

Our Values

Collaboration: We engage and inspire our team and partners to achieve shared goals.

Integrity: We follow through on commitments, act transparently, and build trust within our organization and across the communities we serve.

Responsiveness: We listen, adapt and innovate to meet the needs of our sector with practical support.

Leadership: We lead with purpose – bringing clarity, driving progress and creating positive impact.

Our Strategic Priorities

Modernize film and music programs: Streamline processes, embed equity and sustainability, and leverage data-driven insights to enhance program accessibility, efficiency, and impact.

Coordinate greater framework on workforce development: Support industry-aligned training, mentorship, and equity-focused career initiatives to address gaps and strengthen Manitoba's creative workforce.

Position Manitoba as a leading creative centre: Promote Manitoba's unique creative strengths, showcase diversity and inclusivity, foster partnerships and amplify MFM and Manitoba's national and global presence in film and music.

Build a future-ready organization: Align priorities, roles, and processes and embed equity, sustainability, and adaptability into the organization's culture, operations and leadership.

Our Goals

- 1 Sector Leadership
- 2 Sustainable Growth
- 3 Aligning Workforce
- 4 Fostering Diversity
- 5 Service-Focused Culture

