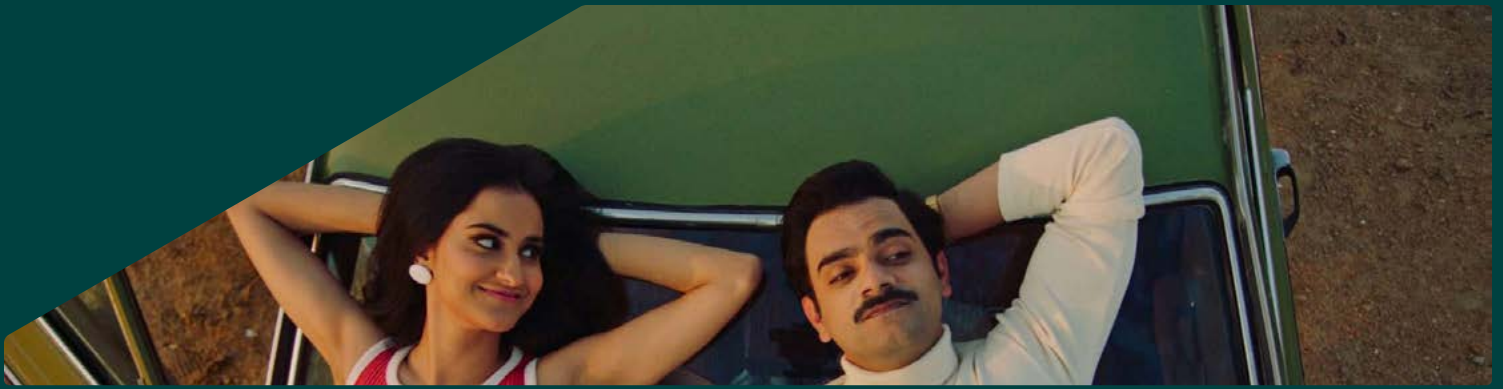
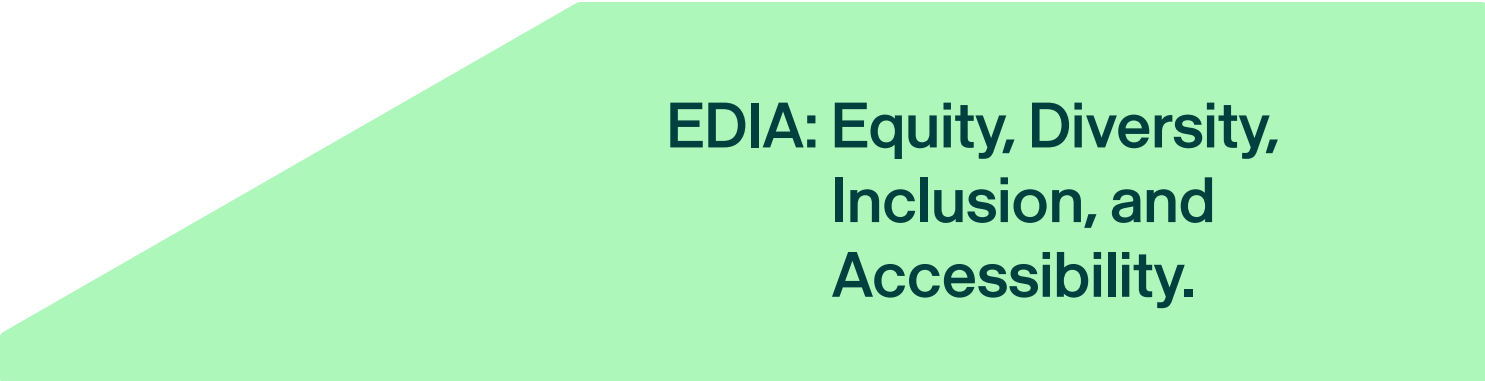




Telefilm Canada's
2026-2031 EDIA Plan

TELEFILM
CANADA



EDIA: Equity, Diversity, Inclusion, and Accessibility.

