

An illustration featuring four Indigenous women with long braids, seen from behind, looking towards a large, bright fire at night. The women are wearing traditional-style clothing: one in a green robe with white stars, another in a blue robe, and two in patterned green and orange robes. The background is a dark blue night sky with white circular stars. Green leafy branches frame the top and sides of the scene. The overall mood is peaceful and communal.

Strengthening Relations, Walking Together

**Progress Report: 2024-2025
The National Indigenous Strategy**



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Icon Alanis Obomsawin sits down for a conversation with filmmaker Sonia Bonspille Boileau at Amplifying Indigenous Stories in Public Media, part of the Public Broadcasters International conference. (Michel Aspirot)



Highlights

On February 5, 2024 more than 150 Indigenous rights holders, Elders, CBC/Radio-Canada staff and industry partners gathered to celebrate the launch of [*Strengthening Relations, Walking Together*](#) (2024-2027) — the first CBC/Radio-Canada National Indigenous Strategy.

The Strategy is our commitment to advancing reconciliation and wouldn't exist without the contributions of many First Nations, Inuit and Métis. It provides direction that reflects a desire to build relationships that are meaningful and reciprocal with Indigenous Peoples.

Within the Strategy are four pillars – Relationships, Truth & Reconciliation, People and Narratives – that help measure our progress toward success. Here's some of our progress under each pillar:

- **Relationships** | We partnered with organizers at more than 50 Indigenous-led events from coast to coast to coast and laid a strong foundation for future partnerships. At the 2024 Public Broadcasters International conference in Ottawa we hosted a day dedicated to [amplifying Indigenous voices and stories](#).
- **Truth & Reconciliation** | For the first time we're measuring our progress against the Truth and Reconciliation Commission's Calls to Action, and Missing and Murdered Indigenous Women and Girls Calls for Justice. We're also creating new opportunities for Indigenous people to work with us through programs like the [Reverie Music Residency](#) and [Early Stage Scripted Development](#).
- **People** | We launched initiatives such as a new [Indigenous Talent Community](#) to attract people interested in working at CBC/Radio-Canada. We will be able to select from this pool for future openings. We also started an Indigenous Peer Support Circle at CBC News to offer culturally relevant peer support for Indigenous staff.
- **Narratives** | We launched new Indigenous programming like [North of North](#) and [Sur les traces d'Anachnid](#). At Radio-Canada, OHdio [created a dedicated page](#) for Indigenous podcasts, radio shows and audio books. We also brought [the CBC Massey Lectures to Iqaluit](#) for the first time which included simultaneous interpretation into Inuktitut.

Of course, we've also portaged some turbulent waters. Despite, or perhaps because of these challenges, we face the future with a clearer focus on next steps.

Through it all, we're growing our understanding, ability to collaborate and capacity to authentically share Indigenous perspectives and stories. Our 2024-2025 Progress Report provides an overview of the steps CBC/Radio-Canada has taken between February 4, 2024 and March 31, 2025 to better reflect, respect and amplify First Nations, Inuit and Métis voices.



Message from the President & CEO

In the 10 years since the final report of the Truth and Reconciliation Commission of Canada, the national public broadcaster continues to take concrete steps to better reflect and serve Indigenous Peoples. Last year, CBC/Radio-Canada launched the National Indigenous Strategy, setting out a new path to strengthen relationships with First Nations, Inuit and Métis. This progress report marks the first time the public broadcaster has measured its work against the Commission's Calls to Action, as well as the Calls for Justice of the National Inquiry into Missing and Murdered Indigenous Women and Girls.

We are also taking the important step toward truth by examining our past. The new Indigenous Office, with the support of employees from across the Corporation, has initiated a journey toward understanding the public broadcaster's past representations of First Nations, Inuit and Métis, and what we could have done better. Reckoning with this past is critical to better representation of Indigenous life in Canada.

We continue to share authentic Indigenous content with Indigenous and non-Indigenous audiences alike, in English, French and eight Indigenous languages. The new comedy series *North of North*, a CBC and Netflix co-production in association with APTN, is a funny, fresh look at life as an Inuk woman in the Arctic. Radio-Canada's [*Atiku, gardien du territoire*](#) follows disappearing caribou herds through Innu ancestral lands. Together with APTN and the National Centre for Truth and Reconciliation, we presented the live news special [*Remembering the Children: National Day for Truth and Reconciliation*](#) in English, French and Cree. We also offered [*Olympic Games Paris 2024 coverage*](#) in Cree, Innu, Atikamekw and Inuktitut.

It is the dedication of First Nations, Inuit, Métis and non-Indigenous staff at CBC/Radio-Canada that make possible our work to advance Truth and Reconciliation. Thank you for all you do.

I am grateful for our continuing partnerships with APTN, the National Centre for Truth and Reconciliation, the Indigenous Screen Office and others that help us engage and reflect Indigenous voices and perspectives.

In my new role as President and CEO, I look forward to meeting with Indigenous Peoples as I enrich my own understanding of Indigenous rights, issues and realities. The public broadcaster remains committed to listening to the diverse perspectives of First Nations, Inuit and Métis as we strengthen our relationships.

Marie-Philippe Bouchard

President and CEO

CBC/Radio-Canada



Message from the Indigenous Office's Senior Director

I'm so proud of the collective efforts made across CBC/Radio-Canada as we walk together to strengthen relationships with First Nations, Inuit and Métis. The National Indigenous Strategy's first Progress Report highlights the significant strides we've made over the past year in our work toward a more inclusive and equitable future for the public broadcaster, one that includes and accurately represents First Nations, Inuit, and Métis. When I started with this organization 20 years ago, I never could have imagined the collective journey we would be on today.

The seeds we have planted, nurtured by dedication and a shared commitment, are beginning to sprout. This past year, we celebrated the launch of the Strategy with over 150 Indigenous rights holders, Elders, CBC/Radio-Canada staff and industry partners. We established the Indigenous Office, which has been instrumental in guiding the implementation of this crucial work. And most importantly, we've been doing it all in step with First Nations, Inuit, Métis and non-Indigenous people who have helped us establish roots for ongoing change.

In October 2024, we hosted a day dedicated to amplifying Indigenous storytelling as part of the Public Broadcasters International conference. There I listened to Algonquin Elder Claudette Commanda remind us that we do this work to show our children we care — that we're fulfilling our responsibilities and that our work should always be founded on respect, love and kindness, so the next generation will inherit better tomorrows. As a Gitxsan father of three, I see this work as holding space for future generations.

My role as Senior Director of the Indigenous Office is a pathway for future Indigenous leaders to continue shaping and reshaping the public broadcaster as we know it.

