



RESULTS-BASED ACTION REPORT
IMPLEMENTATION OF SECTION 41 OF
THE OFFICIAL LANGUAGES ACT
2009–2010

GENERAL INFORMATION	
Federal institution: Address: Website:	Telefilm Canada 360 Saint-Jacques, Suite 500, Montréal, Québec H2Y 1P5 www.telefilm.gc.ca
Minister responsible:	The Honourable James Moore, MP Minister of Canadian Heritage and Official Languages
Senior official(s) responsible for the implementation of Part VII of the OLA (e.g., Assistant Deputy Minister, Official Languages Champion):	Carolle Brabant, Executive Director Stella Riggi, Human Resources Director, Official Languages Champion
Mandate of federal institution (4 to 5 lines – This summary of the mandate will be published in the Annual Report on Official Languages submitted to Parliament):	Telefilm Canada (Telefilm) is a federal cultural agency dedicated to the development and promotion of the Canadian audiovisual industry. Telefilm acts as one of the Canadian government's principal instruments for providing strategic leverage to the private sector, supplying the film, television and new media industries with financial and strategic support. Telefilm's role is to foster and encourage the production of films and cultural works that reflect Canadian society, with its linguistic duality and cultural diversity, and to encourage their dissemination at home and abroad while aiming for the long-term viability and development of Canada's audiovisual industry.
National Coordinator responsible for implementation of Section 41: Title: Mailing address: Email:	Maggie Kawalerczak Policy Advisor, Strategic Planning and Project Development 474 Bathurst Street, Suite 100, Toronto, Ontario M5T 2S6 kawalem@telefilm.gc.ca
Period covered by action plan:	2009-2011

SUMMARY OF ORGANIZATION'S MAIN SUCCESSES DURING 2009-2010

In 2009-2010, Telefilm upheld its commitments with regard to the application of the *Official Languages Act* (OLA) and its support of initiatives for audiovisual professionals living in official-language minority communities (OLMC). Initiatives were renewed as part of Telefilm's proactive measures which contribute to building industry capacity and aid the development of these communities.

Awareness

Over the course of the year, Telefilm further developed its intranet as primary communication tool designed to inform and engage employees and managers in carrying out the responsibilities inherent in the implementation of the *Official Languages Act*. The *Vox Populi*, a committee comprised of staff from all regional offices, departments and official language backgrounds uses the intranet to raise employee awareness of topical issues related to the Occupational Health and Safety Act, the Canadian Human Rights Commission, the Employment Equity Act and the Official Bilingualism Act. As in previous years, 74% of Telefilm's 206 positions had a bilingual designation, and 100% of services were offered in both official languages.

Consultation

Telefilm Canada held consultative sessions with English and French OLMC representative organizations to ensure that the needs of content creators in minority linguistic settings would be addressed. These consultations served a two-fold purpose of understanding the changing reality of OLMC content creators in the audiovisual industry as well as to receive feedback on the organization's initiatives delivered under the Official Language Activities Program. Telefilm's participation in OLMC activities such as the *Groupe de travail sur les arts médiatiques* also contributes to the organization's understanding of the OLMC realities. Telefilm holds several outreach sessions during the festivals and events it supports and keeps in touch with OLMC content creators throughout the year to ensure that they are aware of the programs and initiatives offered by the organization.

The on-going participation of two OLMC representatives in the Working Groups for the Canada Feature Film Fund (CFFF) – with one representative from the APFC and one representative of English-language producers in Quebec – allows these members to inform Telefilm of their needs and challenges related to the CFFF's programs. Their participation also allows the OLMC participants to raise awareness of the OLMC reality with their industry colleagues.

In 2009-2010, Telefilm Canada also became a signatory of the *Entente pour le développement des arts et de la culture de la Francophonie Canadienne* spearheaded by PCH and *Fédération culturelle canadienne-française* (FCCF).

Communications

All of Telefilm's documentation is published in both official languages. Due in large part to last year's outreach campaign whereby Telefilm was able to increase its mailing list of OLMC creators and minority Francophone and Anglophone media outlets, the organization ensures the timely dissemination and promotion of relevant programs, activities, news, market intelligence and corporate publications.

