

Together, for a lasting impact

At Telefilm Canada, we are proud to promote and celebrate stories that reflect the diversity of voices and communities that make up Canada today. Feature film is the epicentre of our relationships with partners and audiences at home and abroad. They transcend cultural, social and linguistic borders, inviting us to explore our shared humanity and in so doing bring us closer together. It is with a determination to **strengthen the mobilizing power of Canadian and Indigenous cinema** that we present our 2024-2027 Strategic Plan.

We remain wholly committed to supporting the audiovisual industry through direct investments in films, the administration of the Canada Media Fund programs and by recommending international coproductions.

To ensure that our stories continue to touch hearts, stimulate minds and fuel the economy in all Canadian regions, we must adapt to the ever-evolving means of distribution and consumption. In this spirit, Telefilm will continue to listen, with an openness to innovation and the courage to make bold decisions. In this way, we will actively and positively contribute to modernizing Canada’s audiovisual sector. The priority of our next strategic action cycle will be to **maximize our impact** for the greatest benefit of the industry and audiences.

With three decades of experience in this industry, I’m deeply convinced that films have a unique power to remind us of what we have in common. Through the efforts of our teams, our partners and the Canadian government, cinema will fully assert its social, cultural and economic force. It is this passion that guides my work. And it is with the same energy that I invite you to follow us in this next cycle of strategic action, so that together we can continue to shape an inclusive, sustainable and prosperous path for the audiovisual industry.

Julie Roy
Executive Director and CEO
Telefilm Canada

Our mission

Invest in the Canadian and Indigenous audiovisual industry to make it **shine brightly** on every screen.

Our vision

An audiovisual industry that drives **prosperity** and creates **lasting impact**, thanks to **Canadian** and **Indigenous cinema** that embodies its aspirations and reflects the cultural, linguistic and regional **diversity**, for **audiences** at home and abroad.

STRATEGIC PRIORITIES



Conduct a strategic review of our programs and initiatives to maximize our impact on the industry and the public

Our programs and initiatives will be part of a coherent offering, harmonized and inclusive with the audiovisual support ecosystem.

By leveraging our business intelligence expertise, we will be able to better define our goals, support our decision-making processes, and improve the evaluation of our programs based on transparent, evidence-based criteria.



Evolve our organizational culture and optimize our operational efficiency

Our organizational culture, rooted in responsible environmental, social and governance (ESG) principles, and the modernization of our work environments, will strengthen relationships among our teams and with our business partners.

By adopting a holistic approach, operational efficiency, supported by innovation and the judicious use of Artificial Intelligence, will evolve in a caring and inclusive climate for our teams.



Play a leading role in the modernization of the audiovisual sector with our various partners

Together with industry players, we will actively participate in the work connected to the modernization and fair representation of voices within the audiovisual sector.

In this context, we want to ensure a prominent place for Canadian and Indigenous cinema as a driver of cultural and economic prosperity for the audiovisual industry.

Our values

Passion

Embody and express our deep commitment to Canadian and Indigenous talent and the audiovisual industry, on a daily basis.

Courage

Demonstrate determination and boldness to meet challenges and adapt to change.

Respect

Treat all partners and colleagues, with dignity, courtesy and openness.

Expertise

Enhance and continually develop the unique and complementary skills of each individual.

Collaboration

Work together and actively participate in pooling our strengths and knowledge.

Accountability

Communicate orientations and decisions by transparently reporting results to our partners and the public.