TELEFILM CANADA

Western Strategy

Northern



2024 2027

1

Connections

Building capacity

Equitable access

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

2

Evolve competitiveness

Data mobilization

Regional realities

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

3

Discoverability

Promotion

Market reach

Advance initiatives to increase Discoverability and Audience Reach

Actions 1.1

- **Ensure visibility of Western Region Feature Film Executive, virtually and in-person**, to encourage networking and information sharing
- **Increase Telefilm's in-person presence**, including at Northern festivals

Actions 2.1

- **Convene to exchange insights** and track progress on shared actions
- **Create information-gathering templates** that reflect the realities and needs of the Northern sector

Actions 3.1

- **Explore professional development opportunities**, including producer launch programs and internships for promising producers, in collaboration with training partners
- **Explore grassroots** and non-theatrical distribution opportunities
- **Foster opportunities at key festivals for filmmakers to meet with distributors**, virtually or in-person, through panels and roundtables

Actions 1.2

Be a bridge and link for emerging, Indigenous, and historically underrepresented* (EDIA and Minority Language) communities locally, regionally, and nationally

- **Consider additional content formats** (e.g. YouTube, vertical content) for eligibility

Actions 1.3

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

- **Consider the North as a distinct region** with a dedicated strategy
- **Continue to support and raise awareness of national and international training** and professional development initiatives for Territorial creators and producers at different stages of their careers

Actions 1.4

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 2.2

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

- **Strengthen recognition and collaboration with regional partners**, including Screen Production Yukon Association (SPYA) and Western Arctic Moving Pictures (WAMP), to support Telefilm's presence in the North

Actions 2.3

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

- **Leverage partnerships with sector development organizations** to increase access to opportunities and resources
- **Harmonize production funding timelines** to strengthen Territorial filmmakers' access to Telefilm funding, including coproduction

Actions 3.2

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

- **Explore bespoke trade missions** and Northern cohorts in collaboration with Telefilm partners
- **Create entry-level opportunities for Northern delegations** to attend key markets and industry events
- **Work with established national training organizations** to tailor programs to the needs of the North
- **Promote successful Northern projects at markets and festivals** and throughout their post-release life

Actions 3.3

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

- **Develop and maintain an inventory of promotional assets** that can be shared with stakeholders

* Telefilm uses "historically underrepresented communities" to refer to individuals and groups who have been systematically excluded from equitable participation in the audiovisual sector. (please see Lexicon, Page 11, Appendix 1 of our 2026-2031 EDIA Plan for definitions).