Coordination and liaison

In 2009-2010, Telefilm maintained its presence at meetings of the National Coordinators' network and the *Groupe de travail sur les arts médiatiques*. Telefilm also presented national initiatives, including those related to OLA, to the International Business Development Working Group, whose membership includes provincial agencies. As new member of the *Entente Multipartite*, Telefilm attended stakeholder meetings in order to establish collaborative relationships with OLMC and other stakeholders including federal crowns and agencies.

Funding and program delivery

In 2009-2010, Telefilm offered 3 initiatives specifically targeted at OLMC creators:

- *Feature It!* and *Écrire au long*, immersive training and networking programs designed to assist creators in gaining development skills (respectively support Anglophone creators in Quebec and Francophone creators residing outside of Quebec, or outside of Montreal);
- Feature Film - Production Component, offers a continuation to the development training gained through *Écrire au long* and *Feature It!*;
- *Multiplatform, Multi-success!*, an immersive training and networking program designed to provide film, television and new media professionals with the tools to meet multiplatform opportunities.

In addition to these initiatives, all of Telefilm's programs are open to content creators with projects in either official language. A program for the dubbing and subtitling of Canadian productions into a second official language is also offered; it ensures that Canadians have access to Canadian productions in the official language of their choice. Through its Official

Languages Activities Program delivery, Telefilm intends to enhance the industry's skills/knowledge, maximize the potential to reach audiences, and increase the number of creators from OLMC to access the organization's main programs.

Accountability

For many years, Telefilm uses performance indicators that are specific to the funding allocated to content creators in OLMCs. Tracking of resources allocated to individual projects allows Telefilm to monitor its level of investment in OLMCs and to adjust its initiatives when necessary. The organization continues to measure the satisfaction levels of participants in its OLA activities to gather feedback for the future development of initiatives. In 2009-2010, Telefilm commissioned an external evaluation of its official language program and initiatives. The results and recommendations of the program evaluation will be useful as Telefilm will be developing a new OL Action Plan in 2010-2011 which will be aligned and integrated to the organization's new corporate plan.

Detailed Report of Results

Glossary – abbreviations:

APFC: Alliance des Producteurs Francophones du Canada

CBC: Canadian Broadcasting Corporation

CTF: Canadian Television Fund

DCI: Direction of interdepartmental coordination (PCH)

ELAN: English-Language Arts Network

FCCF: Fédération Culturelle Canadienne-Française

FRIC: Front des Réalistes Francophones Indépendants du Canada

NFB: National Film Board of Canada

OLMC: Official Language Minority Community

PCH: Department of Canadian Heritage

QCGN: Quebec Community Groups Network

A. AWARENESS – Expected result: Introduction of a sustainable change in the federal institution’s organizational culture: all employees and managers know and understand their responsibilities with regard to Section 41 of the *Official Languages Act* and OLMCs.