The progress outlined in this report is a testament to the many people across CBC/Radio-Canada who are walking alongside Indigenous Peoples with respect and a genuine commitment to building a better future. The seeds we are planting today will indeed bear fruit for generations.

Robert Doane

Senior Director, Indigenous Office
CBC/Radio-Canada



The Indigenous Office

When the National Indigenous Strategy launched, CBC/Radio-Canada announced the formation of a new Indigenous Office. This dedicated resource guides implementation of the Strategy and works to better the experiences of First Nations, Inuit and Métis — both internally and externally — with CBC/Radio-Canada.

As a central hub, the Office facilitates positive change, nurtures reciprocal relationships and builds capacity to increase awareness, inclusion and cultural competency. The Indigenous Office provides guidance and expertise to navigate challenges and develop sustainable solutions as CBC/Radio-Canada walks its journey toward reconciliation.

The Indigenous Office is staffed by:

- Robert Doane, Senior Director, Gitxsan Nation, Gitanmaax
- Jo Anne Chartier, Senior Administrator, Red River Métis
- Kris Clemens, Senior Specialist, Red River Métis
- Philippe Sioui Durand, Senior Specialist, Nation Wendat
- Haley Lewis, Senior Communications Specialist, Mohawks of the Bay of Quinte
- Lauren Farmer, Program Manager



Many CBC/Radio-Canada staff helped shape the National Indigenous Strategy, here are some of them attending its launch in Winnipeg. (Gin Ouskun)



Strategic Framework

Vision: As Canada's public broadcaster, we ensure the diversity, cultures, stories, languages and self-determination of First Nations, Inuit and Métis are integral to CBC/Radio-Canada.

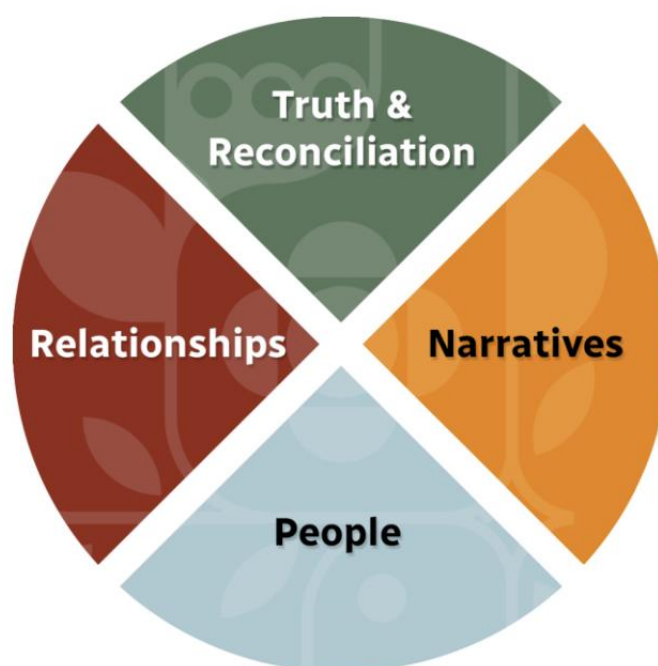
Mission: To reflect, respect and amplify diverse Indigenous perspectives across the public broadcaster, in order to advance truth and reconciliation and grow trusting partnerships.

Values: In addition to [CBC/Radio-Canada's values](#) of Creativity, Inclusiveness, Relevance and Integrity, the Strategy is guided by the values of Respect, Reciprocity and Compassion.

Pillars: The Strategy sets out objectives and outcomes under four pillars:

- Relationships
- Truth & Reconciliation
- People
- Narratives

Nested under these pillars are 14 **Strategic Outcomes** that will help measure our progress toward success.



Progress Made

Relationships Pillar

The Relationships pillar covers how we engage with Indigenous rights holders, industry partners, suppliers and audiences. It involves developing relationships of reciprocity and trust with communities, event organizers, media creators and businesses while taking into consideration the concerns, needs and ideas of Indigenous Peoples.

This past year, we've participated in dozens of Indigenous-led events across the country, including [Come Toward the Fire Festival](#), [Na Me Res Pow-Wow](#) and [Smoke Dance](#) and hosted the first ever day [dedicated to amplifying Indigenous stories](#) at the Public Broadcasters International Conference in Ottawa. We began tracking these activities in a more co-ordinated way to ensure our presence is felt from coast to coast to coast.

We've also worked to expand Indigenous procurement through the development of a new directive. The directive aims to promote equity, diversity and inclusion among vendors and the supply chain.

All of this work plays into what it means to be relational — an integral part of the Strategy's success. Relationships require intention and routine maintenance. Going forward we will prioritize showing up and being present. It's one of the reasons we're diving into the Relationships pillar first.



Two sold-out community screenings of *North of North* were held in Iqaluit. (Natalie Maerzluft)



Strategic Outcome: Sustained engagement with diverse Indigenous communities and enhanced presence at Indigenous gatherings and events, tracked by the number of events and participants.

CBC/Radio-Canada partnered with organizers at more than 50 Indigenous-led events across the country: from the [Festival Présence Autochtone](#) in Tiohtià:ke/Montréal and the [Indigenous Peoples, Media, and Democracy Conference](#) in Regina, to the [Squamish Nation Youth Pow Wow](#) in Xwmelch'stn Village.

We also hosted or broadcast a range of Indigenous-led events including [Amplifying Indigenous Stories in Public Media](#) — a day dedicated to Indigenous storytelling at the 2024 Public Broadcasters International conference; a [North of North Community Screening](#) in Iqaluit; a career workshop for Indigenous youth in collaboration with [Nouveaux Sentiers](#); and [Unreserved's 10th anniversary celebration](#) in Winnipeg. A number of events were also [funded through Collab](#), CBC/Radio-Canada's partnerships program with public libraries.

These events allowed us to meet and engage with Indigenous people where they are and support organizers to expand the reach of their events. While it's difficult to accurately assess the total impact of our presence, we know that CBC/Radio-Canada staff interacted with approximately 15,000 people at Indigenous-led or -focused events that, together, involved more than 70,000 participants.

On the next page, see where we showed up.



We participated, partnered and hosted events with Indigenous people from coast to coast to coast. Find a detailed list of events [on page 30](#).

Strategic Outcome: Increased number of Indigenous businesses under contract, and increased volume of transactions with them. CBC/Radio-Canada is [Partnership Accreditation in Indigenous Relations](#) certified by 2027.

Economic reconciliation is key to supporting the self-determination of Indigenous Peoples and sustainability of Indigenous livelihoods. It reflects the opportunity to include Indigenous businesses, organizations and communities in all aspects of our work. Over the past year, we've begun working on this strategic outcome:

- We've implemented a new directive on [sustainable procurement](#) that, in part, encourages choosing vendors that are at least 51% owned, managed and operated by First Nations, Inuit or Métis.
- We launched a Supplier Searching Tool that will help staff identify Indigenous suppliers across the country.



