



RESULT-BASED STATUS REPORT

IMPLEMENTATION OF SECTION 41 OF THE *OFFICIAL LANGUAGES ACT*

For the fiscal year 2006 – 2007

May 31, 2007

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1.0 | General information

Federal department/agency:	Telefilm Canada
Address:	360 Saint-Jacques. Suite 500 Montreal, Qc H2Y 4A9
Website:	www.telefilm.gc.ca
Minister responsible:	Minister of Canadian Heritage The Honourable Beverly J. Oda, PC, MP
Senior official(s) responsible for implementation of Part VII of the OLA (e.g.: Assistant Deputy Minister, official languages champion):	Mr. Wayne Clarkson Executive Director
Mandate of federal institution:	Telefilm Canada is a federal crown corporation with a mandate to foster the development and promotion of the Canadian film, television, and new media industries. The Corporation provides financial assistance and strategic leverage to the industry in producing high-quality works that are popular with Canadian audiences and that reflect Canadian society, including its linguistic duality and cultural diversity.
National coordinator responsible for implementation of section 41:	Mr. Mateo Barney
Title:	Policy Advisor
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2.0 | Summary of main results achieved

As a federal institution, Telefilm Canada is committed to obtaining concrete results regarding the implementation of the *Official Languages Act* (OLA) through initiatives directed to support French-language production companies outside Quebec and English-language companies in Quebec. Again in 2006-2007, the Corporation took proactive measures in the development of programs and initiatives to support audiovisual professionals from official language minority communities.

To foster the bilingual character of Canada, Telefilm also provided an incentive for bilingualism in some of its programs and initiatives in order to encourage the development or versioning of audiovisual products in both official languages. Such an incentive exonerates the repayment of a percentage of Telefilm's investment in eligible projects, providing that the product is developed in both English and French or is translated into the second official language.

2.1 | Awareness

During 2006-2007, Telefilm employees and managers were reminded of Telefilm's responsibilities with regards to the implementation of the Official Languages Act. In particular, Telefilm's senior management was informed of the changes made to parts VI and VII of the Official Languages Act (OLA) and of the new obligations for the Corporation derived from such changes.

In May 2006, Telefilm delivered its Action Plan for Official Languages 2006-2009, which reflects the collective commitment of management, operations and administration to implement proactive measures aimed at advancing the goals of the OLA within Telefilm's mandate.

2.2 | Consultation

Public consultations permit Telefilm to adapt its programs and services to the new and existing needs of its clients. In 2006-2007, Telefilm surveyed clients on their satisfaction with the training initiatives developed thru the IPOLC Program and the impact that the Program had on their professional careers.

For the development of two new IPOLC initiatives for Anglophone professionals working in Quebec, Telefilm held several consultative meetings with representatives from the English-Language Arts Network (ELAN) and the recently created English-Language Film/TV Council of Quebec.

Telefilm representatives participated in the Annual Generally Assembly of the *Alliance des Producteurs Francophones du Canada* (APFC), held in Ottawa on November 29, 2006. At this meeting, Telefilm presented the pool of initiatives offered in support of audiovisual professionals working in minority language situation.

In addition, Telefilm took advantage of several industry related gatherings (such as working groups and immersions) where it received the recommendations and opinions of OLMC representatives.

2.3 | Communications

All of Telefilm's publications are published simultaneously in both official languages. This includes program guidelines, press releases, industry advisories and its newsletters *Connected* and *Infoflash*, which announce important news related to funds, programs, events and other information related to the Corporation

Finally, Telefilm joined efforts with its partners CBC/Radio Canada and the National Film Board to better communicate the opportunities available under the interdepartmental partnership with the official-language communities (IPOLC).

2.4 | Coordination and liaison

In 2006-2007, Telefilm's national coordinator responsible for the implementation of Section 41 of the OLA participated at meetings of the Network of National Coordinators organized by the Department of Canadian Heritage.

Telefilm Canada, in partnership with Radio-Canada and the National Film Board of Canada, and in cooperation with the *Institut national de l'image et du son* (INIS), launched a call for French-language creators working outside Quebec to submit projects for predevelopment, development and production financing assistance for the creation of short dramas for television.