Activities carried out to obtain expected result	Outputs	Progress made in achieving the expected result
<p>Telefilm strengthens its internal action plan to promote linguistic duality within the organization.</p>	<ul style="list-style-type: none"> Internal documents intended for Board Members or all staff are made available in both official languages. Action Plan 2009-2011 to strengthen internal communication regarding linguistic duality was developed. The Vox Populi, an internal committee composed of employees from all regions, both official languages and across all departments, aims to connect employees human resources, and senior management across the organization. Initially created to raise awareness of the recommendations of various government groups such as the Occupational Health and Safety Act, the Canadian Human Rights Commission, the Employment Equity Act and the Official Bilingualism Act, Vox Populi has become a vital source of collaboration. In 2009-2010, Telefilm adopted four corporate values across the organization and stressed their importance by holding workshops across the country. During these sessions, employees and managers were made aware of the leadership model - which includes showing sensitivities to cultural differences (gender, ethnic and language) of colleagues. By adopting these corporate values - respect, commitment, client focus and openness - Telefilm aims to stand out for the quality of its management and as an employer of choice. 	<ul style="list-style-type: none"> Telefilm’s managers and employees are regularly informed of obligations with regard to due consideration to the official languages. As part of the HR Master Plan, training on the leadership model - which includes showing sensitivities to cultural differences (gender, ethnic and language) of colleagues - was offered to all employees and managers in 2009-2010. Meetings are frequently held bilingually to ensure that employees can communicate in their OL of their choice thereby bridging the linguistic duality gap in the organization. The Vox Populi leads many important tasks such as the championing of HR communications, the confidential representation of employees’ concerns and following up on human resources projects, policies and processes.
<p>Telefilm continues to review the linguistic profile of employees and managers occupying designated bilingual positions.</p>	<ul style="list-style-type: none"> 74% of all 206 positions have a bilingual designation; this percentage is the same in management positions and remains unchanged from percentages reported previous years. 	<ul style="list-style-type: none"> The number of positions designated to be bilingual has been maintained.
<p>Telefilm continues to provide services to clients in both official languages.</p>	<ul style="list-style-type: none"> 100% of services provided in both languages through the regional offices (Vancouver, Toronto, Montreal and Halifax) Clients have access to bilingual employees. 	<ul style="list-style-type: none"> High level of bilingual service is maintained.
<p>Telefilm ensures that information on the implementation of Section 41 of the OLA (promotion of official languages and development of OLMCs) is included in new employees’ orientation sessions.</p>	<ul style="list-style-type: none"> Telefilm developed an orientation manual for new employees’ orientation sessions. 	<ul style="list-style-type: none"> Orientation manual for new employees now includes information on Article 41 and linguistic duality.

A. AWARENESS – Expected result: Introduction of a sustainable change in the federal institution’s organizational culture: all employees and managers know and understand their responsibilities with regard to Section 41 of the *Official Languages Act* and OLMCs.

Activities carried out to obtain expected result	Outputs	Progress made in achieving the expected result
Telefilm increases awareness of the role of the Official Languages Champion in promoting official languages and OLMCs within the Corporation.	<ul style="list-style-type: none"> • Relevant information regarding the Official Languages Act, the action plan and its results are posted on the Intranet. • Representations of a linguistically diverse portfolio of projects and initiatives are posted on the Intranet to highlight Telefilm’s commitment to showcasing projects and events in both official languages. 	<ul style="list-style-type: none"> • Raising awareness among employees of relevant initiatives, programs and industry consultations.
The national coordinator continues to oversee the implementation of Section 41 of the OLA within Telefilm.	<ul style="list-style-type: none"> • The national coordinator participates in the development of policies and programs to ensure Telefilm takes into account its obligations in accordance with Section 41 of the OLA. 	<ul style="list-style-type: none"> • Development of follow-up steps following recommendations received through the external evaluation of the OLA programs. • Development of the next OL Action Plan to tie-in with Telefilm’s upcoming Business Plan.

B. CONSULTATION – Expected result: Establishment of lasting relationships between the federal institution and OLMCs: the institution and the OLMCs understand one another’s needs and mandates.

Activities carried out to obtain expected result	Outputs	Progress made in achieving the expected result
Telefilm directors meet with OLMC representatives on a regular basis	<ul style="list-style-type: none"> • Under the umbrella of the Multipartite agreement, held a bilateral meeting with the FCCF, representatives of APFC and FRIC to ensure an effective exchange of information. • Consultative meetings took place with representatives from ELAN. • French and English OLMC representation on Working Groups for the Canada Feature Film Fund (CFFF) includes a representative from the APFC for the French-Language Market and a representative of Anglophone producers in Quebec for the English-Language Market. 	<ul style="list-style-type: none"> • Informal meetings held and formal consultations planned to ensure OLMC needs were well identified and feedback received on Official Languages initiatives. • OLMC representation on Working Groups of the CFFF enables Telefilm to determine whether the measures adopted for the feature-film sector are appropriate for members of OLMCs. • Better understanding of timely issues emerging in OLMCs.
Telefilm representatives participate in relevant activities of organizations representing the audiovisual industry in OLMCs.	<ul style="list-style-type: none"> • While previously involved in the <i>Groupe sur les arts médiatiques</i>, in 2009-2010 Telefilm became an official signatory of the <i>Entente Multipartite</i> conducted by PCH and the FCCF to further the collaborative relationships between stakeholders. 	<ul style="list-style-type: none"> • Better understanding of needs and projects emerging from <i>Groupe sur les arts médiatiques</i> members. • Potential to enhance relationships and opportunities to develop new partnerships with signatory parties.
Telefilm continues to encourage and support the development of OLMC organizations in the audiovisual sector.	<ul style="list-style-type: none"> • Telefilm continued to support several festivals and events pertaining to and involving OLMC representatives, such as the Festival International du Cinéma Francophone en Acadie in Moncton, the Festival Cinémental in Winnipeg, Festival des vidéastes du Manitoba, Cinéfranco in Toronto, the Forum du FRIC (Front des réalisateurs indépendants du Canada) in Ottawa and the Rendez-vous du Cinéma Québécois in Vancouver. 	<ul style="list-style-type: none"> • Relationship building and support of OLMC creators through OLMC events.

