



PICTURENL

BUSINESS PLAN 2026-29

PICTURENL

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Sweetland

Photographed by Justin Simms

Message from the Chair

As Chair of PictureNL, I am pleased to present the Corporation’s Business Plan for 2026–2029. This plan reflects both the strategic priorities of the Government of Newfoundland and Labrador and the obligations of a Category 2 entity under the **Transparency and Accountability Act**. My signature affirms the Board’s accountability for the goals and objectives outlined in this document.

Newfoundland and Labrador has a strong foundation from which to grow its screen industry and further position itself as a competitive destination for domestic and international production. At a time when global production activity remains high, our province is well placed to capitalize on new opportunities and expand its share of this market.

This plan aligns with the Government’s PC “For All of Us” Platform, particularly its focus on economic diversification, job creation, and strengthening industries that offer long-term, sustainable growth. As a province historically shaped by resource-based sectors, continued investment in the screen industry represents a forward-looking approach to building a more resilient and inclusive economy.

Together, we have achieved meaningful progress. Provincial investments, delivered through PictureNL programs, have been instrumental in attracting production, supporting local companies, and building capacity within the sector. These efforts are generating tangible results, creating skilled jobs, helping retain young people, stimulating tourism, and contributing to the provincial tax base.

Looking ahead, a key priority is the continued development of a strong and sustainable workforce. As local capacity grows, incoming productions will be increasingly incentivized to hire Newfoundland and Labrador crew to maximize available credits, ensuring that more of the economic impact remains in the province. With sustained collaboration between government and industry, we are confident that Newfoundland and Labrador's screen sector will continue to expand in delivering economic, cultural, and social benefits for the people of this province, in the spirit of a plan designed for all of us.

Sincerely,

A handwritten signature in blue ink, appearing to read 'MS', is positioned below the word 'Sincerely,'.

Mark Sexton

Chairperson, Board of Directors PictureNL



Cape Spear, Avalon

Introduction

The screen industry in Newfoundland and Labrador has been building through a steady stream of new domestic projects, combined with attracting significant service productions. The province offers unique locations and an increasingly supportive and film-friendly environment.

As the Film Commission for the province, PictureNL supports the film industry's ability to attract business through national and international marketing of the industry and the province as a location for production.

A key driving factor in reaching consistently high levels of production activity has been the capabilities of the province's producers and talent. Their work over multiple years in developing and producing content has created a strong foundation upon which the industry can grow.

Domestic series and films have provided employment opportunities for crews and talent and have created valuable intellectual property based on local stories.



Son of a Critch

Photographed by Derm Carberry

Overview

The Government of Newfoundland and Labrador announced the establishment of the Newfoundland and Labrador Film Development Corporation (NLFDC) in February 1997, under the **Corporations Act**, and the appointment of the Board of Directors of the Corporation in March 1997. In 2023, the Corporation was re-branded to PictureNL. The organization falls under the Department of Tourism, Culture, Arts and Recreation.

PictureNL was created to grow the local screen industries of the province, both through the creation of local film and television productions for national and international markets, and as a destination for service productions to shoot in Newfoundland and Labrador locations. PictureNL is the front line for local screen industries as well as potential outside partners interested in investing in the province through screen industry projects.

On behalf of the Government of Newfoundland and Labrador, PictureNL administers an annual \$10 million Equity Investment Fund for both development and equity investments in film and television. PictureNL's operating budget for 2026–27 is \$1,251,500. This amount includes provincial appropriations to provide for marketing, operating and program support.

PictureNL has six full-time employees and is physically located at 70 Portugal Cove Rd. St. John's, NL A1B 2M3. PictureNL's website is www.picturenl.ca and can also be reached by calling (709) 738-3456.

As of April 1, 2026, the Board consisted of the following members:

Mark Sexton, Chairperson

Noreen Golfman, Vice–Chairperson

Heather Dalton, Board Member

Jim Mackey, Board Member

Chris Bonnell, Board Member

Colleen Kennedy, Board Member

Craig Goudie, Board Member

G. John Samms, Board Member

Christina Harrington, Ex–officio Board Member



Channel-Port Aux Basques, West Coast

Mandate

As a Crown corporation, PictureNL’s mandate is to promote the development of the film and video industry in the province and to promote the province’s film and television products and locations nationally and internationally.

PictureNL is the front line of the film industry to the public and, on behalf of Newfoundland and Labrador, to the nation and the world. It fields many requests and enquiries concerning Newfoundland and Labrador as a shooting location and advises local filmmakers, production companies and crew. PictureNL provides information on all elements of the film industry including its own programs and those of other local organizations, as well as information regarding national funders, broadcasters, and distributors.