2.5 | Funding and program delivery

All of Telefilm's programs are open to producers and productions of both official languages. The Corporation also provides assistance for professional and industrial development to audiovisual companies and creators working in official language minority contexts. Furthermore, to guarantee that audiences across Canada have access to Canadian works in the official language of their choice, Telefilm supports the versioning of Canadian productions into the second official language.

During 2006-2007, Telefilm extended existing initiatives to support the development of projects from Francophone creators outside Quebec. In addition, Telefilm introduced two new initiatives for Anglophone professionals working in Quebec.

Telefilm also continued to support audiovisual festivals and other initiatives that foster the promotion and distribution of Canadian productions in OLMCs.

2.6 | Accountability

Telefilm is committed to fostering the development and promotion of the audiovisual industry in both official language markets in Canada. As such, the Corporation allocates resources to each language market through asymmetrical policies that recognize the different needs of such markets, and that allow Telefilm to closely monitor its level of investment by language.

With respect to its support to OLMCs, Telefilm tracks the overall amount of financial resources devoted to production in linguistic minority situations. This identification of allocations allowed Telefilm's management to monitor the development of initiatives benefiting these communities.

In 2006 Telefilm conducted a comprehensive evaluation of the IPOLC program. The results of this evaluation served to establish an action plan for the development of a new strategic framework for initiatives targeting OLMCs, to be implemented in 2007-2008.

3.0 | Detailed status report

3.1 | Awareness (In-house activities)

Expected Result (As established by the Department of Canadian Heritage): - Creation of lasting changes on federal institution organizational culture; employees and management are aware of and understand their responsibilities regarding section 41 of the <i>Official Languages Act</i> and OLMCs.		
Activities carried out in 2006 – 2007 to achieve the expected results	Outputs	Indicators to measure the expected results (As per Telefilm’s Result-Based Action Plan for OL 2006-2009)
<ul style="list-style-type: none"> ▪ Telefilm’s senior management was informed of the changes made to Part VII of the <i>Official Languages Act</i> (OLA) and the impacts for the Corporation within the context of its mandate. ▪ Telefilm senior officers participated actively in fulfilling Telefilm’s obligations with respect to official languages. 	<ul style="list-style-type: none"> ▪ In 2006-2007 Telefilm’s legal department issued an internal memo summarizing existing and new responsibilities of the Corporation under parts VI and VII of the OLA. Senior management was reminded of Telefilm’s responsibilities as per the OLA. ▪ Telefilm delivered its Action Plan for Official Languages 2006-2009, which reflected the collective commitment of management, operations and administration to continue implementing proactive measures aimed to advance the goals of the OLA within Telefilm’s mandate. ▪ Telefilm’s Chairman of the Board participated in a study conducted by the Office of the Commissioner of Official Languages regarding the <i>impact of federal arts and culture programs in Official Language Minority Communities</i>. ▪ Telefilm’s Director of French Operations and Quebec Office participated in a study conducted by the Office of the Commissioner of Official Languages regarding the <i>linguistic reality in the Canadian television industry</i>. 	<ul style="list-style-type: none"> ▪ Concrete actions taken to remind employees and managers of Telefilm’s responsibility with regards to the implementation of the <i>Official Languages Act</i>.

