

TIFF 2022 - 2024 Strategic Plan

Mission

Transform the way people see the world through film.

Core Business

The curation, contextualization, and presentation of the best of Canadian and global film and film creators.

Values

Courageous:

We strive to inspire and inform audiences and industry through the curation, contextualization, and presentation of bold, authentic, and diverse films and film creators.

Collaborative:

We work collaboratively with each other and our stakeholders to deliver our mission.

Purposeful:

We are intentional and discerning in our programming and industry relationships to showcase the transformative impact of film.

Inclusive:

We believe that diverse relationships, perspectives, and lived experience make our Festival and year-round programming richer and more impactful.

Celebratory:

We celebrate the film industry and entertainment through the presentation of the best of Canadian and global film.

Strategic Goals

365 Transformative Film

TIFF will grow its reach and relationships with audiences and the industry through purposeful year-round film programming and presentation of emerging storytellers who push the limits of the medium of film.

Festival of the Future

TIFF will grow the importance and reach of the People's Festival through innovative and meaningful offerings and experiences.

Reinventing the TBLB Experience

TIFF will reinvent the spirit, form, and sustainability of the TBLB as a hub for Canadian and global film creators, industry, and audiences.

Building a Thriving Organization

TIFF will achieve its strategy by investing in its people and fostering and celebrating an organizational culture that is collaborative and embraces diversity, equity, and inclusion.

Strategic Levers

Operational Excellence

TIFF's People

TIFF Digital Strategy

Financial
Sustainability

Seamless Experience of the TIFF Brand