



NOTES FOR A SPEECH BY

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EXECUTIVE DIRECTOR

AT THE 2016 ANNUAL PUBLIC ASSEMBLY

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VANCOUVER

CHECK AGAINST DELIVERY

THANK YOU, M. ROY.

2015-2016 WAS AN OUTSTANDING YEAR. OUR FILMS WERE SELECTED AT MORE THAN 80 INTERNATIONAL FESTIVALS, WINNING MORE THAN 35 PRIZES. CANADIAN TALENT WAS BEHIND 21 OSCAR NOMINATIONS, INCLUDING TWO FOR BEST PICTURE. ALL ABUNDANTLY DESERVED HONOURS.

OUR FILMS ARE ON PAR WITH THE BEST THE WORLD HAS TO OFFER, AND TELEFILM REMAINS COMMITTED, MORE THAN EVER, TO SUPPORTING CANADIAN PRODUCTIONS SO THAT THEY CAN TAKE THEIR RIGHTFUL PLACE ON THE INTERNATIONAL SCENE.

INVESTING IN OUR INDUSTRY, PROMOTING CANADIAN TALENT, ENCOURAGING EMERGING FILMMAKERS, FAVOURING A DIVERSITY OF VOICES AND DEVELOPING SOLID, FRUITFUL PARTNERSHIPS—THESE ARE THE MAIN TOPICS I'LL ADDRESS IN MY REMARKS TODAY.

LADIES AND GENTLEMEN, DEAR CLIENTS AND COLLEAGUES, GOOD MORNING, AND THANK YOU FOR JOINING US AT OUR ANNUAL PUBLIC ASSEMBLY.

INVESTING

THERE'S NO SHORTAGE OF TALENT IN CANADA, AND I THINK WE CAN ALL BE PROUD OF OUR INDUSTRY'S VITALITY. THIS YEAR ALONE, TELEFILM WILL HAVE PARTICIPATED IN THE PRODUCTION OF MORE THAN 100 FEATURE FILMS, IN THE DEVELOPMENT OF SOME 250 PROJECTS AND THE MARKETING OF 100 OR SO FEATURES.

WE'VE ALSO MADE RECOMMENDATIONS TO THE DEPARTMENT OF CANADIAN HERITAGE REGARDING MORE THAN 50 COPRODUCTION PROJECTS, AND FUNDED A DOZEN COPRODUCTION PROJECTS.

ALL TOLD, WE INJECTED MORE THAN 95 MILLION DOLLARS INTO THE INDUSTRY IN THE FISCAL YEAR THAT ENDED ON MARCH 31, 2016. 67% OF FILMMAKERS WE SUPPORTED HAD TWO OR FEWER FILMS UNDER THEIR BELT.

AS I'M HERE IN VANCOUVER, I'D LIKE TO TAKE THE OPPORTUNITY TO HIGHLIGHT THE FACT THAT WE'VE DOUBLED OUR INVESTMENTS IN BRITISH COLUMBIA, FROM 4.6 MILLION TO 8.1 MILLION DOLLARS. THIS CONTRIBUTION REPRESENTS 9% OF OUR INVESTMENTS.

FILMS WE SUPPORTED INCLUDE *NEVER STEADY, NEVER STILL*, BY KATHLEEN HEPBURN; *PUBLIC SCHOOLED*, BY KYLE RIDEOUT AND JOSH EPSTEIN; AND *MEDITATION PARK*, BY MINA SHUM. OUR VANCOUVER TEAM HAS SPOKEN HIGHLY OF THESE PRODUCTIONS, AND I'M REALLY LOOKING FORWARD TO SEEING THEM.

CANADA'S FILM TALENT RECEIVED MANY TRIBUTES AND PRIZES THROUGHOUT THE YEAR, CONFIRMING THE HIGH QUALITY OF THE FILMS WE PRODUCE.