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1. Context

This EDIA plan was developed through a collaborative process spanning over a year, with the involvement of senior management, employees, industry representatives, and an external consulting firm.

Since 2020, our actions have led to improved representation in the projects we finance, conversations with the communities concerned, and a stronger internal EDIA culture. The purpose of this new plan is to ensure strategic alignment, foster a shared understanding of priorities and guide decision-making across all sectors of our organization.

This plan reinforces our commitments which are also reflected in our [Accessibility Plan](#) (December 2025) and [Indigenous Reconciliation Plan](#) (2023). Together, they advance our shared goals. Each plan keeps its distinct focus, while contributing to shared priorities that guide progress.

The transition from EDI to EDIA marks an evolution: by fully integrating accessibility, we recognize the systemic barriers faced by people with disabilities and reaffirm our commitment to acting in a consistent and inclusive manner.

This document signals a turning point in our journey from implementation to transformation, with a focus on sustainable change in the organization. It will be used to:

1. **Guide our different sectors** in all matters related to EDIA
2. **Identify our priority impact areas** for each sector, program, or committee
3. **Strengthen our internal alignment** between all sectors for shared accountability
4. **Monitor our progress** through annual reviews and a mid-term assessment

This plan provides clear direction and organizational oversight, translating EDIA commitments into consistent practices across all sectors of Telefilm.

Its orientations and levers establish a coherent structure for decision-making, coordinated implementation, and the integration of EDIA principles into our operations. It is a unifying instrument for advancing shared commitments and delivering sustained, measurable impact that will inform action plans.

2. Vision

Telefilm Canada is committed to **inclusive excellence** for members of Canada’s audiovisual sector and our staff from historically underrepresented communities to develop, be recognized, and contribute fully to Canada’s film and audiovisual identity.

Who this plan centres

Throughout this plan, we use “historically underrepresented communities” to refer to individuals and groups who have been systematically excluded from equitable participation in the audiovisual sector, including Indigenous, Black, racialized, 2SLGBTQIA+, and persons with disabilities communities. (please see [Lexicon, Page 11, Appendix 1](#), for definitions).

We recognize that related terms—such as “equity-seeking,” “equity-deserving,” and “historically excluded”—are used by stakeholders, advocacy organizations, and partners across the audiovisual industry, reflecting an evolving conversation within the sector. Our chosen language emphasizes structural barriers and systemic exclusion, rather than notions of deservingness or advocacy posture. Where partners use different terminology, we acknowledge and respect those choices without replacing our own.

EDIA is at the heart of our public mission, performance, and integrity.



3.

Guiding principles

This plan is based on five fundamental principles:

1. Targeted equity

Adapt funding mechanisms to real-life situations, including for people with disabilities, avoiding a one-size-fits-all approach.

2. Clarity in Telefilm's continuum of programs

Foster understanding of the steps, conditions, and resources available to eligible applicants.

3. Systemic alignment

Align EDIA, Environmental, Social and Governance (ESG), programs, and their guiding principles across the organization.

4. Data and learning

Use data and learn continuously, drawing on the resources at our disposal.

5. Shared accountability

Establish clear monitoring mechanisms, with active and shared responsibility and contributions from each sector, including consideration of accessibility in all initiatives.

4. Three roles, three orientations

The plan is based on Telefilm's three fundamental orientations:

Orientation 1: **Funder**

Orientation 2: **Employer and public institution**

Orientation 3: **Leader and sector catalyst**

Orientation 1

As a funder of
Canadian cinema

Create optimal
conditions to support
access to our programs

Objective

Foster the advancement and access of persons from **historically underrepresented groups** across all our funding programs, particularly individuals at mid-career.

Levers

- 1. Continue to adapt funding mechanisms to bolster their access and progression toward higher-budgets, more visibility, and high-impact projects.
- 2. Further the intentional integration of EDIA into our funding programs and initiatives, both national and international.
- 3. Strengthen relationships with industry members to better support career advancement and professional development.

