

NOTES FOR A SPEECH BY
CHRISTA DICKENSON
EXECUTIVE DIRECTOR

PARTNER OF CHOICE:
UNVEILING THE 2022 STRATEGIC PLAN
AT PRIMETIME IN OTTAWA

JANUARY 30, 2020
OTTAWA, ONTARIO
CONFEDERATION BALLROOM

(CHECK AGAINST DELIVERY)

Good afternoon, everyone. I'm really pleased to have this opportunity to update you on the direction of Telefilm in the coming years, and to be able to share with you our new strategic plan.

But, as you heard yesterday, it may not be a three-year plan after all.

All kidding aside, I'd like to congratulate **Janet Yale, Monique Simard**, and all the panel members on this tremendous work.

What we saw and heard yesterday is the result of a thorough evaluation of our sector, and a deep understanding of our realities. I'm really looking forward to continuing this conversation, and to sharing our ideas with Minister Guilbeault and Canadian Heritage in the coming weeks.

Now, back to the task at hand.

I'd like to go back to basics for a moment and remind everyone of Telefilm's raison-d'être: the development, financing and promotion of Canada's screen-based industry through **talent development, engaging Canadians where they are, and international impact.**

Telefilm Canada has been a valuable, and I'd even say indispensable, institution at the heart of Canada's screen-based industry, for over half a century.

And now, at the dawn of a new decade, Telefilm's dedication to the development and promotion of this industry has never been stronger.

This is why I decided that at Telefilm, we needed to adjust our strategic plan. First and foremost, we need to accurately reflect the needs of the industry today, and to ensure that Telefilm continues to be a leader in the years that come.

In other words, we want to strengthen **Telefilm, and Canada, as a partner of choice.**

Our previous priorities -- that is **diversity and inclusion, to innovate, reinvent, and take risks, strategic collaboration and partnerships, and to see bigger** -- are still deeply rooted in our DNA, and now serve as our management credo.

With that credo as our guide, Telefilm will work to achieve four overarching priorities.

First, enhance the value of the “Telefilm” and “Canada” brands.

We will redouble our efforts to reinforce Canada as a key coproduction partner, further supporting our clients and industry partners on the international marketplace; and reinforce Telefilm’s position at the heart of this industry at home.

We will grow our promotional and discoverability partnerships, ones like **MADE | NOUS**, **CBC Gem**, **Via Rail**, and **Apple**, ensuring that every Canadian not only knows about the great quality of our productions, but where to watch them too.

Next, is the ever-growing need to attract additional funding and investment.

It's no secret that there simply isn't enough resources in the system to meet today's needs. That's why it is so encouraging to see that this government's renewed commitment to feature film by increasing Telefilm's annual funding, as was reiterated just this morning by Minister Guilbeault. The discussions are ongoing, and we're working hand-in-hand with Canadian Heritage.

That said, in order to ensure Canada remains competitive in this global attention economy, we must also diversify and are working to secure

new recurring sources of funding, including with international, provincial, and private industry partners.

Revise our approach to funding allocation.

Telefilm needs to develop new ways to further, and better, support companies that want to develop a competitive portfolio at the international level, especially through coproduction.

In order to optimize most effectively all of our programs, we must start with the backbone of our program architecture – the **Success Index**.

In order to roll-out a modernized Index in place for the 2021-2022 fiscal year, myself and my team are setting out across Canada to lead a public, transparent and inclusive consultation in both languages.

Throughout this coming May and June, we will travel across the country and present revised Index proposals and take in your feedback and

comments. You will also have a chance to formally submit comments online.

Let me be clear: I do not have a preconceived notion as to the end result. I do know that now is the time to challenge ourselves and find an approach that fosters a sustainable model to reward both **excellence** and **cultural expression**, and respects our core values of supporting Indigenous creators, diversity, parity, and inclusion.

Our financing portfolio must reflect all Canadians: Indigenous creators, women and men of all orientations, visible minorities, French, English, Official Language Minority Communities. In short, creators from all backgrounds, communities, abilities, and from all provinces and territories.

Telefilm will act boldly and fairly in this pursuit of a **balanced and representative portfolio**.

Finally, we will optimize Telefilm's operational capacity.

Telefilm will renew its commitment to supporting the growth, and promotion of, **Canadian IP.**

Conclusion

The film industry is changing rapidly and on a global scale. Our focus is on remaining competitive through **thought-leadership**, by **optimizing our practices** to best serve our clients of today and tomorrow, and by **being bold** in our pursuit of our goal.

Today more than ever, our clients need a strong and influential player— one might even say, “a partner of choice.”

Thank you.