I'M THINKING, AMONG OTHERS, OF THE COPRODUCTIONS *BROOKLYN* AND *ROOM*, BOTH NOMINATED FOR THE BEST PICTURE OSCAR. ALSO WORTH NOTING IS THAT JACOB TREMBLAY'S BREAKOUT PERFORMANCE IN *ROOM* PUT HIM ON THE INTERNATIONAL MAP. MY CONGRATULATIONS TO THIS YOUNG VANCOUVER ACTOR.

I'M ALSO THINKING OF *REMEMBER*, BY ATOM EGOYAN; OF *FATIMA*, BY PHILIPPE FAUCON; OF *LE DEP*, BY SONIA BONSPILLE BOILEAU; OF *FIRE SONG*, BY ADAM GARNET JONES; AND OF *TURBO KID*, BY ANOUK WHISSEL, FRANÇOIS SIMARD AND YOANN-KARL WHISSELL — FILMS MUCH RECOGNIZED AND REWARDED FOR THEIR EXCELLENCE.

I SHOULD ALSO MENTION, ALONGSIDE THESE COPRODUCTIONS, THE SUCCESS ACHIEVED BY LÉA POOL'S *THE PASSION OF AUGUSTINE* [*LA PASSION D'AUGUSTINE*]; ZACHARIAS KUNUK'S *QAPIRANGAJUQ: INUIT KNOWLEDGE AND CLIMATE CHANGE*; JEAN-FRANÇOIS POULIOT'S *SNOWTIME!* [*LA GUERRE DES TUQUES 3D*]; AND GUY MADDIN'S *THE FORBIDDEN ROOM*.

SUPPORTING OUR INDUSTRY ALSO MEANS BEING BOLD AND DARING, AND GOING OFF THE BEATEN PATH. TAKING A RISK TO BE DISRUPTIVE, TO SHAKE THINGS UP. TO GO WHERE FEW OTHER PEOPLE HAVE GONE. SO I INVITE YOU TO CONTINUE TO SURPRISE US, TO PROVOKE US BY PUSHING THE BOUNDARIES OF YOUR CREATIVE WORLDS.

OUR EMERGING FILMMAKERS CAN ALSO BE FEARLESS. WHEN WE THINK OF SUCH PRODUCTIONS AS ANDREW CIVIDINO'S *SLEEPING GIANT*; STEPHEN DUNN'S *CLOSET MONSTER*; SUZANNE CROCKER'S *ALL THE TIME IN THE WORLD*, A FILM FROM WESTERN CANADA THAT HAS ALREADY PICKED UP 22 INTERNATIONAL AWARDS; NOT TO MENTION STELLA MEGHIE'S VERY FIRST FEATURE, *JEAN OF THE JONESES*, NOMINATED FOR AN INDEPENDENT SPIRIT AWARD, THERE'S NO DOUBT IN OUR MINDS THAT THE NEW GENERATION OF CANADIAN FILMMAKERS IS FULL OF PROMISE.

AND WHAT BETTER TIME THAN NOW TO WATCH THIS VIDEO, WHICH SPOTLIGHTS DEBUT FEATURES BY EMERGING TALENT....

[VIDEO]

THE MICRO-BUDGET PRODUCTION PROGRAM, INDEED, AIMS TO NURTURE THEIR CREATIVITY, THEIR INNOVATIVE SPIRIT AND THE PASSION THAT DRIVES THEM.

FINALLY, WHEN IT COMES TO RECOGNITION, IT'S IMPOSSIBLE NOT TO ACKNOWLEDGE THE INCREDIBLE TALENT OF TATIANA MASLANY, WHO WON THE 2016 EMMY FOR OUTSTANDING LEAD ACTRESS IN A DRAMA SERIES FOR HER ROLE—OR RATHER, HER *ROLES*—IN *ORPHAN BLACK*. CONGRATULATIONS FROM ALL OF US, TATIANA!

THERE'S NO QUESTION THAT CANADA'S AUDIOVISUAL INDUSTRY IS SUCCESSFUL. TELEFILM'S SUCCESS INDEX OFFERS AMPLE PROOF.