Expected
impact

Reduce barriers that prevent certain individuals from accessing available resources and help them build more stable and sustainable career paths, especially for historically underrepresented groups.

Orientation 2

As an employer and public institution

Embody equity and transparency

Objective

Consolidate the integration of EDIA in our internal practices, emphasizing organizational consistency, a culture of learning, and shared accountability.

Levers

- 1. Strengthen internal, quantitative, qualitative, and intersectional data collection in order to better guide decision making and adapt to the realities experienced by staff members.
- 2. Continue to consolidate a culture of equity by promoting shared accountability for EDIA governance, which involves senior leadership, managers, and all employees.
- 3. Intentionally integrate EDIA across internal policies and processes so as to strengthen accountability and encourage inclusive leadership at all levels of the organization.

Expected impact

Strengthen Telefilm’s consistency, integrity, and commitment as a responsible public institution by continuing to integrate EDIA into the foundations of our governance, our communications, and our management practices.

Orientation 3

As a leader and
sector catalyst

Foster industry
transformation and
alignment

Objective

Drive systemic and sustainable change through collaboration, knowledge sharing, and shared governance within the Canadian audiovisual and film ecosystem.

Levers

- 1. Foster access to and circulation of EDIA data across the audiovisual sector, leveraging open and collective governance practices with stakeholders.
- 2. Bolster career advancement within the industry through initiatives that recognize the diversity of pathways in professional development, mentoring, networking, and market access.
- 3. Strengthen our contribution to mobilizing industry members to promote sharing of knowledge and practices in order to showcase promising sector initiatives.

Expected
impact

Create sector conditions that promote equity in the audiovisual ecosystem by building on collaboration, sharing, and social innovation, notably through structured partnerships such as the three-year joint strategy with the Canada Media Fund to increase industry inclusivity.¹

1. [Canada Media Fund and Telefilm Canada announce a three-year joint strategy to increase industry inclusivity](#)

5.

How this Plan works

Each internal sector will contribute to the implementation of the EDIA plan based on its specific functions and actions.

The creation of an internal, cross-functional Corporate Impact and EDIA steering committee, chaired by Telefilm's Executive Director & CEO, and composed of senior management and staff with decision-making influence, will develop measurable actions, monitor progress and be accountable for results. ([See Appendix 2](#))

The plan's approach, with enhanced governance informed by the levers and orientations outlined, ensures equity, diversity, inclusion, and accessibility are embedded in decisions across all sectors and programs.

To implement the Plan's objectives, a Summary Table of Priority Actions will be released. The table will outline actionable, measurable steps to advance the Plan's commitments, with oversight provided by the Committee to track progress

The 2026-2031 plan is designed as an evolving document that can adapt to learning, emerging contexts, and change. Status reports will be integrated into the Annual Report and an interim review in 2029 will assess progress, identify lessons learned and adjust priorities as needed.

Appendix 1: Definitions

Table – Definitions

Term	Definition
Accessibility	The design of products, devices, services, environments, technologies, policies, and rules in a way that allows all people, including people with a variety of disabilities, to access them. Source for the definition: Accessible Canada Act (justice.gc.ca)
EDIA	Acronym for Equity, Diversity, Inclusion, and Accessibility. Represents a systemic approach that aims to eliminate barriers and promote the equitable participation of all individuals, including those with visible and invisible disabilities.
EDIA governance	Structures, processes, and responsibilities to ensure consistent, ongoing, and transparent implementation of EDIA commitments at Telefilm.
ESG	Acronym for Environmental, Social and Governance. Represents a framework that focuses on environmental responsibility, social impact and sound governance practices.
Funding mechanisms	All funding programs and related activities, including submission requirements, evaluation criteria, and types of financial support provided by Telefilm. This definition includes all areas such as development, production, marketing, discoverability, and festival support initiatives.
Historically underrepresented groups	Individuals and communities that have historically been marginalized or systematically excluded from funding opportunities, recognition, or equitable participation in the audiovisual sector (e.g. Indigenous, Black, racialized, 2SLGBTQI A+, people with disabilities, etc.). This plan recognizes that these experiences of exclusion are distinct, shaped by specific histories, and cannot be reduced to a single framework. Telefilm’s commitments to Indigenous peoples are further detailed in the Indigenous Reconciliation Plan (2023).