- We engaged with the Indigenous business community at events hosted by organizations like [Indigenous Works](#), [Workforce Forward](#) and the [Canadian Council for Indigenous Business](#) (CCIB).
- The Indigenous Office began work with the CCIB to start the [Partnership Accreditation in Indigenous Relations](#) process. Certification will “confirm corporate performance in Indigenous relations.”

Growing Indigenous procurement is an evolving process at CBC/Radio-Canada that requires collaboration with multiple stakeholders. We’re working to actively remove barriers and include Indigenous people, communities and businesses in everything we do.

Truth & Reconciliation Pillar

The Truth & Reconciliation pillar addresses CBC/Radio-Canada’s responsibilities as outlined in the Truth & Reconciliation Commission (TRC) [Calls to Action](#), the Missing and Murdered Indigenous Women and Girls (MMIWG) [Calls for Justice](#) and the [United Nations Declaration on the Rights of Indigenous Peoples](#) (UNDRIP).

Part of this work requires deepening non-Indigenous staff’s understanding of First Nations, Inuit and Métis histories and realities, both past and present, through accessible and engaging training – this year, we hosted workshops on land acknowledgements, decolonizing your communications and data sovereignty to name a few.

The other part involves creating opportunities for First Nations, Inuit and Métis to collaborate and work with us. To support this we’ve created opportunities by renewing support for the [New Indigenous Voices](#) program in collaboration with the National Screen Institute and launched two new programs: the [Early Stage Scripted Development Program for Indigenous Creators](#) with APTN and the Indigenous Screen Office, and the [Reverie Music Residency](#) with the SOCAN Foundation.

“Most of my life I’ve felt like I don’t belong anywhere, I don’t fit in, I’m a loner, different, a weirdo. Not on that stage, not that night. This residency was the first time I actually felt like I belonged somewhere.” – Raven Reid, Reverie Music Residency

We also [signed a memorandum of understanding](#) with APTN and the National Centre for Truth and Reconciliation to collaborate on the annual production of a national commemorative gathering on September 30.



Perhaps most significantly, Truth & Reconciliation involves accountability. This report is the first time CBC/Radio-Canada has reported publicly on its progress in addressing the Calls to Action and Calls for Justice. This is an important step in upholding our collective responsibilities.



Céline Galipeau (centre), *Téléjournal de 22 h* anchor, and Nahka Bertrand (far-left), National Indigenous Strategy Specialist, pose with Indigenous youth taking part in Radio-Canada's Nouveaux Sentiers program. (Stéphane Laberge)

Strategic Outcome: CBC/Radio-Canada is able to measure and articulate how it has responded to the Truth & Reconciliation Commission Calls to Action and Missing and Murdered Indigenous Women and Girls Calls for Justice.

Responding to the Calls to Action

Created through a settlement between residential school survivors, the Assembly of First Nations, Inuit Tapiriit Kanatami and the federal government and church bodies responsible for Indian residential schools, the TRC's mandate was to document the history and legacy of the schools, and to inspire ongoing reconciliation among residential school survivors, their families, communities, the government, churches and the people of Canada.

It's been nearly 10 years since the TRC released its final report and Calls to Action, several of which relate directly to the work of CBC/Radio-Canada.



TRC Calls to Action	Progress to Date
#84 i. Increasing Aboriginal programming, including Aboriginal-language speakers.	Over the past year we've added Indigenous titles to CBC Gem and ICI TOU.TV and provided Cree, Innu, Inuktitut and Atikamekw coverage of several events at the Olympic Games Paris 2024. Currently, CBC North broadcasts approximately 90 hours a week of Indigenous language programming. For more examples of progress on this call, explore the Narratives pillar .
#84 ii. Increasing equitable access for Aboriginal peoples to jobs, leadership positions, and professional development opportunities within the organization.	The Truth & Reconciliation pillar and People pillar detail our commitment to increasing access to jobs and professional development for Indigenous talent. Programs like CBC/Radio-Canada's new Indigenous Talent Community and Indigenous Pathways are just some examples of what we're doing to address this call.
#84 iii. Continuing to provide dedicated news coverage and online public information resources on issues of concern to Aboriginal peoples and all Canadians, including the history and legacy of residential schools and the reconciliation process.	We currently offer dedicated news coverage in English through CBC Indigenous , in French through Espaces autochtones and in several Indigenous languages across CBC North . Platforms like CBC Gem , ICI TOU.TV and OHdio also all have pages dedicated to Indigenous content. See the Narratives pillar for more examples.
#92 We call upon the corporate sector in Canada to adopt UNDRIP as a reconciliation framework and to apply its principles, norms, and standards to corporate policy and core operational activities involving Indigenous peoples and their lands and resources.	While we are committed to ensuring our policies and directives align with UNDRIP, a formal review of corporate policy and core operational activities has yet to begin.
#92 i. Commit to meaningful consultation, building respectful relationships, and obtaining the free, prior, and informed consent of Indigenous peoples before proceeding	Relationships are key to the success of the Strategy. We're working on establishing reciprocal relationships with First Nations, Inuit and Métis through meetings, partnerships and consultation .



with economic development projects.	
#92 ii. Ensure that Aboriginal peoples have equitable access to jobs, training, and education opportunities in the corporate sector, and that Aboriginal communities gain long-term sustainable benefits from economic development projects.	We're creating new opportunities for Indigenous people through initiatives like the Early Stage Scripted Development Program and Reverie Music Residency . Through a new procurement directive we hope to include more Indigenous people and communities in all aspects of our business.
#92 iii. Provide education for management and staff on the history of Aboriginal peoples, including the history and legacy of residential schools, UNDRIP, treaties and Aboriginal rights, Indigenous law and Aboriginal–Crown relations. This will require skills based training in intercultural competency, conflict resolution, human rights, and anti-racism.	This year, nearly 200 staff participated in cultural competency training, and work is underway to offer English and French self-directed courses on Indigenous history through our internal learning hub.



Our Olympic Games Paris 2024 coverage included Indigenous language streams for 3x3 basketball, canoe/kayak, skateboarding and wrestling. (Harmony Blackbird)

About the Artist

Waawaatesikwe (Harmony Blackbird), is from the Aajijak (crane) family, located where the water divides (Walpole Island First Nation). She is a 31-year-old gashi (mother) of two beautiful daughters, currently serves as an elected band councillor for her home community and works full-time with Indigenous Clean Energy as the Interim Communications Manager.