SUCCESS INDEX

SINCE 2010, TELEFILM HAS BEEN ASSESSING THE PERFORMANCE OF THE FILMS IT FUNDS BASED ON THEIR COMMERCIAL, CULTURAL AND INDUSTRIAL SUCCESS.

WE'RE PROUD TO ANNOUNCE THAT THIS INDEX JUMPED BY 8% OVER THE LAST YEAR, DRIVEN BY GROSS SALES OF MORE THAN 70 MILLION DOLLARS; BY A 31% RISE IN PRIVATE AND FOREIGN FUNDING; AND BY A 15% INCREASE IN SELECTIONS AND PRIZES WON, AT KEY FESTIVALS AT HOME AND ABROAD.

ANOTHER INDICATOR OF SUCCESS: SINCE FISCAL 2011-2012, THE LEVERAGING EFFECT OF EACH DOLLAR INVESTED BY TELEFILM ON PRIVATE INVESTORS HAS INCREASED BY MORE THAN 40%, IN TERMS OF BOTH PRODUCTION AND PROMOTION. AN OUTSTANDING PERFORMANCE.

FINALLY, AND FOR A SECOND CONSECUTIVE YEAR, TELEFILM CANADA HELD ITS MANAGEMENT EXPENSE RATIO TO 5.2%. WE REINVESTED PART OF THESE SAVINGS IN OUR FUNDING PROGRAMS. THANK YOU TO THE ENTIRE TELEFILM TEAM FOR ITS COMMITMENT AND EXCELLENT WORK, PARTICULARLY IN THE DELIVERY OF THE FEATURE FILM PROGRAMS AND THE EFFICIENT PROCESSING OF NUMEROUS CANADA MEDIA FUND FILES.

OUR ABILITY TO FORGE VALUED PARTNERSHIPS CONTRIBUTES TO OUR SUCCESS.

PARTNERSHIPS

IN 2015-2016, TELEFILM CELEBRATED 40 YEARS AS COPRODUCTION ADMINISTRATOR. TELEFILM SEES COPRODUCTION AS A UNIQUE OPPORTUNITY FOR THE INDUSTRY TO GROW ITS PRODUCTION VOLUME AND INCREASE ITS AUDIENCES, WHILE AT THE SAME TIME ENABLING IT TO ATTRACT ADDITIONAL FUNDING AND DIVERSIFY ITS FUNDING SOURCES.

COPRODUCTIONS, FURTHERMORE, GENERATE EXCELLENT RESULTS IN TERMS OF GROSS REVENUES AND RECOVERIES ON INVESTMENT AND ARE REGULARLY SELECTED AT INTERNATIONAL FILM FESTIVALS, WHERE THEY WIN MANY AWARDS.

IN LIGHT OF THIS SUCCESS, AND IN THE AIM OF STRENGTHENING OUR INDUSTRY'S VIABILITY, CANADA BEGAN TALKS WITH EURIMAGES, THE EUROPEAN CINEMA SUPPORT FUND.

I'M VERY PROUD OF THIS NEW PARTNERSHIP, WHICH WILL ALLOW US TO ACCESS INTERNATIONAL FUNDING AND HELP US TO BETTER EXPORT OUR MOVIES.

AND STILL ON THE TOPIC OF PARTNERSHIPS, TELEFILM ALSO CONCLUDED AN AGREEMENT WITH UNIFRANCE. UNDER THIS AGREEMENT, A FRENCH FILM WILL BE INCLUDED IN THE SEE THE NORTH TOURING PROGRAM, AND UNIFRANCE, FOR ITS PART, WILL INCLUDE ONE CANADIAN FILM IN ITS YOUNG FRENCH CINEMA TOUR, WHICH TARGETS AMERICAN AUDIENCES.

