

# TELEFILM CANADA ACCESSIBILITY PLAN 2023 PROGRESS REPORT

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Ce document est disponible  
en français

# 2023 PROGRESS REPORT IN BRIEF

The following is simplified, condensed version of our progress report. For the full report, please see [Telefilm Canada Accessibility Plan: 2023 Progress Report](#).

Telefilm Canada ("Telefilm") is a federal Crown corporation that has supported the development of Canada's audiovisual industry for more than half a century. Telefilm is committed to promoting and supporting a Canadian audiovisual industry that is inclusive of all communities. Telefilm provides funding to Canadian companies and organizations that produce Canadian film content. We do this with the goals of equity, inclusion and sustainability in mind.

Telefilm is committed to becoming more accessible to people living with disabilities. To that end, it has begun implementing its 2023 Accessibility Plan. Here are the results of the plan:

## TELEFILM STAFF AND OFFICES

- Training and awareness sessions on disability and accessibility were provided to:
  - the Communications, IT and Portfolio departments, focusing not only on the relationship between accessibility and specific tasks, but also on how to review and optimize our systems
  - existing and new staff
- In the short term, an accessibility audit of Telefilm's offices has been conducted with a view to making any changes that are necessary, appropriate, a priority or cost-effective. More complex and far-reaching changes will be analyzed after possible training of the facilities team and planning of improvement initiatives will follow.

- Employees with disabilities were consulted to ensure that work areas are as accessible as possible.
- The changes that need to be made in all our offices have been reviewed to ensure accessibility to common areas:
  - in the Montréal office, several "quiet workspaces" have been identified where employees can go to work and get away from the hustle and bustle of an open-plan office

## SELF-IDENTIFICATION

- An information session was held for all employees to explain Telefilm's self-identification process and how to report a disability.
- Optimization of the self-identification process and confidentiality of personal information is under review.

## APPLYING FOR A JOB

- Encourage persons with disabilities to apply for jobs posted on the Careers page of Telefilm's website.
- At each stage of the hiring and onboarding process, Telefilm provides all candidates with the opportunity to request accommodations by sharing the application process with them. The Welcome and Onboarding Guide will be revised to include accommodation policies.

## TELEFILM'S WEBSITE

- Identify and remove key accessibility barriers on our website; user testing will be conducted on the site to identify other potential barriers
  - All new videos posted since the start of 2023 include captions. We are also developing a new transcript section on our website for all new videos posted as of 2024
  - Telefilm is actively working to create a Frequently Asked Questions (FAQ) web page for filmmakers who wish to address their disability accommodation needs. These FAQs will include information about staff at Telefilm that filmmakers and other self-identified stakeholders with disabilities can contact.
- Telefilm is reviewing the accessibility of its internal document templates to determine if changes need to be made.
  - Telefilm is currently implementing processes to provide users with documents in alternative formats.
  - Revise and improve the self-identification form used to collect data from clients, partners and creators who use Telefilm's services and identify as having a disability
    - The new form was launched in November 2023
    - Data collection will be used to determine whether funding should be considered to better support partners and stakeholders in the audiovisual industry with disabilities

## OTHER INITIATIVES

- A support mechanism for partners and stakeholders in the audiovisual industry with disabilities is being studied to provide adequate support in the context of funding applications

## WE WELCOME YOUR FEEDBACK ON THIS PLAN AND ON THE ISSUE OF ACCESSIBILITY AT TELEFILM. YOU CAN USE THE FOLLOWING COMMUNICATION CHANNELS TO CONTACT US.

**E-mail:** [accessibilite\\_accessibility@telefilm.ca](mailto:accessibilite_accessibility@telefilm.ca)

**Phone:** **1-800-567-0890** (toll-free)

**Mail:** Telefilm Canada  
360 St. Jacques Street, Suite 600  
Montreal, Quebec H2Y 1P5

\* The response time by mail can take from 5 to 10 business days.

