



Reelworld Screen Institute Launches "Reelworld Reframe: Women in Leadership" Initiative

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Reelworld Screen Institute announces the launch of the "Reelworld Reframe: Women in Leadership" initiative, a transformative project to advance the representation of Black, Indigenous, and Women of Colour in leadership and decision-making roles within the Canadian screen industry. Supported by Women and Gender Equality Canada (WAGE), this 33-month initiative will address systemic barriers and foster inclusive practices within the industry.

A key activity of the project entails creating "Reelworld Women Leadership for Change," an ad hoc group of representatives from industry associations and unions who will form inclusive committees (comprised of Black, Indigenous, Asian, South Asian and Women of Colour) within their organizations to gather insights, feedback and experiences to help shape the project. Other activities include conducting community consultations; analyzing existing research on underrepresentation and discriminatory systems; and developing policy recommendations and action plans.

Reelworld's 2024 #HerFrameMatters [Research Study](#), supported with funding from WAGE, shows a serious lack of Black, Indigenous and Women of Colour in senior roles in the Canadian screen industry (based on 2023 data). The research showed that: Of the top four Canadian broadcasters, two companies have zero Black, Indigenous or Women of Colour in senior executive roles, while the others have only one each. At the top two public funders in Canadian media, only one senior executive out of eight is Black, Indigenous or a Woman of Colour at one company, and three out of 14 at the other.

"Creating a leadership group of Indigenous and racialized women is the best way to address the unique challenges women face, from those same communities, on a daily basis," said Tonya Williams, Founder and Executive Director at Reelworld Screen Institute. "Some progress has been made around women in general in the industry, but for diverse women that change has been too slow. With more diverse women in decision-making roles, the necessary changes can be realized."

The "Reelworld Reframe: Women in Leadership" project will advocate for gender equity and diversity within industry associations and unions, pushing for policy changes and promoting inclusive practices. The initiative is made possible through funding from the [Women's Economic and Leadership Opportunities Fund](#), within WAGE's Women's Program. It underscores Reelworld Screen Institute's commitment to fostering inclusivity and equity within the Canadian screen industry.

"When we bring diverse voices to the table, the conversation changes—and so do the outcomes. The #HerFrameMatters study is a powerful reminder of the systemic barriers that Black, Indigenous, and Women of Colour continue to face in Canada's screen industry. This work isn't just about leveling the playing field; it's about reimagining it altogether. Because when women have the tools and opportunities to thrive, our entire country rises with them," said The Honourable Marci Ien, Minister for Women and Gender Equality and Youth.

Organizations that will be part of the Reelworld Women Leadership for Change group, dedicated to lobbying for systemic changes at both federal and industry levels, include:

- ACTRA National
- ACTRA Toronto
- UBCP/ACTRA
- ADVANCE, Canada's Black Music Business Collective
- Canadian Media Producers Association (CMPA)
- Directors Guild of Canada
- IATSE 634
- NABET 700-M UNIFOR
- Writers Guild of Canada

Further details about the launch of this project will be available on Reelworld's [website](#), newsletter and social media channels.

For further information, please contact:

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