I'M DELIGHTED WITH THESE NEW PARTNERSHIPS, WHICH ARE MAJOR GROWTH DRIVERS FOR OUR INDUSTRY. ANOTHER IMPORTANT ASPECT OF OUR MANDATE IS, OF COURSE, PROMOTION.

PROMOTION

TELEFILM INVESTED NEAR 30 MILLION DOLLARS IN PROMOTION AND MARKETING LAST YEAR.

IN CANADA, WE SUPPORTED SOME 40 FESTIVALS AND MORE THAN 100 PROMOTIONAL EVENTS. WE ALSO CONTRIBUTED TO THE *SPRINT PRÉ-GALA*, WHERE 15 PRODUCTIONS NOMINATED FOR THE BEST FILM AWARD AT THE 2016 GALA DU CINÉMA QUÉBÉCOIS WERE VIEWED MORE THAN 20 000 TIMES DURING THE THREE-DAY CAMPAIGN.

IN TERMS OF RESULTS, WE SAW THAT THE RATE OF AWARENESS OF CANADIAN FILM IN CANADA ROSE FROM 32% IN 2010-2011 TO 49% IN 2015-2016. THAT GIVES US CONFIDENCE IN OUR STRATEGIES.

ON THE INTERNATIONAL SCENE, TELEFILM PROMOTED CANADIAN TALENT AT MORE THAN 30 FESTIVALS AND MARKETS.

IN THE U.S., OUR ACTIVITIES—THE SEE THE NORTH TOURS, EVENTS SUCH AS EYE ON TIFF IN NEW YORK AND LOS ANGELES, AND AN EVENING WITH CANADA'S STARS IN LOS ANGELES—GENERATED BUZZ.

THESE ACTIVITIES TESTIFY TO TELEFILM'S FIRM RESOLVE TO BACK AND SUPPORT CANADIAN TALENT THROUGH A VARIETY OF EFFECTIVE, CREATIVE AND BOLD PROMOTIONAL STRATEGIES. STIFF COMPETITION AND THE CHALLENGES PRESENTED BY NEW TECHNOLOGIES FORCE US TO CONTINUALLY QUESTION THE WAY WE DO THINGS AND TO FIND WAYS OF DIFFERENTIATING OURSELVES.

TO THIS END, OUR INTERNATIONAL MARKETING AND EXPORT ASSISTANCE PROGRAM WILL MAKE IT EASIER TO LAUNCH FILMS WITH BUDGETS UNDER 2.5 MILLION DOLLARS IN THE INTERNATIONAL MARKET, INCLUDING IN EUROPE AND THE U.S.

IN ADDITION, WE'VE ADDED MORE THAN 30 INTERNATIONAL FESTIVALS, FOCUSED ON EMERGING CINEMA, TO THE LIST OF EVENTS FOR WHICH TELEFILM COVERS CANADIAN PARTICIPATION.

FINALLY, IN TERMS OF WHAT'S NEW, I SHOULD MENTION THAT SHORT FILMS ARE NOW ELIGIBLE FOR INCREASED FUNDING ASSISTANCE ON THE INTERNATIONAL SCENE VIA OUR MARKETING PROGRAM.

I'D NOW LIKE TO TURN, IN THE LAST PART OF MY REMARKS, TO AN ISSUE OF CONCERN TO THOSE IN THE INDUSTRY: GENDER PARITY AND CULTURAL DIVERSITY AND INDIGENOUS COMMUNITIES.

DIVERSITY AND REPRESENTATION

IN CANADA, TALENT EMANATES FROM THE YOUNG AND NOT SO YOUNG. IT SPEAKS WITH BOTH MALE AND FEMALE VOICES. IT SPRINGS FORTH IN LARGE URBAN AREAS AND IN THE REGIONS. IT IS MULTICULTURAL AND MULTIETHNIC. ENSURING GENDER PARITY, AND BETTER REFLECTING CULTURAL DIVERSITY AND INDIGENOUS COMMUNITIES IN THE FUNDING OF FILM PRODUCTION, IS ONE OF OUR PRIORITIES.