**Social media:**  [X](#)  
 [Facebook](#)  
 [Instagram](#)



An Equity, Diversity & Inclusion Advisor will acknowledge receipt of your feedback and follow up with you within 5 business days (unless you submitted a comment anonymously). Your comments or questions will be forwarded to the appropriate department.

You can also use these communication channels to request our accessibility plan or progress reports in print, large print, Braille or audio format.

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# TELEFILM CANADA ACCESSIBILITY PLAN 2023 PROGRESS REPORT

## 1. GENERAL

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### 1.1. STATEMENT OF COMMITMENT

Telefilm Canada (“Telefilm”) is a Partner of Choice for Canada’s screen-based industry. As such, we are committed to an industry that fosters a culture of mutual respect, dignity and inclusivity. We acknowledge that Canadian creators of underrepresented identities face greater challenges in obtaining funding, career development opportunities, training and education.

Telefilm is firmly committed to ensuring that creators with disabilities have better access to its financing programs. We also intend to better meet their overall accessibility needs when they interact with us. We will enhance the self-identification process, so we hire and promote more people living with disabilities. We will also help raise the visibility and capabilities of creators with disabilities.

**Telefilm wants to be more accessible to employees, industry partners and the public.**

We recognize that accessibility needs evolve over time, that disability is fluid—neither fixed nor permanent. When it comes to their own experience and to the issue of accessibility, people with disabilities are the experts. That is why we want people with disabilities—their experiences, their voices—to be at the centre of this work. We will continue to consult with people with disabilities and learn from their experiences. We will look for and address any future accessibility barriers. This plan is one part of our commitment to always do better for people living with disabilities—filmmakers, our employees, other members of Canada’s screen-based industry.

## 1.2. ABOUT TELEFILM

Telefilm was established in 1967 as a federal Crown corporation dedicated to enhancing the Canadian screen-based industry and supporting people in the audiovisual industry across Canada.

### We do this in 3 ways:

- by providing funding to help filmmakers create their works
- through initiatives that help promote and spread awareness of Canadian productions and filmmakers
- by helping the industry work together and form partnerships to further promote the works of Canadian filmmakers and enhance the overall industry

## 1.3. CONTACT AND FEEDBACK

Telefilm welcomes your comments and questions about our Accessibility Plan, including those submitted anonymously. We also welcome any feedback you might have about accessibility at Telefilm. We are committed to reviewing the feedback we receive and taking steps to address barriers identified through your comments and questions.



### YOU CAN USE THE FOLLOWING COMMUNICATION CHANNELS TO CONTACT US.

**E-mail:** [accessibilite\\_accessibility@telefilm.ca](mailto:accessibilite_accessibility@telefilm.ca)

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**Phone:** **1-800-567-0890** (toll-free)

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**Mail:** Telefilm Canada  
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An Equity, Diversity & Inclusion Advisor will acknowledge receipt of your feedback and follow up with you within 5 business days (unless you submitted a comment anonymously). Your comments or questions will then be forwarded to the appropriate department.

You can also use these communication channels to request our accessibility plan or progress reports in print, large print, Braille or audio format.

## 1.4. ALTERNATIVE FORMATS



### YOU CAN REQUEST ALTERNATIVE FORMATS OF THIS ACCESSIBILITY PLAN BY CONTACTING US:

**E-mail:** [accessibilite\\_accessibility@telefilm.ca](mailto:accessibilite_accessibility@telefilm.ca)

**Phone:** **1-800-567-0890** (toll-free)

**Mail:** Telefilm Canada  
360 St. Jacques Street, Suite 600  
Montreal, Quebec H2Y 1P5

The Accessibility Plan is available in an electronic format compatible with assistive technology. It can be downloaded immediately from Telefilm’s website at the following link:  
<https://telefilm.ca/en/who-we-are/our-engagement/accessibility-plan>.