3.2 | Consultation

Expected Result (As established by the Department of Canadian Heritage): <ul style="list-style-type: none"> - Creation of lasting relationships between the federal institution and OLMCs; federal institution and OLMCs understand each other's needs and mandate. 		
Activities carried out in 2006 – 2007 to achieve the expected results	Outputs	Indicators to measure the expected results (As per Telefilm's Result-Based Action Plan for OL 2006-2009)
<ul style="list-style-type: none"> ▪ Telefilm conducted an evaluation of its IPOLC Program, which included a survey of OLMC professionals that have participated in the Program. ▪ Telefilm representatives participated in the Annual Generally Assembly of the Alliance des Producteurs Francophones du Canada (APFC), held in Ottawa on November 29, 2006: <ul style="list-style-type: none"> - Telefilm officers presented the pool of initiatives offered in support of Francophone professionals working outside of Quebec. Telefilm also presented an update on IPOLC activities and accomplishments. - Representatives from Telefilm's TV Business Unit explained the new administrative structure of the Canadian Television Fund (CTF) and its program to support French-language production outside Quebec. ▪ At the <i>Groupe de travail en arts médiatiques 2006</i>, Telefilm representatives participated in the different workshops dealing with the needs of French-language audiovisual production outside Quebec. They also updated participants on Telefilm initiatives for OLMCs. ▪ Telefilm officers hold several consultative meetings with representatives from the English-Language Arts Network (ELAN) and the recently created English-Language Film/TV Council of Quebec. 	<ul style="list-style-type: none"> ▪ Through a survey instrument Telefilm consulted with former participants in the PICLO Program about their satisfaction with the training initiatives and the impact that the Program had in their professional careers. ▪ Telefilm launched two new initiatives for training and development of Anglophone creators in Quebec (one for TV and one for feature film) in 2006-2007. ▪ Telefilm started to design the new Official Languages Activities to be roll out in 2007-2008. 	<ul style="list-style-type: none"> ▪ Client satisfaction with level of consultation. ▪ Participation of Telefilm representatives in relevant OLMCs events. ▪ Activities of industry-related organizations in OLMC supported by Telefilm.

3.3 | Communications

Expected Result (As established by the Department of Canadian Heritage): - OLMC culture reflects an up-to-date understanding of the federal institution’s mandate; OLMCs receive up-to-date and relevant information about the federal institution’s programs and services (P&S).		
Activities carried out in 2006 – 2007 to achieve the expected results	Outputs	Indicators to measure the expected results (As per Telefilm’s Result-Based Action Plan for OL 2006-2009)
<ul style="list-style-type: none"> ▪ All documents produced by Telefilm and published on its website are accessible in both official languages. ▪ Fully bilingual communication tools for the promotion of programs, services, events and industry news. ▪ Electronic distribution list, which gathers around 6000 audiovisual industry stakeholders from Anglophone and Francophone communities across Canada. ▪ Coordination with IPOLC partners (CBC/Radio Canada and the National Film Board) to better communicate initiatives targeted at OLMCs. ▪ Use of the Bulletin 41-42 to foster its initiatives for audiovisual professionals in OLMCs. 	<ul style="list-style-type: none"> ▪ In 2006-2007, 100% of Telefilm’s press releases were published simultaneously in both official languages. These press releases announce important news related to funds, programs, events and other information related to the Corporation. ▪ All Telefilm’s call for entries for participation in national and international festivals and markets were issued in both official languages. ▪ Telefilm launched a bilingual communications campaign to encourage clients across Canada to use e-Telefilm, a fully bilingual online tool to allow clients continuous access to services ranging from submission of applications to direct-deposit payments. ▪ Telefilm distributed two main publications, fully bilingual, for the benefit of Anglophone and Francophone stakeholders across Canada : <ul style="list-style-type: none"> ○ “Infoflash” which includes industry advisories with deadlines for applications and updates on funds and programs; and ○ “Connected” providing news about the industry and market intelligence developed by Telefilm ▪ In 2006-2007 CBC/Radio Canada, the National Film Board and Telefilm issued industry advisories to promote the IPOLC initiative intended to expand the pool of Francophone creators in provinces other than Quebec. ▪ Telefilm promoted the production of IPOLC funded short dramas <i>Embargo</i> and <i>Louez un mari</i> in an article published in the fall edition of Bulletin 41-42. 	<ul style="list-style-type: none"> ▪ Extent to which OLMCs are included in Telefilm’s communications plan. ▪ Percentage of Telefilm documents simultaneously released, and easily accessible, in both OL. ▪ Telefilm’s contributions of articles and information to Bulletin 41-42.

