



CANADA  
MEDIA FUND

FONDS DES MÉDIAS  
DU CANADA

Detailed Timeline of Equity,  
Diversity, Inclusion, and  
Accessibility Accomplishments

**2016 - present day**

## 2016

### May-November

- CMF leads multi-stakeholder engagement to develop a strategy supporting Indigenous screen-based sector. Consultant Marcia Nickerson conducts interviews and focus groups with Indigenous storytellers, creators, and producers to assess successes, challenges, and gaps. Focus groups include Canadian broadcasting companies, distributors, funding agencies, and training institutions.

## 2017

### January

- CMF announces multi-stakeholder engagement process to develop a strategy to better support Indigenous screen-based sector in Canada; development of Indigenous Screen Office emerges from this work.
- CMF/CMPA report reveals nearly 90% of women working in Canada's screen-based media sector report facing gender-based obstacles to advancement.

### March

- CMF announces measures to increase representation of women in key roles on CMF-funded productions.

### June

- APTN, CBC/SRC, CMF, Telefilm Canada, CMPA, and NFB announce creation of Indigenous Screen Office (ISO). CMF has maintained commitment through significant annual contributions since launch.

## 2018

### January

- Indigenous Screen Office launches. Ojibwe broadcaster, curator, producer, activist, and public speaker Jesse Wenthe appointed Executive Director.

## 2018 (continued)

### March

- CMF and international partners launch Arctic Indigenous Film Fund, a collaboration effort with a focus on capacity-building and market access for Inuit producers and creators in the circumpolar north.

### April

- CMF, SODEC, ISO, and Banff World Media Festival launch Banff Diversity of Voices Initiative, a mentorship and market access program focusing on Indigenous, Francophone, and female creators.
- A year after implementing gender requirements in key roles on CMF-funded productions, CMF reports over 80% of broadcasters reached or exceeded the targets; women representation in key roles passes 40%.

## 2019

### April

- CMF dedicates a portion of its budget to audiovisual sector development initiatives not addressed in funding programs, effectively launching the Sector Development Support program.

### May

- Women in View releases *On Screen Report 2019* analyzing women in key creative roles for Telefilm-funded film projects and CMF-funded television projects.

### June

- CMF, Alliance des producteurs francophones du Canada (APFC), Telefilm Canada, and Netflix launch Professional Development Program in Film and Television for francophone creators in minority communities across Canada.

# 2020

## June

- CMF holds meeting with Black Industry Leaders Group to discuss supporting Black storytellers and fighting systemic, anti-Black racism in Canada's screen-based industry.

## July

- Recognizing that marginalized communities in the industry are disproportionately affected by COVID-19, CMF announces Emergency Relief Funding for underrepresented groups and to support regional diversity.
- CMF reaffirms commitment to combatting racism and [announces several engagements](#).

## September

- CMF hires three experts to lead consultations with underrepresented communities and to contribute to the development of an anti-racism and inclusion strategy.

## November

- CMF announces \$6M investment through Sector Development Fund for Black People and People of Colour Organizations and the COVID-19 Emergency Relief Fund Allocation for Companies Owned by Black People and People of Colour.
- Black Screen Office launches; CMF is founding contributor.

# 2021

## January

- CMF unveils new brand identity and logo, which is made available in 12 Indigenous languages and dialects.

# 2021 (continued)

## April

- CMF announces measures to maximize equity in 2021-22 programs, including new Performance Envelope Factor, Pilot Program for Racialized Communities, revised evaluation grid, and development stage carve-out.
- Seek More MADE campaign with Devery Jacobs, Shamier Anderson, and Simu Liu encourages Canadians to seek out creators and content from a wide array of racial backgrounds and lived experiences.
- Government of Canada announces \$60M investment to enable CMF's Equity and Inclusion Strategy and to create permanent change in our sector.