C. COMMUNICATIONS – Expected result: The culture of OLMCs reflects a wide-ranging understanding on the part of the federal institution’s mandate; OLMCs receive pertinent and up-to-date information regarding programs and services from the federal institution.

Activities carried out to obtain expected result	Outputs	Progress made in achieving the expected result
<p>Telefilm continues to communicate with stakeholders from OLMCs: individuals and organizations, media, and provincial and federal institutions.</p> <p>Telefilm continues to issue its main publications and to offer information on its website in both official languages.</p>	<ul style="list-style-type: none"> All corporate documents (annual report, corporate plan, research, press releases and industry advisories) are published and distributed in both official languages. 100% of Telefilm documents intended for stakeholders and clients are accessible in both official languages on its website. 	<ul style="list-style-type: none"> All Telefilm documents are released and easily accessible in both official languages. The previous year’s OLA outreach campaign has ensured that information sharing with the OLMCs is facilitated.
<p>Telefilm uses <i>Bulletin 41-42</i> to communicate with other federal institutions.</p>	<ul style="list-style-type: none"> Telefilm contributed to the Spring/Summer 2009 Bulletin 41-with a report on its initiative <i>Multiplatform, Multi-success! – Multi-talents pour le multiplateforme</i>. Telefilm promotes on its intranet and distributes Bulletin 41-42 across the regional offices and departments. 	<ul style="list-style-type: none"> Other government partners are informed of Telefilm’s activities for the OLMC. Telefilm employees are informed of other government partners’ activities for the OLMC.

D. COORDINATION AND LIAISON – Expected result: Collaboration with multiple partners to foster the development and the artistic vitality of OLMCs, and to share exemplary practices.

Activities carried out to obtain expected result	Outputs	Progress made in achieving the expected result
<p>Telefilm informs other federal and provincial institutions about its programs aimed at OLMCs; the organization develops and maintains relationships with these institutions.</p>	<ul style="list-style-type: none"> • Participation at the <i>Groupe de travail sur les arts médiatiques</i>, regular meetings organized for the network of national coordinators, as well as events organized by the audiovisual industry (PRIMETIME and APFTQ conferences, etc.). • The Government Film Commissioner and Chair of the NFB is an ex-officio member of Telefilm’s Board and is informed on all initiatives launched by Telefilm targeting OLMCs. • As Chair of the International Business Development Group (IBDG), Telefilm presented its national initiatives, including its Official Languages Activities, to the members of the IBDG which include provincial agencies. • Collaborating with FCCF and its members, PCH and all signatories agencies and crowns through the <i>Entente Multipartite</i>. 	<ul style="list-style-type: none"> • Other federal, provincial and community institutions have been made aware of Telefilm’s role as an investor in the audiovisual industry and of its initiatives for OLMCs. • Relationship building between TFC, other federal and provincial organizations, and other institutions.
<p>Participate in meetings of the network of national coordinators responsible for implementing Section 41 of the OLA.</p>	<ul style="list-style-type: none"> • The national coordinator participated in meetings organized by the PCH for national coordinators responsible for implementing Section 41 of the OLA. 	<ul style="list-style-type: none"> • Relationship building between TFC and other federal departments, crowns and agencies.