3.4 | Coordination and liaison

Expected Result (As established by the Department of Canadian Heritage):		
- Co-operation with multiple partners to enhance OLMC development and vitality, and to share best practices.		
Activities carried out in 2006 – 2007 to achieve the expected results	Outputs	Indicators to measure the expected results (As per Telefilm’s Result-Based Action Plan for OL 2006-2009)
<ul style="list-style-type: none"> ▪ In 2006-2007, Telefilm’s national coordinator responsible for the implementation of Section 41 of the OLA participated at meetings of the Network of National Coordinators organized by the Department of Canadian Heritage. ▪ Telefilm Canada, in partnership with Radio-Canada and the National Film Board of Canada and in cooperation with the Institut national de l’image et du son (INIS), launched a call for French-language creators working outside Quebec for projects for the predevelopment, development and production of short dramas for television. ▪ IPOLC evaluation included consultations with the Canada Council of the Arts, the National Film Board and Radio Canada. 	<ul style="list-style-type: none"> ▪ Multi-year Action Plan for OL informed by exchanges with other partners. ▪ Status Report for 2005-2006 using the new reporting templates. ▪ Other federal institutions became aware of Telefilm’s role as investor in the audiovisual industry and its initiatives for OLMCs. ▪ In 2006-2007 two short dramas supported through IPOLC Initiative-4 were selected to be produced for television: <i>Ben voyons, Camille!</i> (Vancouver, BC) and <i>La Voisine</i> (Cap-Pele, NB). These two new dramas will be broadcast on the Radio-Canada network. ▪ IPOLC evaluation included best practices identified thru consultations with partners. 	<ul style="list-style-type: none"> ▪ Degree of Telefilm’s participation in the network of national coordinators meetings. ▪ Type of partnerships maintained and developed between Telefilm and other federal and provincial agencies, as well as other private partners. ▪ Degree of development of IPOLC initiatives.

3.5 | Funding and program delivery

Expected Result (As established by the Department of Canadian Heritage):

- OLMCs are part of federal institution’s regular clientele and have adequate access to its programs and services; OLMC needs (eg. geographic dispersion, development opportunities) are taken into account.

NOTE: In light of the reassignment of responsibilities for the administration of programs in the television sector effective fiscal year 2006-2007, Telefilm Canada will no longer report on funding to OLMCs through the Canadian Television Fund. The new arrangement provides for the Canadian Television Fund Corporation (CTFC) to be responsible for the governance of the fund while Telefilm Canada, in a service agreement, acts solely as the administrator.

Consequently, as of 2006-2007 the CTF will no longer be included in Telefilm’s annual reports on the implementation of section 41 of the OLA, as the reporting on the performance of programs under this component is no longer the responsibility of Telefilm’s governing body.

Activities carried out in 2006 – 2007 to achieve the expected results	Outputs	Indicators to measure the expected results (As per Telefilm’s Result-Based Action Plan for OL 2006-2009)
<ul style="list-style-type: none"> ▪ During 2006-2007 Telefilm extended existing initiatives in support of development of projects from Francophone creators outside Quebec, such as: <ul style="list-style-type: none"> ○ Initiative-3 to support production companies working in French outside Quebec. This initiative offers qualified companies selective financial assistance for the development of television projects. ○ Initiative-4 in partnership with CBC/Radio Canada and the National Film Board. This initiative is offered to Francophone creators outside Quebec for the production of two short dramas for television. ▪ Telefilm introduced two new initiatives for Anglophones in Quebec. One is focused in the development of English-language films and the other one English-language drama for television. ▪ Telefilm launched its <i>Écrire au long</i> program, to support the pre-development and development of French-language fiction feature films by Francophone creators working outside Quebec and outside Montreal. 	<ul style="list-style-type: none"> ▪ In 2006-2007, through its IPOLC Initiative-4, Telefilm and its partners provided financial support for the predevelopment of 8 short drama projects. In addition, support was provided for the development of 4 of those projects, and to the production of 2 of them. ▪ 20 Anglophone creators working in Quebec attended the training session for development of feature films, and another 20 for development of television dramas. Later on, 10 teams (made of a writer and a producer each) were selected to receive further mentoring and support for the development of their projects (5 in feature film and 5 in television drama). ▪ 5 Francophone creators from outside Quebec were selected to participate in the pre-development stage of the program, along with 5 Francophone creators from Quebec but working outside Montreal. ▪ In 2006-2007, the Corporation supported the following Francophone festivals outside Quebec: <ul style="list-style-type: none"> ○ Cinemental, Winnipeg. ○ Festival des vidéastes du Manitoba, Winnipeg. ○ Rendez-vous du cinéma québécois, Vancouver. ○ Cinefranco, Toronto. ○ Festival du cinéma francophone en Acadie, Moncton. ○ French component at the Cinefest Sudbury Festival. 	<ul style="list-style-type: none"> ▪ Number of projects supported by Telefilm that are developed by producers in OLMCs. ▪ Percentage of the total budgets that are allocated to clients in OLMCs. ▪ Level of support to festivals screening productions in the official minority language of the region and film festivals devoting a section to a second OL. ▪ Number of projects that receive Telefilm’s funding for versioning.