Vision

The vision of PictureNL is of viable, healthy and stable screen industries in Newfoundland and Labrador.



The King Tide

Photographed by Chris Rockwell

Lines of Business

PictureNL is an entity that fosters and supports local screen industries. Through its programs, PictureNL offers local producers and outside producers/productions the support needed to help the province's production sector to flourish. PictureNL's Lines of Business are outlined below:

The Equity Investment Program (EIP): The EIP provides funding in the form of equity investment to eligible producers for the financing of productions. PictureNL will normally provide a maximum contribution of 20% of the total production budget.

In order to access these funds, applicant companies must be incorporated in the province and must be owned 51% or more by residents of Newfoundland and Labrador. Within the EIP, PictureNL administers the Development Program, which may provide up to a maximum of 33% of an eligible development project budget.

Film and Video Industry Tax Credit Program: The Government of Newfoundland and Labrador offers a Film and Video Industry Tax Credit Program, which is co-administered by PictureNL with the provincial Department of Finance. It is a fully refundable corporate income tax credit based on the amount spent on eligible Newfoundland and Labrador labour.

The All Spend Film and Video Industry Tax Credit Program: The Government of Newfoundland and Labrador offers an All Spend Film and Video Industry Tax Credit Program, which is co-administered by PictureNL with the provincial Department of Finance. It is a fully refundable corporate income tax credit based on the amount spent on eligible Newfoundland and Labrador costs. The credit is available to eligible corporations at the rate of 40% of eligible production costs, to a maximum tax credit of \$20 million annually per project.

Sponsorship Program: PictureNL's Sponsorship Program is designed to foster and promote the development and growth of the local film and video industry. The program provides qualified individuals and organizations with funding assistance, which enables them to promote the products of the local industry. This will be achieved through three distinct sub-programs: Travel Sponsorships, Professional Learning Sponsorships, and Industry Partner Sponsorships.

Industry Development: PictureNL has two full-time employees, the Industry Development Manager and Industry Analyst who work on behalf of crew, producers, and filmmakers to organize and support specific workshops, training opportunities, job placements, and other projects designed to increase the local industry's capacity.

Marketing Newfoundland and Labrador: As the Film Commission for the province, PictureNL supports the provincial film industry's ability to attract business through national and international marketing of the industry and the province as a location for production and post-production. PictureNL partners with the Atlantic Canada Opportunities Agency and the Government of Newfoundland and Labrador to provide access for production companies to international markets.



Bonavista, Eastern

Primary Clients

PictureNL's focus is the continued growth of the screen industries in Newfoundland and Labrador. To ensure this growth, PictureNL has identified primary clients. They are vital to the growth of the industry and fulfilling the unique needs of these clients is crucial to achieving PictureNL's mandate.

PictureNL's primary clients are Newfoundland and Labrador film and television producers. PictureNL provides advice and represents local producers at global industry events. On behalf of these local producers, PictureNL advocates for sustained industry growth to provincial and federal organizations.

By implementing the EIP, the Film and Video Industry Tax Credit Program, the All Spend Film and Video Tax Credit Program, the Sponsorship Program, Industry Development and Marketing initiatives, PictureNL seeks opportunities to create a greater industry presence.



Saint Pierre

Photographed by Derm Carberry

Strategic Issues

The priority issue of PictureNL is a result of the uniqueness of the screen industries in Newfoundland and Labrador. With the ever-changing world of film and television and the financing, marketing, and technology related to each, PictureNL needs to be proactive in order to nurture growth.

Drawing from national and international models, PictureNL will seek out the best methods for development tailored specifically to the province. Currently, PictureNL is developing a sustainable local workforce and industry ecosystem to support ongoing growth in production activity.

Strategic Issue 1: Develop a sustainable local workforce and industry ecosystem to support ongoing growth in production activity

Goal: By March 31, 2029, PictureNL will have effectively developed a sustainable local workforce and industry ecosystem to support ongoing growth in production activity.

Objective 2026-2027:

- By March 31, 2027, PictureNL will assess gaps in the local workforce.

Indicators:

- PictureNL will consult with producers regarding the strengths and weaknesses in the existing local workforce, as they are the decision makers regarding the crew that is hired on each production.
- PictureNL will identify gaps in the local workforce based on the information from the consultations with producers and their identified needs for production.
- PictureNL will research and identify training opportunities based on the gaps that are discovered in consultations with producers.

Objective 2027-2028:

- By March 31, 2028, PictureNL will partner with Canadian film and television training institutions to develop industry engaged professional development opportunities.

Objective 2028-2029:

- By March 31, 2029, PictureNL will increase the skill set of Newfoundland & Labrador film and tv professionals by delivering training workshops and professional development.



Newfoundland
&
Labrador