IT WAS IN THIS CONTEXT THAT, IN SEPTEMBER, TELEFILM SET UP A WORKING GROUP REPRESENTING THE INDUSTRY TO HELP US DETERMINE WHERE TO DIRECT OUR COLLECTIVE EFFORTS. THROUGH THIS CONSULTATION, IT WAS DECIDED THAT THE FIRST GOAL WAS TO FAVOUR PROJECTS DIRECTED AND/OR WRITTEN BY WOMEN.

SPECIAL THANKS TO SHARON MCGOWAN, FROM WOMEN IN FILM AND TELEVISION VANCOUVER, FOR CONTRIBUTING TO THE WORKING GROUP.

OUR AIM IS TO ACHIEVE, BY 2020, A BALANCED PRODUCTION PORTFOLIO (AT ALL BUDGET LEVELS) THAT REFLECTS GENDER PARITY IN EACH OF THE KEY ROLES OF DIRECTOR, WRITER AND PRODUCER. WE ANNOUNCED THE MEASURES THAT WILL ENABLE US TO REACH THIS GOAL IN A NEWS RELEASE ISSUED IN EARLY NOVEMBER.

TELEFILM WILL TAKE A SIMILAR APPROACH TO SEE THAT ITS PORTFOLIO OF FILMS ADEQUATELY REFLECTS CULTURAL DIVERSITY AND INDIGENOUS COMMUNITIES.

AS A MATTER OF FACT, WE'VE ALREADY STARTED WORKING WITH INDIGENOUS CREATORS AND ARE TAKING STEPS TO ADDRESS ISSUES THAT CREATORS FROM THE VARIOUS CULTURAL COMMUNITIES ARE FACING. WE ARE WORKING ON SUSTAINABLE, LONG-TERM SOLUTIONS.

TELEFILM CANADA STRONGLY BELIEVES THAT A GREATER DIVERSITY OF VOICES CAN'T HELP BUT BENEFIT THE ENTIRE INDUSTRY.

CONCLUSION

THIS ASSEMBLY THUS CLOSES WHAT HAS BEEN AN OUTSTANDING YEAR FOR CANADIAN CINEMA.

OVER THE NEXT YEAR—A YEAR THAT IS ALREADY WELL UNDER WAY—TELEFILM WILL CONTINUE ITS EFFORTS REGARDING PARTNERSHIPS, PROMOTION, DIVERSITY AND REPRESENTATION. WE WILL ALSO ENSURE THAT OUR PROGRAMS EVOLVE SO THEY ARE ALWAYS BETTER ADAPTED TO YOUR REALITY AND TO YOUR NEEDS.

WE WILL ALSO WORK TO STRENGTHEN OUR TIES WITH PEOPLE IN THE INDUSTRY, TO BETTER TAKE ON THE INCREASINGLY FIERCE COMPETITION THE INDUSTRY FACES. WE'LL WORK TOWARD THESE GOALS BY BEING CREATIVE AND BY ACTING BOLDLY.

2017, FURTHERMORE, WILL MARK CANADA'S 150TH ANNIVERSARY AND TELEFILM'S 50TH ANNIVERSARY. WE'LL HIGHLIGHT THESE TWO IMPORTANT MILESTONES AT MANY DIFFERENT EVENTS AROUND THE COUNTRY, INCLUDING MOVIE NIGHTS ACROSS CANADA SCREENINGS THAT WILL BRING TOGETHER CANADA'S GREAT FILM COMMUNITY. TOGETHER, WE'LL CELEBRATE OUR CINEMA IN TORONTO, WINNIPEG, IQALUIT, HALIFAX, QUEBEC CITY, CALGARY, AND END THE YEAR ON A WONDERFUL NOTE WITH YOU IN VANCOUVER IN OCTOBER 2017.

THANK YOU FOR YOUR ATTENTION, AND I LOOK FORWARD TO SEEING YOU OVER THE NEXT FEW MONTHS!