



# **Annual Public Meeting Cinémathèque québécoise**

**Montreal, April 8, 2009**

**Notes for Wayne Clarkson, Executive Director**

**GOOD AFTERNOON LADIES AND GENTLEMAN,**

THANK-YOU VÉRONICK, AND MICHEL, FOR YOUR INTRODUCTIONS.  
I'D LIKE TO ECHO M. ROY'S COMMENTS ABOUT THE IMPORTANCE OF  
THIS ANNUAL PUBLIC MEETING, AND WARMLY WELCOME ALL  
PARTICIPANTS.

I'VE BEEN INFORMED BY OUR WEB CASTER THAT CANADIANS HAVE  
JOINED THIS MEETING ONLINE FROM ACROSS CANADA. THIS IS A  
GREAT DEMONSTRATION OF THE NEW TERRITORY – DEFINED BY A  
COMMUNICATIONS ENVIRONMENT THAT IS COMPLEX,  
INTERCONNECTED AND CONSTANTLY EVOLVING – IN WHICH OUR  
INDUSTRY IS NOW WORKING.

RAPID CHANGE, CHALLENGES, ECONOMIC UNCERTAINTY; WE ARE  
LIVING IN A PERIOD OF TRANSFORMATION – RICHARD FLORIDA -  
FROM THE INDUSTRIAL AGE TO THE CREATIVE AGE. WRITERS,  
DIRECTORS, PRODUCERS, ARTISTS, ACTORS, MUSICIANS – OUR  
CREATIVE CLASS – ARE DOING AN “UNCHARTERED TERRITORY”,  
BUT ONE, I BELIEVE, THAT IS FULL OF OPPORTUNITY.

SO LET ME GET RIGHT TO MY REPORT.

## **SLIDE 2**

TELEFILM IS A CROWN CORPORATION REPORTING TO PARLIAMENT THROUGH THE MINISTER OF CANADIAN HERITAGE.

WE DELIVER OUR SERVICES ACROSS CANADA, THROUGH OFFICES IN VANCOUVER, TORONTO, MONTREAL AND HALIFAX, AND WE ALSO OFFER OUR SERVICES ONLINE, WHICH IS WELL-USED BY OUR CLIENTS.

IN FACT, OVER 750 FILM COMPANIES HAVE NOW REGISTERED FOR ETELEFILM – OUR ONLINE OFFICE WHICH FACILITATES A QUICK AND EFFICIENT APPLICATION PROCESS, AS WELL AS PROVIDING OTHER SERVICES.

OUR STAFF OF 192 INCLUDES PROFESSIONALS WITH EXTENSIVE INDUSTRY EXPERIENCE, AS WELL AS LEGAL, FINANCIAL, COMMUNICATIONS, “I.T.” AND POLICY EXPERTS.

SEVENTY-FOUR PERCENT OF TELEFILM’S STAFF ARE WOMEN.

MY COLLEAGUES AT TELEFILM POSSESS A DEEP KNOWLEDGE OF THE INDUSTRY AND BRING A FIERCE DEDICATION TO THEIR WORK, AND I WARMLY SALUTE THEM – THEY ARE ALL PARTICIPATING HERE TODAY, THROUGH THE WEBCAST OF THIS MEETING.

TELEFILM ALSO SUPPORTS ADVANCED TRAINING PROGRAMMES TO IMPROVE THE INDUSTRY’S SKILLS AND CAPACITY TO SUCCEED.

WE COORDINATE THE INDUSTRY'S PARTICIPATION AT MAJOR INTERNATIONAL MARKETS AND FESTIVALS.

AND, WE CERTIFY OFFICIAL INTERNATIONAL CO-PRODUCTIONS ON BEHALF OF DCH.

### **SLIDE 3**

OUR VISION IS TO HARNESS CREATIVITY AND INNOVATION IN THE SERVICE OF ECONOMIC GROWTH BY ENSURING THIS COUNTRY HAS A THRIVING AUDIO-VISUAL INDUSTRY.

WE SERVE THE IMAGINATION AND CREATIVITY OF CANADIANS BY SUPPORTING CANADIAN TALENT CREATING CANADIAN CONTENT, TO ENGAGE AND ENTERTAIN AUDIENCES IN CANADA AND AROUND THE WORLD.

### **SLIDE 4**

TELEFILM CANADA RECEIVES APPROXIMATELY \$115 MILLION ANNUALLY FROM THE GOVERNMENT OF CANADA, OF WHICH \$100 MILLION SUPPORTS THE CANADIAN FEATURE FILM FUND AND OVER \$14.5 MILLION SUPPORTS THE CANADA NEW MEDIA FUND.

