



# Strengthening Relations, Walking Together

## 2024-2027 National Indigenous Strategy

### Executive Summary

Relationships are at the heart of the CBC/Radio-Canada National Indigenous Strategy and will be key to its successful implementation. We want to work better together with, and in the service of, First Nations, Inuit and Métis. Our aim is to reflect, respect and amplify diverse Indigenous perspectives across the public broadcaster, in order to advance Truth and Reconciliation and grow trusting partnerships.

To develop this National Indigenous Strategy, we designed a process to engage Indigenous Peoples from coast to coast to coast: First Nations, Inuit and Métis leadership, audience members, staff, content creators and other movers in the media industry. Throughout 2022, they were invited to share their perspectives on how CBC/Radio-Canada could better represent and reflect their diverse cultures, interests and needs. The comments we heard inform our choice of pillars and key initiatives.

This 2024-2027 National Indigenous Strategy is our roadmap to enable deliberate planning to strengthen relations with First Nations, Inuit and Métis across all areas of our operations. We will demonstrate our resolute commitment to upholding Indigenous Peoples' rights by actively engaging in four key areas of action: Narratives, People, Relationships and Truth and Reconciliation.

The following are examples of key initiatives found in the Strategy. For a detailed presentation of each pillar, please read the full National Indigenous Strategy at <https://strategies.cbrc.ca/en/indigenous-strategy>.

Pillar	Meaning	Example of key initiative
Narratives	Grounding principles of the Truth and Reconciliation Commission in our stories and content development processes.	We will encourage the use of Indigenous languages and support efforts of First Nations, Inuit and Métis to reclaim, revitalize, maintain and strengthen Indigenous languages.
People	Growing Indigenous representation at all levels of the organization.	We will increase equitable access for Indigenous individuals to jobs, leadership positions, and professional development opportunities.



Relationships	Cultivating good relations with Indigenous Peoples.	We will support economic reconciliation, for example by implementing a strategy to include more Indigenous-owned vendors in our procurement process.
Truth and Reconciliation	Taking meaningful actions toward Reconciliation.	We will initiate a study of CBC/Radio-Canada's past coverage to better understand its reflection and representations of First Nations, Inuit and Métis.

This is a critical moment. The 2015 [Truth and Reconciliation Commission](#) and the 2019 Final Report of the [National Inquiry into Missing and Murdered Indigenous Women and Girls](#) asked Canadian media to uphold the rights of Indigenous Peoples as part of ongoing acts of reconciliation. Other foundational documents such as the [United Nations Declaration on the Rights of Indigenous Peoples](#) have been pivotal to the development of this Strategy. Truth and Reconciliation is not a goal — it's a process. It calls for an exploration of our collective past and a commitment to identify, document and recognize our faults. We believe our archives can shed light on this past, help educate future generations and help us move forward.

We recognize the important work of existing Indigenous media organizations, specifically APTN, the Indigenous Screen Office, Inuit TV, Uvagut TV, Indigenous radio stations across the country and countless other Indigenous-owned entities acting as vehicles for innovation, engagement, entertainment and self-affirmation. Through this Strategy, we see an opportunity to expand our collaborations and support a vibrant Indigenous media landscape.

The National Indigenous Strategy is more than words on a page; it's a steadfast promise of ongoing, two-way engagement with Indigenous leadership as well as First Nations, Inuit, Métis across the country. Each year, we will release a report, informed by staff and audiences, on activities stemming from the implementation of the 2024-2027 National Indigenous Strategy. We'll highlight achievements while providing insights from lessons learned.

For more insights into our Strategy and inspiration for the journey ahead, connect with us at [Indigenous.Strategy@cbc.ca](mailto:Indigenous.Strategy@cbc.ca).