Appendix 1: Definitions (continued)

Table – Definitions (continued)

Term	Definition
Industry members	Inclusive term referring to individuals and organizations who play a role in the Canadian and Indigenous film and audiovisual industry.
Intersectionality	Analytical framework that recognizes that different forms of discrimination (e.g. racism, sexism, ableism) intersect and reinforce each other, affecting individuals to varying degrees depending on their social position.
Levers	A lever is an area of influence that can be intentionally used to drive change and achieve desired outcomes. When applied, it leads to concrete, measurable actions.
Shared responsibility governance	A governance model under which EDIA is collectively supported by several departments and levels of the organization, with clear roles, cross-functional coordination, and distribution of levers for action.
Targeted equity	An approach that adapts tools, resources, and criteria to the specific realities experienced by certain groups, rather than applying one-size-fits-all solutions.

Appendix 2:

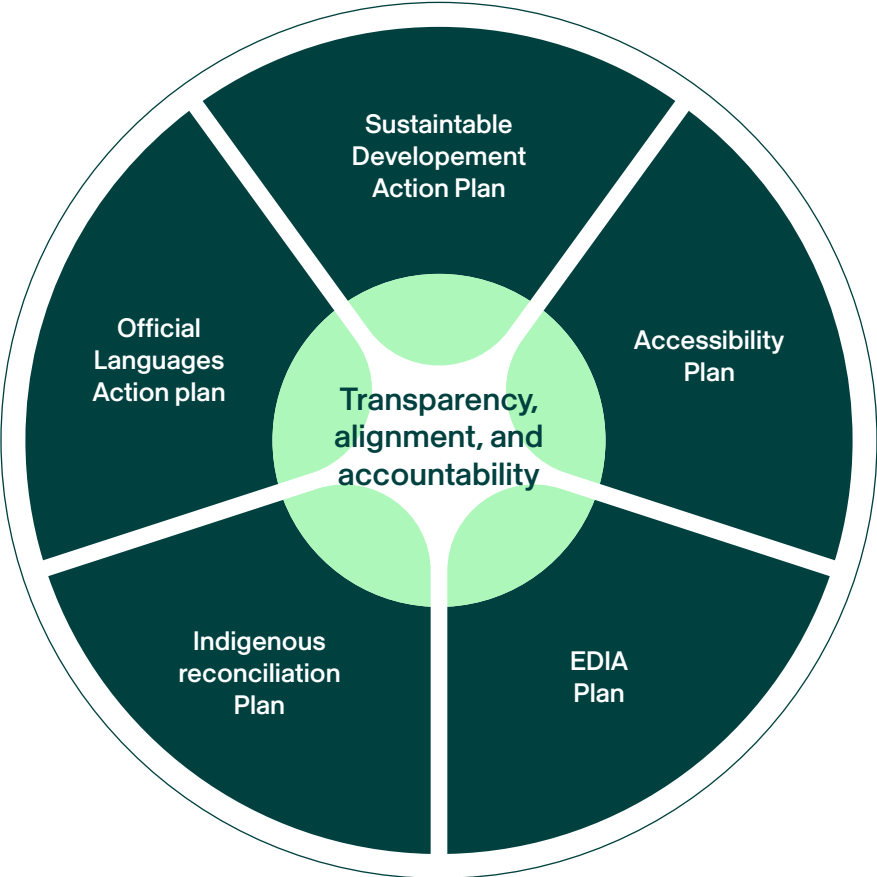
Corporate Impact Sector

Aligned with our strategic priority:
Evolving our organizational culture and
optimizing our operational efficiency.

We have established the **Organizational Impact and EDIA Steering Committee**, an engagement lever that strengthens shared accountability and cross-functionality.



Impact Plans and Priorities



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