TELEFILM ALSO ADMINISTERS THE PROGRAMS OF THE CANADIAN TELEVISION FUND, A PUBLIC-PRIVATE PARTNERSHIP, WHICH REPRESENTS MORE THAN \$300 MILLION.

TELEFILM IS RESPONSIBLE FOR ADMINISTERING THE PROGRAM, PUTTING CONTROLS IN PLACE, AND ENSURING CLIENT SERVICE AT A COMPETITIVE PRICE ACROSS THE COUNTRY THROUGH ITS FOUR OFFICES.

THE CTF BOARD IS RESPONSIBLE FOR GOVERNANCE, STRATEGIC DIRECTION AND POLICY AND IT HOLDS FINANCIAL AND FIDUCIARY RESPONSIBILITY.

## **SLIDE 5**

THE ECONOMIC IMPACT OF TELEFILM INVESTMENTS IN FILM AND TELEVISION PRODUCTION BUILDS MORE VALUE FOR THE INDUSTRY, THE GOVERNMENT AND THE CANADIAN PUBLIC.

IN 2007-08 (THE YEAR FOR WHICH THE LATEST INDUSTRY FIGURES ARE AVAILABLE), \$5.2 BILLION WAS INVESTED IN FEATURE FILM AND TELEVISION PRODUCTION IN THIS COUNTRY. (PROFILE 2009, CFTPA.)

IN THE SAME YEAR, THE INDUSTRY GENERATED \$2 BILLION IN EXPORT VALUE. (PROFILE 2009, CFTPA.)

TELEFILM PROVIDES SUPPORT TO OVER 1,000 SMALL- AND MEDIUM-SIZED BUSINESSES ANNUALLY.

FOR EACH DOLLAR SPENT TO SUPPORT CANADIAN COMPANIES TAKING PART IN INTERNATIONAL AUDIO-VISUAL MARKETS, NINE DOLLARS IS GENERATED IN SALES.

## **SLIDE 6**

THE DIGITAL MEDIA SECTOR ALSO CONTRIBUTES SIGNIFICANTLY TO GROWTH IN THE CANADIAN ECONOMY. 3,200 SMALL- AND MEDIUM-SIZED FIRMS PRODUCING DIGITAL MEDIA ARE OPERATING IN CANADA, GENERATING OVER 52,000 JOBS.

APPROXIMATELY \$5 BILLION ANNUALLY IS GENERATED IN REVENUES IN THIS SECTOR.

THERE'S NO DOUBT IN MY MIND THAT THIS IS A CRITICAL PART OF OUR INDUSTRY – ONE WHICH WILL CONTINUE TO GROW.

## **SLIDE 7**

AT THE END OF THE DAY, WE ARE JUDGED BY WHAT'S ON THE SCREEN.

IN 2007-2008, TELEFILM SUPPORTED THE PRODUCTION OF OVER 50 FEATURE FILMS, WHICH GARNERED 116 AWARDS AND THREE OSCAR NOMINATIONS.

WE'VE BUILT ON THE 2007 SUCCESSES OF FILMS SUCH AS PATRICK HUARD'S *LES 3 P'TITS COCHONS*, WHICH EARNED OVER \$4.5 MILLION

AT THE BOX OFFICE AND SARAH POLLEY'S *AWAY FROM HER*, WHICH GARNERED SEVEN GENIES, A GOLDEN GLOBE, A SCREEN ACTORS GUILD AWARD AND TWO OSCAR NOMINATIONS, HAS BROUGHT IN \$9.2 MILLION (U.S) AT THE BOX OFFICE WORLDWIDE.

IN 2008, PAUL GROSS'S FILM *PASSCHENDAELE* GENERATED BOX-OFFICE REVENUES OF \$4.5 MILLION.

IN THIS YEAR'S CROP OF NEW FILMS, WE'RE ALSO SEEING SOME EARLY BOX OFFICE SUCCESSES, INCLUDING MICHAEL MCGOWAN'S VERY CANADIAN FILM *ONE WEEK*, WHICH IN ITS FIRST MONTH HAS REALIZED WELL OVER ONE MILLION DOLLARS AT THE BOX OFFICE; AND JEAN-PHILIPPE DUVAL'S NEW BIO-PIC ON *DÉDE FORTIN*, WHICH HAS GARNERED NEARLY \$2 MILLION AT THE BOX OFFICE.

THERE ARE PLENTY OF GREAT FILMS TO CELEBRATE OVER THE PAST YEAR – CONGRATULATIONS TO ALL THE WINNERS OF THE RECENT JUTRAS AND GENIES – TWO KEY EVENTS THAT PROMOTE THE CANADIAN TALENT WORKING IN OUR INDUSTRY.