<ul style="list-style-type: none"> ▪ Telefilm provided support to audiovisual festivals and other initiatives that foster the promotion and distribution of Canadian productions in OLMCs. ▪ To guarantee that audiences across Canada have access to Canadian works in the OL of their choice, Telefilm provided support to the versioning of Canadian feature films into the second OL. ▪ Telefilm allocated funds from its main program to Francophone applicants outside Quebec and Anglophone applicants in Quebec. 	<ul style="list-style-type: none"> ▪ In addition, Telefilm supported the <i>Rendez-vous du cinéma québécois - tournée québécoise et canadienne</i> which presents a selection of recent French-language Quebecer films across the country (Moncton, Sudbury, Winnipeg, Vancouver, and North Bay). ▪ In 2006-2007 Telefilm devoted more than a quarter of a million dollars for the versioning of 12 of the most popular Canadian feature films released during this fiscal year. In addition, some producers included the versioning costs in the production budget of feature films supported by Telefilm. These sums are not accounted for in the amount indicated above. ▪ During 2006-2007, close to \$1.2 million of Telefilm resources were allocated to support French-language projects from outside Quebec (43 projects or 15% of all French-language projects). Likewise, \$16.2 million went to English-language projects in Quebec (73 projects or 17% of all English-language projects). 	
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3.6 | Accountability

Expected Result (As established by the Department of Canadian Heritage):		
<ul style="list-style-type: none"> - Full integration of the OLMC perspective and OLA section 41 into federal institution's policies programs and services; the reporting structure, internal evaluations, policy reviews determine how to better integrate OLMC's perspective. 		
Activities carried out in 2006 – 2007 to achieve the expected results	Outputs	Indicators to measure the expected results (As per Telefilm's Result-Based Action Plan for OL 2006-2009)
<ul style="list-style-type: none"> ▪ In 2006 Telefilm conducted a comprehensive evaluation of the IPOLC program. ▪ Telefilm tracked and reported on the resources allocated to projects supporting OLMCs. ▪ Telefilm reported on its obligations as per the OLA. 	<ul style="list-style-type: none"> ▪ IPOLC Program's evaluation report. ▪ Following the evaluation of the program Telefilm established an action plan for the development of a new strategic framework for initiatives targeting OLMCs, to be implemented in 2007-2008. ▪ Telefilm is able to provide statistics on all commitments engaged through initiatives directed to the professional development of audiovisual professionals from OLMCs: Total IPOLC commitments: \$ 1,034,519 By component: - Training: \$ 181,869 - Development: \$ 479,848 - Production: \$ 372,802 By region: - Western: \$ 351,815 - Atlantic: \$ 330,508 - Ontario: \$ 175,789 - Quebec: \$ 176,407 ▪ Telefilm dedicated a section of its Annual Report (p. 42) to report on the fulfillment of its responsibilities with respect to the OLA. ▪ Telefilm submitted its annual report on OL and its multiyear action plan for OL to the Minister of Canadian Heritage. ▪ Telefilm produced a comprehensive report on its IPOLC program for the Department of Canadian Heritage. 	<ul style="list-style-type: none"> ▪ Compliance with reporting by percentage of reporting delivered on time.

4.0 | Distribution List

Telefilm Canada's 2006-2007 Result-Based Report on the Implementation of Section 41 of the *Official Languages Act* will be distributed to the following:

- The House of Commons Standing Committee on Official Languages
- The Senate Standing Committee on Official Languages
- The Office of the Commissioner of Official Languages
- The Alliance des producteurs francophones du Canada
- The English-Language Arts Network (ELAN)
- The English-Language Film/TV Council of Quebec
- Telefilm Canada's senior management and employees

This report can be found on Telefilm's Web site, under the 'Corporate Publications' section, in the following address:

www.Telefilm.gc.ca