In her free time balancing family, work and community, she enjoys creating digital and textile art that combines traditional styles with a contemporary flare. Graphic design and sewing are her creative outlets for sharing and highlighting her Anishinaabe ancestry and knowledge she has gained throughout her walking journey on Mother Earth.

Harmony drew the illustrations found on the cover, page 14 and page 22.



Responding to the Calls for Justice

The National Inquiry into MMIWG began in 2016, triggered by TRC Call to Action #41, which directed the federal government — in consultation with Indigenous organizations — to establish an inquiry into “the causes of, and remedies for, the disproportionate victimization of Indigenous women and girls.”

The final report, [Reclaiming Power and Place](#), was released in 2019, with [231 Calls for Justice](#). Call for Justice 6.1 relates directly to the work we do at CBC/Radio-Canada.

MMIWG Calls for Justice	Progress to Date
6.1. We call upon all media, news corporations and outlets, and, in particular, government funded corporations and outlets [...] to take decolonizing approaches to their work and publications in order to educate all Canadians about Indigenous women, girls, and 2SLGBTQQIA people.	CBC News’ online feature Mother. Sister. Daughter tracks progress on the 231 Calls for Justice through the words and stories of Indigenous women, girls and 2SLGBTQQIA people impacted by the loss of loved ones. Throughout this project, we provided culturally sensitive trauma-informed care to interviewees and their families.
6.1 i. Ensure authentic and appropriate representation of Indigenous women, girls, and 2SLGBTQQIA people, inclusive of diverse Indigenous cultural backgrounds, in order to address negative and discriminatory stereotypes.	Across our platforms, we are working to bring a wider range of voices and perspectives in content to more genuinely represent Indigenous people – like <i>North of North</i> , Résonance and Sous les barrages: Tshishe Manikuan . We also have dedicated teams of Indigenous journalists working in both English (CBC Indigenous) and French (Espaces autochtones) who produce content that supports this call.
6.1 ii. Support Indigenous people sharing their stories, from their perspectives, free of bias, discrimination, and false assumptions, and in a trauma-informed and culturally sensitive way.	We piloted a workshop in collaboration with the Indigenous Journalists Association called Share Your Story to support and empower First Nations, Inuit and Métis leaders to share their expertise with journalists.
6.1 iii. Increase the number of Indigenous people in broadcasting, television, and radio, and in journalist, reporter, producer, and	Over the past year, we’ve seen an increase in Indigenous hires — from 3.4% in Q3 2023-24, to 7.7% one year later. Call 6.1 aligns with work being done to



executive positions in the entertainment industry.	address Call to Action #84. The Truth & Reconciliation pillar and People pillar detail our commitment to increasing the number of Indigenous people working with CBC/Radio-Canada
6.1 iv. Take proactive steps to break down the stereotypes that hypersexualize and demean Indigenous women, girls, and 2SLGBTQIA people, and to end practices that perpetuate myths that Indigenous women are more sexually available and “less worthy” than non-Indigenous women because of their race or background.	We’re planning to create a new course on editorial best practices for Indigenous stories, as well as checklists and protocols for audiovisual productions that could help address this call. Some productions are using the Indigenous Screen Office’s On-Screen Protocols and Pathways .

Strategic Outcome: Policies and directives are more aligned with UNDRIP. More staff have completed Indigenous cultural competency and awareness training.

A crucial piece of the Strategy’s success is ensuring our policies and directives align with UNDRIP. This year, we’ve identified a lead within Legal Services who will review relevant documents for alignment. This strategic outcome also aims to ensure staff complete cultural competency and awareness training — this will help advance CBC/Radio-Canada’s response to the Calls to Action and Calls for Justice. Some highlights over the past year that support this outcome include the following:

- More than 175 staff took some form of cultural competency training, including sessions on land acknowledgements and how to make them more meaningful, facilitated by the First Peoples Group; how to decolonize your communications, led by [Your syilx Sisters](#); multiple Blanket Exercises; and the First Nations principles of data sovereignty, with the First Nations Information Governance Centre.
- Several teams encouraged staff to complete the [Indigenous Canada](#) online course or to watch an in-house webinar series by Radio-Canada; these help ensure a baseline understanding of Indigenous histories past and present.



Mathieu Mckenzie, Ivan Boivin-Flamand, Elisapie, William Mazzoleni and Maten were all a part of the 4th annual *Le grand solstice* music celebration in Montréal. (Priscillia Piccoli)

Strategic Outcome: A truth-seeking project with recommendations is completed.

In 2024, we initiated a project called the “Journey of Understanding” to examine our archival material relating to First Nations, Inuit and Métis dating back to 1936. Upon completion, the project will provide insights into how CBC/Radio-Canada covered and shaped narratives about Indigenous Peoples.

To date, an environmental scan has been completed to understand the steps media and publicly funded organizations are taking to reflect and reconcile their legacies in shaping narratives about Indigenous Peoples. We launched a request for proposals to complete the first phase of the project and selected Dr. Savage Bear, Director for the McMaster Indigenous Research Institute, in partnership with Mission Research.



Strategic Outcome: Best practices are established for Indigenous identity verification.

CBC/Radio-Canada has covered several high-profile stories of people whose claims to indigeneity have been challenged. The CBC Ombudsman noted in his [2022-23 annual report](#) that issues surrounding potentially false claims to Indigenous identity “can be remarkably complicated,” and raise “ethical debates about how to weigh serving the public interest.” Going forward, we will consult with Indigenous Peoples to establish ethical best practices for addressing this issue in our coverage, workforce and partnerships. So far, work has included the following:

- LNM Indigenous Consulting conducted a literature review for the Indigenous Office, to inform next steps for establishing best practices related to Indigenous identity verification.
- A representative from the Indigenous Office attended the Manitoba Métis Federation and Chiefs of Ontario [Indigenous Identity Fraud Summit](#) as an observer in May 2024.
- CBC News’ Editor-in-Chief published [a blog](#) outlining editorial considerations for coverage investigating claims of Indigenous identity.

Narratives Pillar

The Narratives pillar aims to grow the production and reach of Indigenous content across our platforms, deepen engagement among Indigenous audiences, offer greater reflection of Indigenous languages and ensure the ethical stewardship of Indigenous cultural material.

Over the past year, we’ve worked to increase the discoverability of Indigenous content. At Radio-Canada, OHdio [has a dedicated page](#) for Indigenous podcasts, radio shows and audio books that houses titles like [Inabadan : camp artistique Anicinabek](#), [Minotan!](#), [Kuei! Kwe!](#) and [Akuteu](#). New Indigenous series [North of North](#) and [Sur les traces d’Anachnid](#) launched on CBC TV and ICI TOU.TV.