E. FUNDING AND PROGRAM DELIVERY – Expected result: OLMCs are part of the federal institution’s regular clientele and have adequate access to its programs and services; the needs of OLMCs are taken into account.

Activities carried out to obtain expected result	Outputs	Progress made in achieving the expected result
<p>Telefilm continues to allocate funds to support the development of French-language projects outside Quebec and English-language projects in Quebec.</p>	<ul style="list-style-type: none"> • Initiatives for Francophones outside Quebec & Montreal: <i>Écrire au long</i>: Six producers and twelve writers attached to 10 projects were selected to participate in the 2009-2010 immersion, an increase from the previous year’s 11 participants. Overall, demand to the program has remained consistent since its inception with 25 applicant projects coming in 2009-2010. Of the 10 projects selected 3 came from Ontario, 1 from British Columbia, 1 from Prince Edward Island and the remaining 5 were from Francophones residing outside of Montreal. • Initiatives for Anglophones in Quebec: <i>Feature It!</i>: Seven producers and ten writers attached to 8 projects participated in the 2009-2010 immersion. The program has garnered increased attention since its inception and in 2009-2010 attracted 28 applications (up from 18 in 2008-2009). <p>For Both Francophones outside Quebec and Anglophones in Quebec:</p> <ul style="list-style-type: none"> • <i>Production Component:</i> The Production Component, the logical continuation of <i>Feature It!</i> and <i>Écrire au long</i> provided funding in the form of a repayable advance for dramatic feature film productions with a total budget ranging from \$250K to \$1250K. In this second year of the initiative, once more 1 project was successful in receiving funding. • <i>Multi-talents pour le multiplateforme & Multiplatform, Multi-success!:</i> This initiative launched in 2008-2009 to provide cinema, television and new media professionals with the tools to meet multiplatform challenges and opportunities. It included 3 days of training with experienced professionals and presentations of case studies. 22 applicants attended the Francophone session from outside the province (BC: 1; MB: 1; NB: 9; NS: 1; ON: 10) and 40 successful applicants joined from within Quebec. 	<ul style="list-style-type: none"> • Telefilm continued to support initiatives for audiovisual professionals living in official-language minority communities (OLMC).
<p>Telefilm continues to support festivals and initiatives that foster the promotion and distribution of productions in OLMCs.</p>	<ul style="list-style-type: none"> • For the second year in a row, the Skills and Screens program has funded six film festivals/events featuring screenings in French outside Quebec for a total of \$82,500 (same funding amount as in the previous year). 	<ul style="list-style-type: none"> • TFC maintained support for OLMC events and festivals.

E. FUNDING AND PROGRAM DELIVERY – Expected result: OLMCs are part of the federal institution’s regular clientele and have adequate access to its programs and services; the needs of OLMCs are taken into account.

Activities carried out to obtain expected result	Outputs	Progress made in achieving the expected result
<p>Telefilm Canada continues to provide financial support for the development, the dubbing or the subtitling of Canadian productions in the second official language.</p>	<ul style="list-style-type: none"> In 2009-2010, 4 Canadian English-language feature films were dubbed or subtitled into French, and 5 French-language feature films were dubbed or subtitled in English. This represents a decrease from the 2008-2009 support of 21 titles. The program was part of an external evaluation in 2009-2010 to determine if a redesign is in order to increase its relevance to the industry. Among the works funded in 2009-2010 were <i>Cairo Time</i>, <i>De père en flic</i> and <i>The Imaginarium of Dr. Parnassus</i>. 	<ul style="list-style-type: none"> Since 2001, the Versioning Program has provided support to the versioning of 137 projects into official languages with the goal of increasing box office reach across the country. Recommendations resulting from the external evaluation will be taken into account to better align the program’s objectives with Telefilm’s corporate objectives and the needs of the industry.