## May

- CMF convenes Equity and Inclusion in Data Collection working group to develop common standards and a concerted mechanism to track, share, and compare data across the industry; Terminology Guide for Data Collection on Indigenous and Racialized Communities published.
- CMF publishes [Equity & Inclusion Strategy](#).
- CMF publishes Canada's first [in-depth report of racialized creators and production companies](#).

## November

- CMF partners with National Screen Institute (NSI) to offer high-impact training and entrepreneurship opportunity for Indigenous, Black, and Racialized producers—the EAVE On Demand Access Program.

# 2022

## February

- CMF rolls out PERSONA-ID self-identification system.
- Working with HotDocs, CMF supports attendance of a delegation of documentary producers from Indigenous and Equity-Seeking Communities to attend EFM Doc Toolbox. The initiative was repeated in 2023.

# 2022 (continued)

## March

- CMF undergoes restructuring; Growth & Inclusion team is created, led by VP, Growth & Inclusion; Director of Growth & Inclusion position created.

## April

- CMF expands definition of “Diverse Community” to include members of the 2SLGBTQ+ community, and Disabled Persons/ Persons with Disability(ies); Accessibility Support Program launches to assist Disabled producers in accessing CMF funding and opportunities.
- Growth & Inclusion team starts quarterly meetings with Racialized Advisory Group; participants include 12 representatives of audiovisual sector organizations led by—and mandated to support— Black and racialized community members.

## September

- Through MADE | NOUS, CMF supports first-ever Trans Film Summit to highlight and honour the contributions of trans people to the screen industry.

## November

- Launch of CMF-Ontario Creates Pilot IDM Futures Forward Program to fund early-stage, interactive digital media development projects from emerging Ontario companies owned by members of Equity-Seeking Communities.
- CMF’s *Now & Next* releases first edition of *Lights, Camera, Inclusion* video series, with industry roundtables on inclusion and representation in Quebec’s screen industry.

## December

- To better support companies owned by Indigenous and Equity-Seeking applicants, second year of CMF Slate Development Pilot Program offers additional access point with more flexible eligibility criteria.

# 2023

## March

- Government of Canada announces \$40M investment in CMF to bolster French-language content and underrepresented creators.
- Following extensive consultation and significant feedback, CMF unveils Narrative Positioning Policy to help ensure that storytelling in CMF-funded projects is done responsibly and inclusively; use of PERSONA-ID is expanded.

## April

- Disability Screen Office (DSO) launches; CMF is founding contributor.
- CMF expands international professional development and market access for producers from Indigenous and Equity-Seeking Communities through programs with Creative Producers Indaba, APostLab, Ties That Bind, and European Audiovisual Entrepreneurs (EAVE), among others.

## July

- CMF Growth & Inclusion team expands, adds French Market Liaison and Coordinator roles.

## August

- Women in View releases On Screen Report 2023.

## October

- CMF supports the participation of a producer from an Equity-Seeking Community in the Amsterdam PostLab's Annual Workshop in Post-Production.
- CMF's *Now & Next* releases second edition of *Lights, Camera, Inclusion* video series, focused on creative teams at the forefront of inclusive practices.

## December

- CMF and DSO announce two-pronged partnership to increase disability representation and inclusion in the Canadian screen industry.

# 2024

## January

- CMF publishes *Creating Change* report with [preliminary results of equity and inclusion initiatives](#) funded through \$60M investment from Government of Canada.

## March

- CMF publishes first Demographic Report, with data collected from individuals who self-reported through PERSONA-ID in 2022-23.

## April

- CMF granted new flexibilities for Indigenous-owned productions in circumpolar north and new envelope factors to incentivize licencing of content with greater gender representation and diversity.
- Program for Racialized Communities moves from pilot program to regular CMF program.

## June

- CMF announces administration of Indigenous Program will be transferred to Indigenous Screen Office in recognition of narrative sovereignty.
- Pink Triangle Press publishes *Pink Papers* report on 2SLGBTQ+ representation in Canadian media, with support from CMF.