

PARTNER OF CHOICE 2022

A THREE-YEAR STRATEGIC PLAN

TELEFILM
C A N A D A

OUR CREDO

Firmly anchored in our DNA, our management credo guides our actions and is the lens through which we evaluate our decisions.

DIVERSITY & INCLUSIVITY
TO INNOVATE, REINVENT, TAKE RISKS

COLLABORATION AND STRATEGIC PARTNERSHIPS

SEE BIGGER

50+ YEARS AT HEART

OF THE SCREEN-BASED INDUSTRY

A proud champion of Canadian talent and stories, at home and abroad, Telefilm has been at the heart of the Canadian audiovisual industry for more than half a century.

In the last ten years, our sector has undergone enormous change at breakneck speed. As the next decade dawns, our industry continues to face tectonic shifts that will redefine how we do business.

Yet, one thing remains clear: the screen-based industry will always play a crucial role Canada's cultural landscape. And Telefilm will remain at the heart of it.

TIME TO CHALLENGE CONVENTIONS

And now, during this period of enormous change, our focus is on how Telefilm stays relevant through thought leadership, optimizing our practices to best serve the industry and its creators, and finding new ways to achieve our goal. In short, to be your partner of choice for the next 50 years.

OUR MISSION

To foster and promote the development of the Canadian audiovisual industry by playing a leadership role through financial support and initiatives that contribute to the industry's commercial, cultural and industrial success.

OUR VISION

Telefilm & Canada, Partner of Choice

OUR DRIVING GOAL

Bringing Canadian creativity to the world.

OUR COMMITMENT

- Telefilm remains committed to **talent development**, to **engaging with Canadians** where they are, and to having an **international impact**
- Telefilm will **act boldly and fairly** in its pursuit of a balanced portfolio
- Telefilm will emphasize **access and excellence** within funded projects



OUR STRATEGIC PRIORITIES

1

ENHANCE
THE VALUES OF THE
"CANADA" AND
"TELEFILM" BRANDS

2

ATTRACT
ADDITIONAL FUNDING
AND INVESTMENT

3

REVISE
OUR FUNDING
ALLOCATION
APPROACH

4

OPTIMIZE
OUR OPERATIONAL
CAPABILITY