Telefilm will provide other alternative formats upon request, based on the following delivery schedule (maximum number of days):

- **print:** 15 days
- **large print** (larger text): 15 days
- **audio** (a recording of someone reading the text out loud): 45 days
- **Braille:** 45 days

## 1.5. DEFINITIONS<sup>(1)</sup>

**This plan uses the following definitions:**

- **Disability:** An impairment, or difference in physical, mental, intellectual, cognitive, learning or communication ability. Disabilities can be permanent or temporary or can change over time.
- **Barrier:** Anything that might prevent a person’s full and equal participation in society. Barriers can be based in attitudes, the built environment (for example, how office space is organized), technology, in how information is communicated. A barrier can also be the result of a policy or procedure.
- **Accessibility:** The design of products, devices, services, environments, technologies, policies and rules in a way that allows all people, including people with a variety of disabilities, to access and use them, as independently as the person wishes.

(1) Source definitions : [Accessible Canada Act \(justice.gc.ca\)](https://www.justice.gc.ca/accessible-canada-act)

## 2. AREAS DESCRIBED UNDER SECTION 5 OF THE ACCESSIBLE CANADA ACT

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As a federal Crown corporation, Telefilm is subject to the *Accessible Canada Act (ACA)*. Beyond following the legislation, Telefilm has always been committed to the values of inclusion within its organization. The ACA is an opportunity for Telefilm to reiterate these values through all the initiatives it implements with its employees and clients.

### 2.1. ORGANIZATION-WIDE INITIATIVES IN 2023

Training on accessibility and types of disabilities was provided to all employees. This training helped to improve the understanding of accessibility and to implement possible accommodation measures in certain areas of activity.



#### OUR ACHIEVEMENTS IN 2023 FOR THE ORGANIZATION:

- **In June 2023**, Telefilm introduced accessibility training tailored to departments such as Communications and Information Technology (IT). The goal of this training was to emphasize the direct relationship between accessibility and department-specific tasks.
- **In November 2023**, Telefilm rolled out disability and accessibility training to existing staff.



## 2.2. DESIGN AND DELIVERY OF PROGRAMS AND SERVICES

Telefilm works with people in the audiovisual industry across Canada to support their productions. We also help promote their works at home and abroad—at awards galas, festivals, film markets and other industry events. We also work to enhance the audiovisual industry in Canada. We do this, in large part, by offering a range of services to filmmakers and to the broader screen-based industry.

### These include:

- financing programs and industry initiatives
- initiatives to help filmmakers promote and market their projects
- partnership initiatives to further support the promotion and recognition of Canadian filmmaking projects



### ACHIEVEMENTS IN 2023:

#### • Data analysis results and findings

- Results of the first full fiscal year of data collection on disability were published in October 2023 in the report [Program Results From Self-Identification Data Collection](#).
- Findings: The data collected through the self-identification form was not sufficiently clear to facilitate the categorization and analysis of reported disability situations in a descriptive manner. As a result, priority was given to improving the form in consultation with the Disability Screen Office (DSO).

#### • Revision and launch of the updated data collection form – November 2023

- For the 2024-2025 application period, the form now includes a comprehensive list of disability categories. Participants can select more than one category and provide text-based feedback if a disability is not covered.
- The changes to the form are aligned with Persona ID so that Canadian Media Fund (CMF) and Telefilm participants answer the same questions with respect to disability.

#### • Strategic partnership

- For the second year of three Telefilm contributed to the Disability Screen Office towards capacity and foundational support. In 2023 their inaugural Executive Director was named and consultation meetings were established between the organizations.

## 2.3. BUILT ENVIRONMENT

Telefilm is headquartered in Montréal and has three additional offices, in Toronto, Halifax and Vancouver. In addition to employees, clients, suppliers and business partners visit Telefilm's offices, which have been made accessible in a variety of ways, including through the installation of adapted workstations and, in some cases, an elevator.

**Our goal is to improve accessibility of our build environment, as described in the following:**



- **In 2023**, Telefilm carried out an audit of its offices to determine what actions could be taken in the short term to improve accessibility.
- Formal requests were made to the landlord of the Montréal office for the installation of a toilet on the 6<sup>th</sup> floor of the building for mobility-impaired staff and for mobility-impaired access to the main entrance of the building; however, these requests were turned down due to the building's status as a heritage and historic site.
- "Quiet workspaces" were set up in the Montréal office, where staff can work and get away from the open-plan office's hustle and bustle.
- Changes were made to kitchen areas in certain offices to make them accessible to staff with reduced mobility.
- The emergency evacuation plan was revised, and staff assigned as evacuation managers were trained in safety principles.

