

Images Festival

**IMAGES FESTIVAL
STRATEGIC PLAN
2020-2023**

Images Festival

WHO WE ARE

Images Festival is one of the most enduring and respected platforms in the world for the exhibition and discourse of independent film and media art. Created in 1987 as an alternative to the only other Toronto film festival at the time, Images has spent the last 32 years presenting media works that are challenging in their form and content. Images showcases the intersection of emerging and established practices and invites open critical dialogue in the film and media arts community around the political herstories of moving image production, distribution, exhibition, and representation. The festival includes screenings, exhibitions, performances, events, and educational initiatives, and is attended annually by more than 30,000 people.

HOW WE SEE IT

VISION

Images Festival is a leading presenter of independent film and media culture in dialogue with contemporary art. We aspire to elevate conversations between artists, scholars, and the public about the politics of the moving image.

MISSION

Images Festival is an artist driven festival that expands traditional definitions and understandings of media art by experimenting with a multiplicity of artistic forms.

We value artistic work that challenges norms, takes risks, and is rigorous in form and content. Our programs interrogate the conditions of contemporary moving image culture.

We provide a forum to develop critical engagement between Canadian and international artists, audiences, and institutions.

WHAT WE DO

ON Screen: In-cinema presentations of the best in single-channel media art from around the world

OFF Screen: Dynamic, engaging gallery installations by world-class emerging and established artists

LIVE: Captivating performances, insightful keynote lectures, and convivial parties

EDUCATION: Images Festival Research Forum, seminars, workshops and artists talks that explore and elucidate the deeper meanings and broader implications of our programming

YEAR ROUND: Touring programmes, special projects, and meaningful co-presentations with like-minded organizations across Ontario, Canada and internationally.

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WHAT WE VALUE

Artistic Integrity: Images is an artist driven organization that champions the work of independent artists. We provide artists with a supportive forum in which to present their work and make professional connections with the media arts community.

Community Building: Images collaborates with a diverse range of organizations, locally, across Canada and abroad, and we prioritize building relationships with organizations and communities that respect our values and share our vision.

Diverse: Images aims to produce a festival that has an inclusive scope and is reflective of our diverse communities. We define the dimensions of “diversity” broadly to respect age, class, ethnicity, gender identity or expression, geography, indigeneity, people with disabilities, professional context, race, religion, sexuality, sexual orientation, and statehood.

Professional: Images endeavours to be professional, transparent, and accountable in our management and decision-making. We operate with integrity in our dealings. We pay fees to all artists, curators, and researchers fees in accordance with fee schedules annually updated by CARFAC and IMAA.

Respectful: Respecting physical and emotional boundaries, we do not accept oppressive behaviour, harassment, destructive or exclusionary actions. Images Festival insists that everyone who uses the spaces remains mindful of, and takes responsibility for, their speech and behaviour. We embrace respect and concern for the free expression of others, but will not tolerate words or actions that are racist, sexist, homophobic, ageist, classist, transphobic, cissexist, or ableist.

Socially and Politically Responsive: Images is responsive to the current political climate, and we encourage our staff, audiences and artists to engage in complex conversations.

WHAT WE STRIVE FOR

Access and Accountability: Images is accountable to its community, stakeholders, artists, and staff by inviting dialogue and receiving feedback with meaningful and deliberate intent.

Visibility: Images cultivates the ideal and most engaging conditions for the mutual exchange between artists and local, national and international audiences. We want to make sure our audiences have access to relevant, exciting and challenging forms of artistic expression, and the individual voices and critical discourses that generate them.

Stability: Community starts at home. Images aims to create a healthy, safe work environment for its staff, board of directors, volunteers, and visiting artists and scholars. We are committed to ensuring that our audiences enjoy a Festival experience that is free from harm, oppression, and discrimination.

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HOW WE'LL DO IT

Access and Accountability:

- ❖ Implement principles and technologies that make Images more accessible to our community and our staff, in person and online
- ❖ Utilize our resources to build knowledge and deepen awareness around the unconscious biases, systemic prejudices, and social deprivations that affect our community and its institutions
- ❖ Refresh our code of conduct, anti-harassment guidelines, and other policies to more closely reflect our values and the feedback we receive from our audiences, artists, educators, curators, and media arts professionals
- ❖ Improve collection of statistics and feedback to identify and adopt the experiential improvements and ethical standards audiences expect

Visibility:

- ❖ Develop and focus our outreach to better serve our community, specifically first and second generation Canadians, Indigenous audiences, and members of priority neighbourhoods within the GTA
- ❖ Upgrade our available technologies through capital funding, and make them available to friends and partners in the community
- ❖ Access project-based funding to provide opportunities for our local audiences to engage with artists and their work all throughout the year, and for global audiences to experience Images Festival in their communities
- ❖ Grow visibility with students and scholars through increased dedication to educational partnerships and project funding
- ❖ Grow online visibility through a more engaging and consistent web and social media presence

Stability:

- ❖ Address staff capacity by better defining roles and responsibilities, and shaping the Festival to reflect our financial and human resources
- ❖ Strive for equity with the highest standards for workers within the arts and culture sector, by accessing untapped sources of public and private funding
- ❖ Strengthen Board governance and provide transparency and closer engagement with our broader network and stakeholders