A number of new initiatives have also helped us reflect and promote Indigenous languages. Our [partnership with Inuit TV](#) brought *Igalaaq* to Inuktitut audiences across the North. Our [Olympic Games Paris 2024 coverage](#) included Indigenous language streams for 3x3 basketball, canoe/kayak, skateboarding and wrestling in Cree, Innu and Atikamekw, as well as basketball in Inuktitut.

Moving through the [International Decade of Indigenous languages \(2022-2032\)](#), we have an opportunity to further encourage the use of Indigenous languages and support revitalization efforts through our programming and communications. The next step is to develop a formal plan.



CBC and Radio-Canada added a number of Indigenous titles to their platforms, including (L-R) *Beans*, *The Beehive*, *Manaachihitow : à la rescousse des animaux sauvages* and *Sur les traces d'anachnid*.

Strategic Outcome: Increased quantity and audience discoverability of Indigenous content across CBC/Radio-Canada platforms, based on content tracking and audience research data. Increased representation and diversity of Indigenous voices and perspectives across CBC/Radio-Canada content and platforms.

Our [Fall 2024 Perception Survey](#), which examines the perceptions people in Canada have of CBC/Radio-Canada, found that 62% of respondents agree we make Indigenous content easily discoverable. This research provides a baseline for us to measure our progress year over year as we implement the Strategy. Content tracking offers another important avenue for assessing the quantity of Indigenous content we produce. Since 2021, CBC has been tracking representation across a growing number of radio, television and digital offerings. Expanding it to more teams at both CBC and Radio-Canada can help us better understand the extent of reflection and representation of First Nations, Inuit and Métis. Related initiatives supporting this outcome include:

- We introduced new Indigenous titles to CBC GEM and ICI TOU.TV, including CBC and ICI TÉLÉ productions like [Beans](#), [Finality of Dusk](#), [The Beehive](#), [Yintah](#), [Manaachihitow : à la rescousse des animaux sauvages](#) and the [L'ombre des corbeaux / Bones of Crows](#) drama series.
- Indigenous titles were also added to CBC Listen and OHdio, including [?əh̓i ce:p x̓'iwəl Come Toward the Fire](#) and [Inabadan : camp artistique Anicinabek](#).
- CBC/Radio-Canada's Indigenous productions and co-productions were recognized at the 2024 [Indigenous Journalists Association Awards](#), [RTDNA Canada Awards](#), [Canadian Screen Awards](#) and the [Rockie Awards](#) to name a few.
- The Indigenous Office partnered with the Indigenous Journalists Association to pilot a [Share Your Story](#) workshop at CBC Manitoba with the goal of supporting and empowering First Nations, Inuit and Métis leaders to share their expertise with journalists in order to broaden the diversity of Indigenous perspectives we share.

“In a world where our voices have often been misunderstood or misrepresented, you offer us the tools to share our truths with confidence. I walked away with invaluable lessons, including the ‘Compton quote’ I will call upon now in conversations: ‘That’s a great question, but let me tell you why it matters.’ This insight speaks volumes about controlling our narratives and shaping the conversation in a way that honours our values.” – Renee Greyeyes, President & CEO of Winnipeg’s Indigenous Chamber of Commerce and participant in the Share Your Story workshop.

- *Nouvelles voix*, an initiative that aims to generate greater representation on Radio-Canada’s linear channels and digital content, recruited filmmaker and member of Kaneshstake, Sonia Bonspille Boileau, and Indigenous youth and member of the Nation Wendat, Hadishrayen Gros-Louis, as on-air columnists for ICI Ottawa-Gatineau’s [*Les malins*](#).
- CBC launched an internal Content Tracking Hub that provides data on Indigenous representation in programming. In 2024, Indigenous guests comprised 6.5% of all guests tracked, a slight decrease from 7.2% in 2023, which is likely because the number of content teams participating in the program increased from 90 to 136.



Radio-Canada, in partnership with the Nation Wendat and Bibliothèque de Québec, with funding from Collab, hosted a Smoke Dance. (ICI Québec)

Strategic Outcome: Audience research reflects greater Indigenous engagement with content.



According to our [Fall 2024 Perception Survey](#), 58% of Indigenous respondents agree that CBC/Radio-Canada has content they can relate to, and 62% agree that CBC/Radio-Canada reflects Indigenous Peoples in its content. Assessing Indigenous engagement with our programming can be challenging to do precisely, however, as online analytics don't segment by communities or Peoples. Participants at one of our engagement sessions said “a distinction must be made between Inuit, First Nations and Métis, who are not the same peoples.”

- Supporting this outcome must also involve efforts to ensure our journalism is trauma-informed and cultural material is handled ethically; this will help encourage Indigenous people to engage with our content. Here are a few examples of work we are doing in this area:
- We commissioned [a report from the Public Media Alliance](#) as part of the Public Broadcasters International conference on how public service media are reaching and reflecting Indigenous audiences. Key themes included the importance of Indigenous language content and narrative sovereignty.

