

Western Strategy

British Columbia

TELEFILM
CANADA



2024
2027

T

Connections

Building capacity

Equitable access

Strengthen our collaborations with partners to accelerate the career development of creators

T

Evolve competitiveness

Data mobilization

Regional realities

Create cultural and economic partnership opportunities to improve capacity and competitiveness of creators and organizations

T

Discoverability

Promotion

Market reach

Advance initiatives to increase Discoverability and Audience Reach

Actions

Being a bridge and connector for emerging, Indigenous and underrepresented (EDIA and Minority Language) creators locally, regionally and nationally

- Continue to enrich Asia Pacific connections and opportunities
- Continue to ensure BC presence in the Talent to Watch advisory committee and other Western Region decisions
- Work to reduce barriers in program design to support Indigenous Cinema from BC
- Work to reduce barriers for those with accessibility challenges

Actions

Structure and share program data to present trends, gaps and successes with industry partners, with focus on career advancement and organizational growth

- Convene to share insights and track progress on shared actions

Actions

Explore collaborations and financial support towards national and international exposure and presence

- Increase awareness of Telefilm's Marketing fund, International Promotion programs and international initiatives led by Telefilm Canada
- Continue to support key Canadian film festivals and better collaborate with regional partners to help amplify BC-produced projects nationally

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Actions

Bring our partners more effectively into Telefilm's Continuum through our strategic program review

- **Foster more opportunities** with the Francophone filmmaking community in BC
- **Continue to support** and bring awareness to national and international training and professional development initiatives to support BC creators and producers at different stages of their careers

Encourage and support business practices focused on sustainability and equity for productions and organizations (e.g. ESG)

- **Ensure sustainability** practices and requirements are relevant and accessible

Actions

Develop specific strategies to stimulate financial opportunities and relationships to increase access to Telefilm funding

- **Enhance access** to Telefilm funding programs such as Development (including Springboard) and Greenlight
- **Harmonize production funding** timelines to strengthen BC filmmaker access to Telefilm, including Co-productions

Actions

Expand Telefilm's promotions and initiatives to have a meaningful role in spotlighting the BC film industry

- **Align BC filmmakers** to key Telefilm-supported festivals and markets through National and International Promotion Program support
- **Knowledge share** when BC projects receive additional market funds, sales and critical acclaim