

TELEFILM'S 2024-2027
ATLANTIC ► STRATEGY

Together, to support
and promote the
Atlantic film industry.



Investing in talent and
amplifying **the power**
of regional cinema

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CHOICE

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At Telefilm Canada, we are dedicated to highlighting stories that celebrate regional talent and the diverse voices of all communities shaping Canada today.

With this commitment in mind, we are proud to introduce Telefilm's three-year Atlantic Strategy for Newfoundland and Labrador, Nova Scotia, New Brunswick and Prince Edward Island. These priorities and goals represent a coordinated and collaborative effort and is the result of multiple discussions with and subsequent recommendations from key associations, agencies, and industry partners. The focus of this strategic work has been to co-develop goals and actions aimed at stimulating and supporting the Atlantic film industry as a driver of Canada's cultural and economic prosperity.

Building on Telefilm's Strategic Plan 2024-2027 and informed by our action plans on equity, diversity and inclusion, accessibility and sustainability (EDIA), the following strategic priorities aim to recognize, respond to and reflect the Atlantic's unique perspectives and opportunities as well as challenges. The scope of the strategy targets what we call our "Continuum," which includes the entire film industry value chain: emerging to mid- and established-career filmmakers, companies and talent; festivals; training initiatives; conferences; and exhibitors—and always including all communities, be they Indigenous people, Black people, People of Colour, People with Disabilities, persons who identify as gender diverse and 2SLGBTQIA+, women, and official language minority communities.

Our shared ambition is to create and deliver opportunities that will strengthen expertise and stimulate creative and financial competitiveness; recognize the cultural and economic realities of making films in these provinces; and help level the playing field for the Atlantic filmmaking industry. The strategy is comprised of three overarching priorities and goals that are focused on career growth and capacity building, competitiveness and financial collaborations, as well as discoverability and access to national and international exposure.

Each year, Telefilm and key partners will review the goals and actions to determine their effectiveness and impact. This is a living document that will adapt and adjust to market realities and opportunities.

This strategy aims to lay the groundwork for the ongoing evolution of our corporate actions, fostering greater transparency and more consistent, timely reporting.

Telefilm encourages you to stay engaged in this collective action as we work together to build a more inclusive, prosperous and sustainable future for the Atlantic film industry.

Telefilm wishes to recognize and thank the many collaborators for their time and expertise that helped shape this important work.

Francesca Accinelli

Senior Vice President, Program Strategy and Industry Development
Telefilm Canada

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Priorities

Goals and actions to support and stimulate the Atlantic film industry



Connections

Building capacity and equitable access

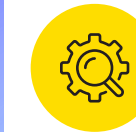
- + **Strengthen our collaborations** with partners to accelerate the career development of creators
- + **Be a bridge** for emerging, Indigenous and underrepresented (EDIA and Minority Language) creators locally, regionally and nationally
- + **Bring our partners more effectively** into Telefilm's Continuum through our strategic program review
- + **Encourage and support business practices focused on sustainability and equity** for productions and organizations (e.g. ESG)



Evolve competitiveness

Data mobilization and regional realities

- + **Create cultural and economic partnership opportunities** to improve the competitiveness of Atlantic creators and organizations
- + **Structure and share program data** to present trends, gaps and successes with industry partners, with focus on career advancement and organizational growth
- + **Develop specific strategies** to stimulate financial opportunities and relationships to increase access to Telefilm funding



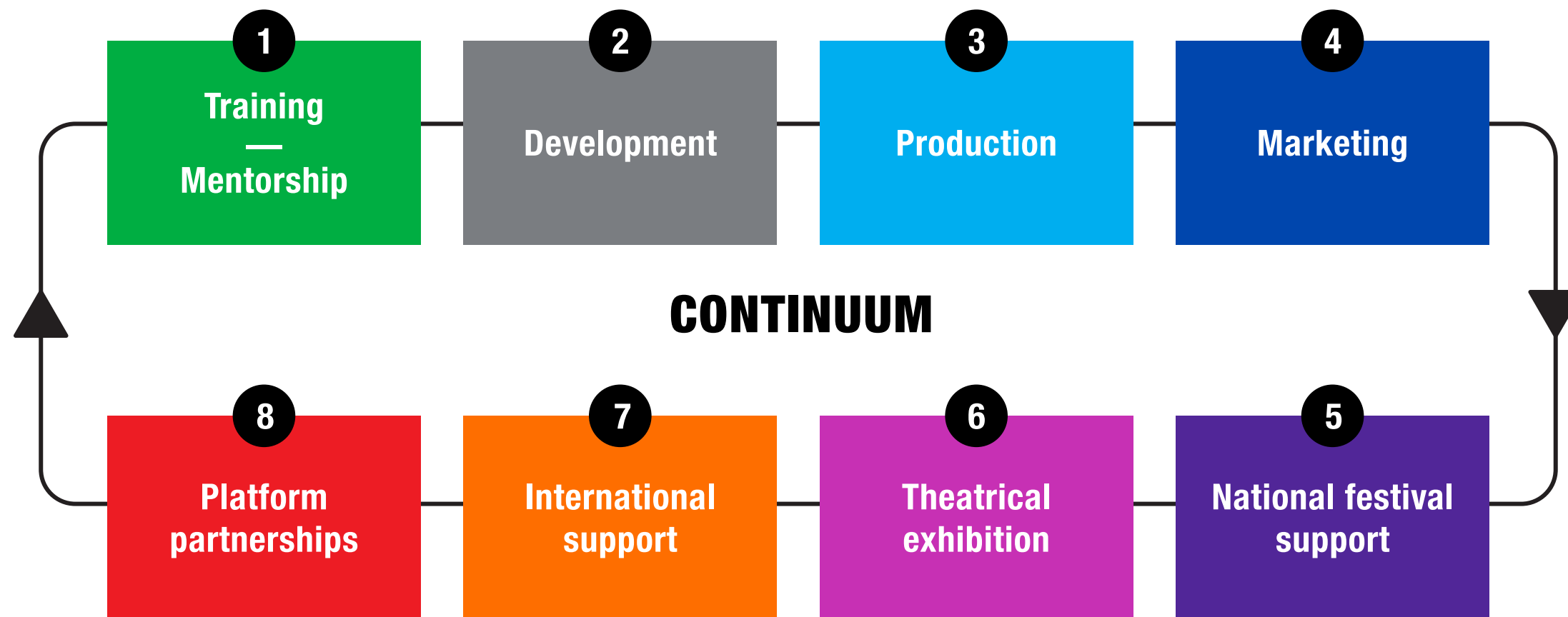
Discoverability

Promotion and market reach

- + **Advance initiatives** to increase discoverability and audience reach
- + **Explore collaborations and financial support** towards national and international exposure and presence
- + **Expand Telefilm's promotions and initiatives** to have a meaningful role in spotlighting the Atlantic film industry

APPENDIX

TELEFILM CONTINUUM



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