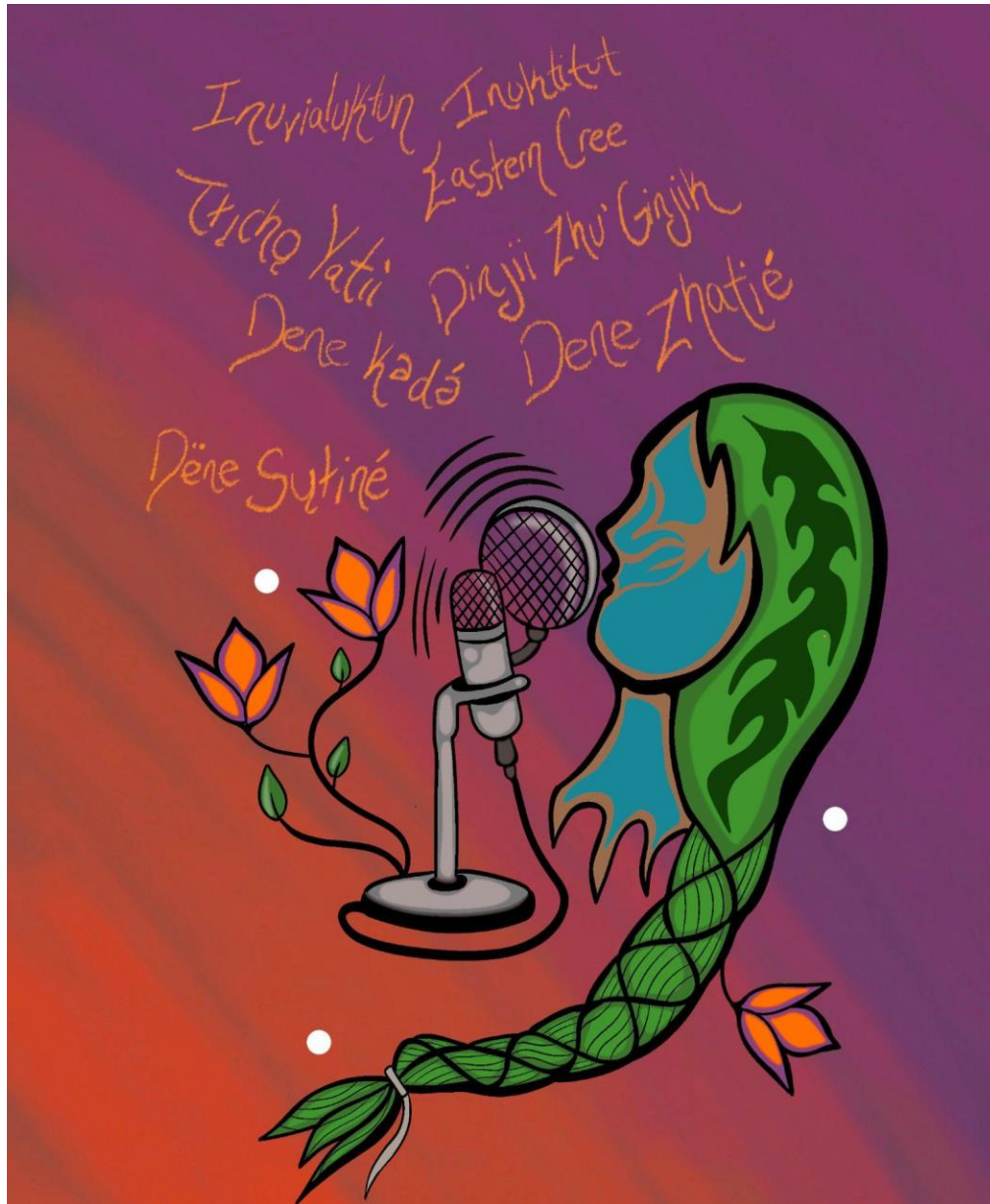
“To transform a public broadcaster so it better serves Indigenous Peoples cannot be done alone. It is not just an ‘Indigenous’ issue or an issue for Indigenous staff to handle, otherwise we’re doomed to repeat mistakes from the past. It takes an entire organization, working hand-in-hand with Indigenous communities.” – Public Media Alliance report “How public service media are reaching and reflecting Indigenous audiences”

- CBC is developing a Diversity and Sustainability checklist for producers to help ensure, in part, that Indigenous cultural material is handled ethically.
- Abenaki producer Julie O’Bomsawin provided training on Indigenous production protocols to ICI TÉLÉ and shared her own protocols during the pre-production phase for one of Radio-Canada’s upcoming projects.

We’re also advancing this commitment by working with other public broadcasters and [New Public](#) on ways to improve conversations and commentary online. Consultation with Indigenous Peoples is an essential part of this development work and will help ensure that First Nations, Inuit and Métis feel safe and respected when engaging with our content online.



Strategic Outcome: Greater reflection and diversity of Indigenous languages across CBC/Radio-Canada platforms and operations.



CBC North broadcasts in 8 Indigenous languages weekly. CBC and Radio-Canada routinely cover stories about Indigenous language reclamation across the country. (Harmony Blackbird)

In Nunavut almost 65 years ago, we aired our first Inuktitut broadcast. Today, CBC North broadcasts over 90 hours of Indigenous language programming each week in [Dene Zhatıé](#), [Dene Kədə](#), [Dene Sı́tıné](#), [Dinjii Zhu' Ginjik](#), [Tłıchǫ Yatıì](#), [Eastern Cree](#), [Inuvialuktun](#) and [Inuktitut](#). Here are some initiatives we've undertaken to better reflect Indigenous languages over the past year:



- In April 2024, [CBC News and Inuit TV announced a partnership](#) to support both broadcasters' commitment to preserving and promoting Inuit languages. As part of this partnership, [CBC North's Igalaag](#) aired on Inuit TV, reaching more Inuktitut speakers.
- The [Tusaavik Language Contest](#) celebrated its fifth anniversary, providing Inuvialuktun speakers and learners a platform for sharing their language through videos.
- Our [Olympic Games Paris 2024 coverage](#) included Indigenous language streams for 3x3 basketball, canoe/kayak, skateboarding and wrestling in Cree, Innu and Atikamekw, as well as basketball in Inuktitut.
- The [CBC Music Class Challenge](#) included a Kanien'kéha language song and sing-a-long of "[Yohahí:yo](#)" ([The Good Road](#)), by Shawnee Kish and Kristi Talbot.
- In partnership with MusiCounts, CBC Music also launched [Singing in Indigenous Languages: A Practical Guide for Educators](#).

"This resource is exactly what I have been looking for to support my music classroom. I appreciate the different levels of activities as I teach music to students from Kindergarten to Grade 8. I am also a teacher-librarian and I can see ways to integrate the resource into my collaboration with my colleagues and their classes in a variety of different language/social studies programs." – Participant in Singing in Indigenous Languages: A Practical Guide for Educators.

- Radio-Canada formed a consultation committee on Indigenous terminology to ensure reporters, producers and hosts use the correct pronunciation and language.
- Tiffany Thiem, a Métis staff member with CBC North, collaborated with language speakers and hosts to create an internal website featuring audio and video pronunciation guides for place names and organizations in seven Indigenous languages spoken on CBC North.
- The [Radio-Canada typeface](#) used by the public broadcaster now includes support for many Indigenous languages' orthography, allowing us to incorporate more Indigenous languages across our content.

Strategic Outcome: Alignment of CBC/Radio-Canada's libraries/archives with nationally recognized best practices for responding to the TRC's final report. Increased access by Indigenous Peoples to their archival and cultural content.

CBC/Radio-Canada holds an extensive archive dating back to 1936. In 2022, Canada's Steering Committee on Canada's Archives published its [Reconciliation Framework](#), outlining best practices for responding to the TRC's final report. These practices include improving First Nations, Inuit and Métis access to their traditional and cultural knowledge. Here are some examples of the work we've been doing to address this outcome since February 2024:

- We're building internal capacity through awareness and learning. A number of staff working in the areas of archives and licensing read the [Reconciliation Framework](#) and completed a voluntary workshop on [the First Nations principles of OCAP](#) (ownership, access, control, possession) of data.
- A draft protocol has been developed to guide access for First Nation, Inuit and Métis governments and their educational affiliates to their cultural data that was produced and is held by CBC/Radio-Canada.
- A project was initiated to edit audio recordings for the [Indigenous Languages Archive](#) — which includes over 2,000 language files in 10 Indigenous languages. Currently, commercial musical passages are being removed from archival episodes of [the Dene Kǎdǎ program Legots'edeh](#) so that these broadcasts can be shared online.