F. ACCOUNTABILITY – Expected result: Full integration of Section 41 of the OLA and of OLMCs’ perspective into the federal institution’s policies, programs and services. The institution is able to determine how to better integrate OLMCs’ perspective using the accountability structure, internal evaluations and examination of policies.

Activities carried out to obtain expected result	Outputs	Progress made in achieving the expected result
<p>Telefilm conducts evaluations of programs that fall under the OLA program.</p>	<ul style="list-style-type: none"> • Participants in Official Languages Activities are consulted by means of a survey that they complete after an activity takes place. The survey focuses on participants’ level of satisfaction and its results serve to evaluate and improve various aspects or to simply renew the activities. • In this second year of implementation, the <i>Multiplatform, Multi-Success!</i> Initiative received an overall average satisfaction score of 4.2 on a scale of 1 to 5 on par with the 2008-2009 satisfaction levels. • At this time, the satisfaction levels for <i>Écrire au Long and Feature It!</i> for 2009-2010 are not available due to the change in the timeline of the delivery of workshops. The information will be forthcoming and available for comparative analysis for the next fiscal year. • With the goal of renewing its OLA program beyond 2010-2011, Telefilm commissioned a consultant to evaluate its Official Languages Activities program and the Versioning Assistance Program. The consultant examined the relevance of the objectives of each program, their successes and impacts, and suggested improvements on delivery. The resulting recommendations will help guide Telefilm’s strategy as it develops its new corporate plan and OL Action Plan. 	<ul style="list-style-type: none"> • Feedback from immersion participants and event delivery staff is taken under account each year to better understand the needs of content creators living in OLMCs and to improve the program’s reach and accessibility. • The program evaluation offers the opportunity to revamp and improve on services provided to clients and OLMC.

F. ACCOUNTABILITY – Expected result: Full integration of Section 41 of the OLA and of OLMCs’ perspective into the federal institution’s policies, programs and services. The institution is able to determine how to better integrate OLMCs’ perspective using the accountability structure, internal evaluations and examination of policies.

Activities carried out to obtain expected result	Outputs	Progress made in achieving the expected result
<p>Using information systems, Telefilm continues to track resources allocated to projects in OLMCs. Telefilm can thus report on the assistance given to these communities by program.</p>	<ul style="list-style-type: none"> • Telefilm is able to provide statistics on all commitments undertaken by means of initiatives centred on the professional development of OLMC members, as well as on its main funds, (See Section E for the total amounts of main funds.) • Telefilm supported the development of content creators in OLMCs through its OLA program and invested resources into industry events and initiatives that contribute to OLMCs: <ul style="list-style-type: none"> ○ As of March 31, 2010, Telefilm provided nearly \$645k to minority linguistic communities through its <i>Écrire au long</i> and <i>Feature It!</i> initiatives. ○ Since the launch of the Official Languages Activities program in 2006, Telefilm has supported a total of 20 English-language projects and 30 French-language projects. In 2009-2010, Telefilm provided resources for 8 English-language projects and 10 French-language projects. • Telefilm’s support of French-language projects and events outside of Quebec represented 2% of French-language commitments, an increase of 1.4% since the previous year. Commitments to English-language projects and initiatives inside Quebec represented 17.4% of English-language commitments, a decrease of 11% from last year when English-language commitments were unusually high due to three national productions financed in Quebec. 	<ul style="list-style-type: none"> • Multi-year trend of resources allocated to OLMCs. • In the long-term, the ability to measure the outcome of the program with respect to increasing access to Telefilm’s mainstream programs by OLMC creators. • Tracking and encouraging crosspollination of all programs offered by Telefilm to diverse content creators. For example, this year, a francophone creator working from Ontario received support under the Featuring Aboriginal Stories Program, reflecting the evolution of the linguistic communities within Canada.
<p>Telefilm reports annually on the achievements related to the implementation of Section 41 of the OLA using the performance measurements identified in the action plan.</p>	<ul style="list-style-type: none"> • Telefilm devotes a section of its Corporate Annual Report to describe its OL Activities as well as submitting the annual report on Section 41 of the OLA. 	<ul style="list-style-type: none"> • Compliance of reports as percentage of reports delivered on time.