TELEFILM CANADA

Western Strategy

Prairies



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

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

Actions 2.1

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

Actions 3.1

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

Shared actions

- **Ensure visibility of Western Region FFE, virtually and in person,** to encourage networking and information sharing
- **Work to reduce barriers in program design** to support Indigenous cinema from the Prairies
- **Work to reduce barriers** for those with accessibility challenges
- **Strengthen national connections and relationships** for Prairie creators and industry partners

- **Convene to exchange insights** and track progress on shared actions
- **Foster opportunities at festivals for discussions** about "intra-Canadian" and international co-productions
- **Strengthen applications through organizational outreach** and targeted post-application feedback
- **Enhance access to Telefilm funding programs** such as Development (including Springboard) and Production (Greenlight financing)

- **Continue to support key Canadian film festivals** and better collaborate with regional partners to help amplify Prairie-produced projects nationally
- **Align Prairie filmmakers with key Telefilm-supported festivals and markets** through National and International Promotion Program support
- **Increase awareness of Telefilm's Marketing Program, International Promotion programs** and international initiatives among industry stakeholders in the Prairies
- **Share knowledge and insights** when Prairie projects receive additional market support, sales and critical acclaim

* 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).

Actions 1.1 (cont.)

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

Actions 2.1 (cont.)

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

Actions 3.1 (cont.)

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

Alberta

- **Explore opportunities to support organizations** that offer diverse crew recruitment and training, particularly in Indigenous communities

- **Maintain open and active dialogue with Alberta's film community** to better understand regional needs and priorities

Saskatchewan

- **Continue discussions on audience development** and building relationships with audiences for Canadian films

- **Increase awareness of the Theatrical Exhibition Program** among independent cinemas

Manitoba

- **Foster more opportunities** with the Francophone filmmaking community in Manitoba
- **Continue to support and bring awareness to national and international training** and professional development initiatives to support Manitoba creators and producers at different stages of their careers
- **Collaborate with Manitoba agencies and industry partners** to strengthen training and workforce development initiatives in the region

- **Support changes to Manitoba application deadlines** and reporting to reduce duplication, where possible

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Actions 1.2

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

Actions 2.2

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

Actions 3.2

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

Shared actions

- **Continued regional conversations,** like the Western Strategy, to foster relationships
- **Continue to work with provincial agencies** through the Western Strategy
- **Foster opportunities at key festivals** for filmmakers to meet with distributors, virtually or in-person, through panels and roundtables

Alberta

- **Encourage more diverse** and Indigenous crewing and training opportunities
- **Highlight the importance of business affairs skills** for emerging and developing producers
- **Continue to consider marketing challenges** resulting from the absence of a local broadcaster in Alberta

Saskatchewan

- **Share program changes,** including Talent to Watch, to support local skills development and readiness
- **Communicate the implementation of score** summaries to applicants
- **Continue to support local Indigenous film festivals**

Manitoba

- **Increase communication** and awareness of funding opportunities
- **Support changes to Manitoba production funding timelines** to strengthen filmmakers' access to Telefilm funding, including co-productions

Actions 1.3

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**