Panellist (L-R) Linnea Rasmus, Ronald E. Ignace, Don Mann and Barbara Filion talk about Indigenous languages at the Public Broadcasters International conference day dedicated to amplifying Indigenous stories. (Michel Aspirot)



People Pillar

The People pillar aims to grow Indigenous representation in leadership roles and professional development opportunities at the public broadcaster. It includes providing Indigenous staff with culturally appropriate supports and increasing the presence of authentic Indigenous art, culture and design throughout our facilities and communications.

We've made some progress toward these goals by growing the proportion of Indigenous leaders across the organization and creating culturally specific programs for staff, like the Indigenous Peer Support Circle.

Work on this pillar will help us strengthen relations internally and ensure First Nations, Inuit and Métis staff feel supported, uplifted and included. More work is required to create a broader presence for authentic Indigenous art, culture and design.

Strategic Outcome: Greater number of Indigenous staff at the senior manager level and above. More Indigenous staff participate in CBC/Radio-Canada leadership and mentorship programs.

Having First Nations, Inuit and Métis in leadership positions and providing opportunities for mentorship is essential to the public broadcaster [fulfilling its mandate](#) to “reflect the multicultural and multiracial nature of Canada.” From December 2023 to December 2024, the number of Indigenous staff in senior management positions and above grew from 0.7% to nearly 1.5%. Over the past year, here's some of the work we've done to advance this outcome:

- Thirty-four Indigenous people took part in CBC/Radio-Canada leadership and mentorship programs in 2024, including Developing Emerging Leaders, the INSPIRE mentorship program, On-Air Talent Development, the Reverie Music Residency, [Indigenous Pathways](#), the Early Stage Scripted Development Program for Indigenous Creators and New Indigenous Voices.
- We launched an opportunity for First Nations, Inuit and Métis to apply to our new [Indigenous Talent Community](#), which we'll be able to pull from for future openings.
- We hosted several internship programs for Indigenous people offering mentorship and growth opportunities at CBC North and ICI PREMIÈRE as well as with Radio-Canada's Diversity & Inclusion team. Radio-Canada Info also participated in [L'école d'été en journalisme en milieu autochtone](#) with l'Institut Tshakapesh for a third time.



Indigenous Pathways participant Ella Burke sits down for an interview. (CBC Nova Scotia)

Strategic Outcome: Indigenous staff have coverage for a broader range of culturally relevant services.

Access to culturally specific services can support First Nations, Inuit and Métis staff to thrive in their roles while also contributing to retention and leadership development. Here are some examples of what we've done to work toward this outcome:

- We launched the Indigenous Peer Support Circle within CBC News to offer culturally relevant peer support for Indigenous staff. Six trained members collectively hosted 28 confidential peer support conversations in 2024.
- We piloted on-site visits to Iqaluit, Whitehorse and Yellowknife by a counsellor with experience supporting Indigenous staff and those working in remote locations.

To advance this outcome, we'll need to conduct a review of all available employee resources to take stock, identify gaps and target areas where culturally relevant services could be beneficial.



Strategic Outcome: Increased number of Learning & Development courses with Indigenous perspectives and Indigenous instructors who are providing Learning & Development training.

It's important for Indigenous staff to have structured opportunities to share their expertise with colleagues and to see themselves reflected in the learning and professional development opportunities we have available. Over the past year, we've begun working toward this goal:

- The Learning & Development team is pursuing licensing to host a version of the [Indigenous Canada](#) course on our internal learning hub, so that completion rates can be tracked.
- A similar initiative is planned to offer a French-language course developed by the Université du Québec en Abitibi-Témiscamingue.

A new Learning & Development Specialist is being recruited to support the success of this outcome. Next steps include growing the public broadcaster's network of Indigenous trainers and facilitators, both externally and internally.

Strategic Outcome: Increased acquisition of authentic Indigenous art and design across CBC/Radio-Canada.

Increasing the representation of authentic Indigenous art, culture, language and design across our facilities and communications will help us create welcoming environments that reflect the diversity of Indigenous cultures from coast to coast to coast. Over the past year, this work has included:

- Commissioning designers Jennica Robinson (Aundeck Omni Kaning First Nation) and Lauren Polchies (Woodstock First Nation) of Design de Plume to create CBC/Radio-Canada's [Olympic Games Paris 2024 graphics](#).
- An exhibition inspired by the podcast series [Laissez-nous raconter : l'histoire crochie](#) and TV series of the same name was commissioned by Radio-Canada. Organized by MASSIVArt, the exhibition was temporarily on display at Maison de Radio-Canada in Montréal.

To better position ourselves to achieve this outcome, we plan on growing our network of contributing First Nations, Inuit and Métis artists while also co-developing authenticity guidelines for Indigenous art acquisitions and commissions.



Engagement and Consultation

Over the past year, the Indigenous Office has engaged internally with Indigenous and non-Indigenous staff; externally with Indigenous community members, audiences, industry partners and rights holders; and internationally with Indigenous representatives from other public broadcasters and media organizations.

Internal engagement has included facilitating workshops with content teams and leaders and providing updates on the Strategy's implementation. This work has helped the Office build awareness and momentum while allowing us to meet challenges and opportunities as they arise.

Externally, consultations with Indigenous community members, producers and creators were held and reported on ([English Services report](#), [French Services report](#)). [CBC Kids News](#) hosted a series of virtual feedback sessions with First Nations, Inuit and Métis youth on the stories they'd like to see covered. The Indigenous Office met with representatives from rights holding groups — including Inuit Tapiriit Kanatami, the Assembly of First Nations, Assembly of First Nations Quebec-Labrador and the Manitoba Métis Federation — and connected with organizations like the National Association of Friendship Centres, the Gabriel Dumont Institute and the National Centre for Truth and Reconciliation.

These engagements help guide our strategic direction by ensuring our work aligns with the priorities and needs of Indigenous Peoples. While we've heard that CBC/Radio-Canada has come a long way, and the National Indigenous Strategy is a welcome step, we know that we have more work to do. Growing Indigenous language content, content for youth, workforce representation and a distinctions-based approach that acknowledges the diversity of First Nations, Inuit and Métis were all points raised during feedback sessions.

Internationally, the Indigenous Office met with people from the Australian Broadcasting Corporation and Sveriges Radio about the Strategy. These opportunities helped build international awareness and presented opportunities for collaboration. We also engaged with Indigenous broadcasters from around the world through the Public Media Alliance, Public Broadcasters International conference and the United Nations Permanent Forum on Indigenous Issues.