AND, THERE'S GREAT NEWS FOR ALL THE FANS OUT THERE, *TRAILER PARK BOYS 2* WILL BE HITTING THE CANADIAN AND U.S. SCREENS THIS FALL.

THIS IS WHAT TELEFILM IS ALL ABOUT – SERVING THE IMAGINATION AND CREATIVITY OF CANADIANS – SUPPORTING

CANADIAN TALENT, MAKING CANADIAN FILMS THAT ENGAGE AUDIENCES, AT HOME AND AROUND THE WORLD.

## **SLIDE 8**

ON MANY FRONTS, THIS IS A YEAR OF TRANSITION FOR TELEFILM.

OUR STRATEGIC OBJECTIVES FOR 2009-10 ARE TO

- ENGAGE AUDIENCES WITH CANADIAN CONTENT **ON THE GREATEST NUMBER OF PLATFORMS POSSIBLE.**
- STRENGTHEN OUR INDUSTRY AT BOTH NATIONALLY AND INTERNATIONAL LEVELS.
- PROVIDE QUALITY, ACCOUNTABILITY AND COMMITMENT IN THE ADMINISTRATION AND DELIVERY OF OUR PROGRAMS.

## **SLIDE 9**

AS THE CHAIR OF TELEFILM MENTIONED, ANOTHER KEY STRATEGY FOR TELEFILM THIS YEAR IS TO WORK CLOSELY WITH THE DEPARTMENT OF CANADIAN HERITAGE TO ESTABLISH A NEW CO-PRODUCTION FRAMEWORK FOR CANADA.

CO-PRODUCTION TREATIES ARE CENTRAL TO THE FUTURE OF THE CANADIAN FILM INDUSTRY.

THE VALUE OF FOREIGN INVESTMENTS IN CANADIAN CO-PRODUCTIONS WENT FROM FOUR MILLION DOLLARS IN 2006-07, TO



28 MILLION DOLLARS IN 2007-08 – AN INCREASE OF 24 MILLION DOLLARS.

CO-PRODUCTIONS HELP TO CREATE HIGHLY-SKILLED, KNOWLEDGE-BASED JOBS. THEY HELP CANADIAN PRODUCERS TO LEVERAGE FOREIGN FINANCING.

CO-PRODUCTIONS ALSO STRENGTHEN THE ‘MADE IN CANADA’ BRAND, AND RAISE THE PROFILE OF CANADIAN TALENT ABROAD, THUS ENHANCING OUR OVERALL EXPORT CAPACITY IN THE SECTOR.

INTERNATIONAL SALES, FESTIVALS AND MARKETS ARE INCREASINGLY IMPORTANT TO THE CANADIAN AUDIO-VISUAL INDUSTRY.

### **SLIDE 10**

AS OUR COUNTRY FACES MOUNTING ECONOMIC CHALLENGES, TELEFILM WILL EXERCISE RENEWED DISCIPLINE IN THE ADMINISTRATION OF ITS FUNDS.

OUR CLIENT SURVEYS HELP US TO MEASURE AND ASSESS THE SATISFACTION OF OUR CLIENTS.

TELEFILM WAS THE FIRST CULTURAL AGENCY IN CANADA TO ESTABLISH A CLIENT SERVICE CHARTER (2003), WHICH DEFINES

WHAT OUR CLIENTS CAN EXPECT OF TELEFILM AND, IN RETURN, WHAT WE CAN EXPECT OF OUR CLIENTS.

AND, WE REGULARLY CONSULT WITH OUR MANY STAKEHOLDERS ACROSS THE COUNTRY, INCLUDING OFFICIAL LANGUAGE MINORITY AND ABORIGINAL PRODUCERS, DIRECTORS AND DISTRIBUTORS.

WE HAVE ESTABLISHED TWO INDUSTRY WORKING GROUPS (FRENCH AND ENGLISH) WITH MEMBERSHIP DRAWN FROM A BROAD BASE OF THE SECTOR (RANGING FROM PRODUCERS, DISTRIBUTORS, TO FESTIVAL COORDINATORS AND CREATORS).

## **SLIDE 11**

FINALLY, WE DO OUR WORK AT TELEFILM CANADA WITH A COMMITMENT TO OUR CLIENTS, ACCOUNTABILITY TO THE GOVERNMENT OF CANADA, AND IN THE SERVICE OF CANADIAN CITIZENS.

AND, NOW IT'S YOUR TURN. WE LOOK FORWARD TO HEARING YOUR COMMENTS AND QUESTIONS.