when we see the results... of your creativity... of your resilience... in your films.

We also see the impact of our collective commitments to gender parity, support of Indigenous creators and EDI initiatives.

And just last month, Telefilm launched its first **Indigenous Reconciliation Plan**. You can see the full plan on our website.

Another ongoing priority is **Sustainability**.

This is the first year that Telefilm calculated its carbon footprint.

We have also initiated research and case studies with over **20 film productions**.

Telefilm is positioned to **champion best practices in sustainable development**, as both a funding agency and as an employer.

I encourage you to visit our website to learn more.

Our strategic planning process has started.

This plan will incorporate the realities that creators are facing, such as the cost of inflation, artificial intelligence, EDI, sustainability, and more.

Like many of our partners, we are preparing for the upcoming CRTC hearings.

This is a pivotal moment for Telefilm to **unite our industry's voices** and reinforce the **Power of Canadian Cinema**.

I want to reassure you, that **Telefilm is here for you**.

I see the strength and enthusiasm from within.

Telefilm is a trustworthy and talent-oriented public administrator and investor.

I am grateful to the leaders before me, like Carolle Brabant and Christa Dickenson for laying the foundations and setting us up for success.

I also want to acknowledge Telefilm's **management committee**.

Their in-depth knowledge of the industry and their leadership acumen played an important role in accelerating my onboarding process.

And, of course, I'm extremely grateful to our dedicated Telefilm colleagues for their expertise and contribution to the creative sector.

And finally, we are proud of the recognition that we received this year:

- Telefilm was named one of **Montreal's top employers**.
- We also received the **Bronze Parity Certification by Women in Governance**.

So, what does this all mean?

It means we can look forward together with confidence.

Telefilm's core mission remains.

To empower Canadian talent.

To tell your stories through the **Power of Canadian Cinema**.

Your stories are diverse, deep, universal, and compelling.

And your stories deserve to be told and discovered by the world.

To end, I really want to reinforce our mission...

Telefilm is here to champion Your work. Your journey. Your success.

Thank you.