By listening, learning and collaborating, we can create a more inclusive and equitable media landscape: honouring the past, acknowledging the present and building a better future.



Next Steps

The first year of the National Indigenous Strategy has brought significant change and highlighted key opportunities. Progress has been made in developing and growing the reach of Indigenous content, engaging new Indigenous talent and recognizing the contributions of Indigenous staff. Active participation in Indigenous-led events and formal agreements with Inuit TV, APTN and the National Centre for Truth and Reconciliation are creating a foundation for lasting partnerships.

Looking ahead, our priorities include expanding content tracking through a distinctions-based approach to better understand the reflection of First Nations, Inuit and Métis in our programming; creating opportunities for Indigenous staff to advance their careers at the public broadcaster; increasing the use and diversity of Indigenous languages in our content; and growing the presence of Indigenous art, culture and design throughout our facilities.

With priorities in hand, we will continue to pursue systemic transformation, embedding cultural competency and trauma-informed approaches to journalism, content development and staffing.

In essence, the Strategy is a sowing of seeds. Some nurtured by immediate action will yield immediate results. Others may require years to mature. The lessons we learn, both from the budding and the dormant, will be instrumental in shaping a renewed Strategy that ensures the needs of Indigenous Peoples are taken into account as CBC/Radio-Canada adjusts to a changing media environment and evolving society.

We remain dedicated to nurturing trust, building bridges and cultivating a public broadcaster that reflects the rich diversity of First Nations, Inuit and Métis.

Contact Us

If you'd like to share feedback, ask questions or invite the Indigenous Office to your Indigenous-led event, please email Indigenous.Strategy@cbc.ca to get in touch.



Appendix

Between February 5, 2025 and March 31, 2025 we partnered with organizers at more than 50 Indigenous-led events across the country over the past year. These events allowed us to meet and engage with Indigenous people where they are and support organizers to expand the reach of their events. Here's where we showed up:

Newfoundland and Labrador

- [*Forgotten Warriors*](#) community screening (Miawpukek First Nation)
- [*Land & Sea*](#) community screening (Makkovik)
- [*Spirit Song Festival*](#) (St. John's)

Prince Edward Island

- [*Petapan: First Light Symposium*](#) (Charlottetown)
- [*Lennox Island Mawi'omi*](#) (Lennox Island First Nation)

Nova Scotia

- [*National Indigenous Peoples Day live*](#) (Millbrook First Nation)

New Brunswick

- [*Radical Stitch exhibition*](#) (Fredericton)
- Collab: [*CBC Books and Backroads*](#) (Ugpi'Ganjig First Nation)



Québec

- [KWE! Festival](#) (Québec)
- [Salon du livre des Premières Nations](#) (Québec)
- [Off-Imagination: Jessica Johns, *Bad Cree*](#) (Québec)
- Collab: [Smoke Dance](#) (Québec)
- [Festival Présence autochtone](#) (Tiohtià:ke/Montréal)
- [Colloque sur la persévérance et la réussite scolaires chez les Premiers Peuples](#) (Tiohtià:ke/Montréal)
- [La pièce Kukum au Théâtre du Nouveau Monde](#) (Tiohtià:ke/Montréal)
- [Wapikoni - Mamowi](#) (Tiohtià:ke/Montréal)
- [Le Grand Solstice](#) (Tiohtià:ke/Montréal)
- [Walking Together: Amplifying Indigenous Stories in Public Media](#) (Gatineau)

Ontario

- [Summer Solstice Indigenous Festival](#) (Odawaa/Ottawa)
- [Indspire Awards](#) (Odawaa/Ottawa)
- [Indigenous Fashion Arts Festival](#) (Tkaronto/Toronto)
- [Canadian Council for Indigenous Business 40th Anniversary](#) (Tkaronto/Toronto)
- [Na Me Res Pow-Wow and Indigenous Arts Festival](#) (Tkaronto/Toronto)
- [Tkaronto Music Festival](#) (Tkaronto/Toronto)
- Collab: [CBC Music Class Challenge Mohawk Sing-Along](#) (Fort Erie)
- [Wake the Giant music festival](#) (Thunder Bay)
- Collab: [CBC Kids Book Club Live Celebrated First Nations Library Week](#) (Big Grassy River First Nation, Onigaming First Nation)



Manitoba

- [MICEC minor hockey tournament](#) (Winnipeg)
- [New Indigenous Voices 20th Anniversary Celebration](#) (Winnipeg)
- [Orange Shirt Day at the RBC Convention Centre](#) (Winnipeg)
- [Unreserved 10th anniversary celebration](#) (Winnipeg)

Saskatchewan

- [Indigenous Peoples, Media, and Democracy Conference](#) (Regina)
- [Kookum's Corner](#) (Regina)
- Collab: [The House: Book Smart Summer](#), a conversation with Cree writer Michelle Good (Regina)
- [Awâsis Indigenous Education Conference](#) (Saskatoon)

Alberta

- [Forward Summit West](#) (Calgary)
- [Roots to Recipes Indigenous Cookoff](#) (Calgary)
- [Ermineskin Cree Nation Pow Wow Celebration](#) (Maskwacis)
- Collab: [Out Your Way: Engagement session and beading workshops](#) (Maskwacis)

British Columbia

- [Squamish Nation Youth Pow Wow](#) (Xwmelch'stn Village)
- [Come Toward the Fire festival](#) (Vancouver)
- [Forward Summit West Coast](#) (Vancouver)
- [The Early Edition celebration of the Squamish Nation](#) (Xwmelch'stn Village)
- [Inclusion Works conference](#) (Nanaimo)
- Collab: Island Voices, which includes editorial boards, radio remotes, etc. hosted a special [Indigenous-led music workshop for youth](#) (Port Alberni)



Nunavut

- [North of North Community Screening](#) (Iqaluit)
- Collab: [Massey Lectures, a bilingual Inuktitut event](#) (Iqaluit)

Northwest Territories

- [Northern Arts and Cultural Centre - World After Dark](#) (Yellowknife)
- Collab: Community Radio Project in partnership with Helen Kalvak School, the Ulukhaktok Community Library and CBC Kids News (Ulukhaktok)

Yukon

- Collab: [Lessons from the Den](#) brought in Rachel Smith, member of Zagime Anishinabek and founder of Bannock Express, for a workshop on entrepreneurship (Whitehorse)

Virtual

- CBC Kids News ran a feedback session with Indigenous youth on the stories they'd like to see covered
- As a part of our CRTC consultations, we hosted two feedback sessions with Indigenous community members

International

- [UN Permanent Forum on Indigenous Issues](#) (New York, New York)
- [Indigenous Media Conference](#) (Oklahoma City, Oklahoma)
- [Arctic Winter Games](#) (Mat-su Valley, Alaska)