

MOVING FORWARD WITH VISION, INVESTING WITH CONFIDENCE

In 2022, Telefilm updated its strategic planning initiative, focusing on a short-term, 18-month timeframe concluding in March 2024. This approach allows us to remain nimble in an unpredictable context. Many changes are underway—some temporary, others heralding a new reality.

First, we are standing alongside the industry, helping it recover from the brutal shock caused by the pandemic, by carefully administering specially dedicated government funds.

Other transformational changes—among them digital technology and climate change—are ushering in a new era.

The digital era is stimulating discovery, increasing international competition and transforming business models. Telefilm, in close collaboration with the industry, is contributing to this evolution while ensuring that cinematic arts in Canada are showcased as a fundamental part of our identity and cultural heritage.

Our industry is also making the fight against climate change and the reduction of greenhouse-gas emissions a priority. From script to screen, we are reviewing our way of working so that we may become a truly sustainable industry committed to protecting the environment.

On a human level, we are committed to being an ally and strong advocate of Canada’s exceptional range of talented and diverse creative voices, by showcasing the best stories our country has to offer and reducing historical barriers to access. In order to continue to support a sustainable and inclusive screen-based industry, equity must be reflected across all our actions and programs.

We are living at a time when everything is being redefined—a period of profound questioning, but one stimulating in its possibilities and potential. We have the opportunity to do better, to tell stories better, to create better.

Christa Dickenson
Executive Director and CEO
Telefilm Canada

WHO WE ARE

We are the talent behind the talent working to **PROPEL STORYTELLING IN CANADA TO NEW HEIGHTS**. We support stories that embody the richness of our cultures and engage all audiences at home and around the world. We want all Canadians to see themselves on screen, and we empower our talent to surpass their ambitions.

WHAT WE DO

As a **PARTNER OF CHOICE**, we foster, finance, and promote an ever-evolving screen-based industry in Canada.

OUR DRIVING GOAL

A screen industry in Canada that, through its resiliency, adaptability, and courage, stands as a bright beacon on the world stage. A leader in independent production, Canada sets the example in **SUSTAINABLE AND INCLUSIVE SCREEN CONTENT** that is representative of all.

OUR VALUES

INTEGRITY	COURAGE	RESPECT	COMPETENCE	ACCOUNTABILITY
We are committed to upholding the highest ethical standards in our decisions and actions by acting fairly, consistently and predictably	We have the courage to embrace change and act boldly with a clear vision	We treat all our partners and colleagues equitably, with respect and dignity	We value knowledge, experience, and different points of view, and strive to evolve to be best in class	We stand by our decisions, actions, and their outcomes

OUR STRATEGIC PRIORITIES

1

CONTINUE TO SUPPORT A SUSTAINABLE AND INCLUSIVE AUDIOVISUAL ECOSYSTEM

WHAT IT MEANS
We will connect audiences with Canada’s rich diversity of voices by being at the centre of where the best stories come to life, reducing the barriers to access, and cultivating talent at all stages. We want our decisions and actions to alleviate historical biases as well as to stimulate climate action in the industry. We will act as allies to promote an equitable screen-based industry.

2

AMPLIFY OUR INTERNAL EXPERTISE AND OPTIMIZE OUR OPERATIONAL CAPACITY

WHAT IT MEANS
We will leverage and develop our strong internal expertise and be a valuable partner to the industry. We aim to simplify our programs and processes to make them more predictable, accessible and efficient and consolidate our partnership with the Canada Media Fund. We want to develop and maintain efficient internal tools that will allow us to reach our optimization goals.

3

SOLIDIFY AND ATTRACT NEW FUNDING SOURCES

WHAT IT MEANS
We will continue to build on the trust achieved with government partners to consolidate the increase of our funding. We will attract donations to the Talent Fund and develop relationships with new partners to showcase and support our creators.