## 2.4. EMPLOYMENT

Telefilm employs over 200 people in its four offices, most of whom work in hybrid mode. However, since the start of 2023, two of the four offices were temporarily relocated, and as a result all their employees teleworked. Since September 2023, Telefilm has instituted a hybrid work arrangement of one day per week in the office (with flexibility of four days per month).

We have set up a formal accommodation process to improve the accessibility of our workspaces for people with disabilities.

**Our goal is to increase the number of people with disabilities working at Telefilm. To this end, we have taken the following measures:**



- **In 2023, in the matter of “employment,” Telefilm:**
  - included wording in all job postings encouraging people with disabilities to apply to Telefilm
  - offered accommodations to every applicant at every stage of the hiring and onboarding process
  - revised its intake and onboarding process to ensure that all new hires are offered accommodations prior to their first day of work at Telefilm

## 2.5. INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT)

Telefilm uses a variety of technologies and digital tools to conduct its business. These include its public websites (<https://telefilm.ca>, <https://thetalentfund.ca>, and <https://rdvcanada.ca>), its online applicant portal (Dialogue) and its social media platforms. Telefilm strives to make its technologies accessible to all, for example by following international web content standards (Web Content Accessibility Guidelines 2.0) to improve the accessibility of its website.



### IN 2023, THE FOLLOWING ACTIONS ARE TAKEN TO IMPROVE ACCESSIBILITY

- **In May and June 2023**, all IT team members, including digital and web specialists, were provided training on digital accessibility. Post-training workshops were organized for these team members to better assess potential improvements to the Dialogue platform.
- Preliminary work on Dialogue user-interface components: Drafting of a design guide for components to be improved: colour contrast, picture, icon, etc. Identification of Appian limitations (Appian is the software used to develop Dialogue).
- A preliminary checklist of Appian's visual appearance was identified, and an analysis is underway to assess what could be changed in 2024-2025.

## 2.6. COMMUNICATION WITH FILMMAKERS AND THE PUBLIC

Telefilm communicates with Canadian people in the audiovisual industry and the public in a variety of ways. These include news releases, advisories, videos, FAQs and social media posts. Our communication provides essential information on the work we do to support filmmakers in the creation and promotion of their projects. We inform them, for example, of funding opportunities, promotion opportunities and partnerships—in Canada and abroad.

Telefilm also welcomes comments and questions from members of the public, who can contact us by phone, email, mail or social media.

## Telefilm is committed to addressing these barriers and improving accessibility in our communication. To this end:



- **In 2023, Telefilm undertook the following initiatives:**

- 80% of images on Telefilm Canada's website have alternate text in a universally accepted format. We are investigating the most effective methods of including alternate text for each platform, see below.
- Telefilm is working with a specialized agency to have its website assessed for use with accessibility software and web readers.
- Telefilm is reviewing the accessibility of its internal document templates to determine if changes need to be made.
- All new videos posted since the start of 2023 include burnt-in captions. To continue to meet our website and media's Web Content Accessibility Guidelines standards (WCAG), we are also developing a transcript section on our website for all new videos posted as of 2024. All transcripts will be descriptive, for people who have difficulty processing auditory information and people who cannot focus and comprehend auditory or visual information when there is changing visuals, deaf-blind people, and many others.
- Telefilm is currently implementing processes to provide users with documents in alternative formats.
- Telefilm is actively working to create a Frequently Asked Questions (FAQ) web page for filmmakers seeking to address their disability accommodation needs. Among other things, these FAQs will provide information about people at Telefilm who can assist filmmakers and other stakeholders with disabilities.
- Telefilm is gathering information and implementing best practices to maximize the accessibility of each social media platform according to its capabilities.
- A process is underway to identify older, high-priority PDF documents that should be offered in an alternative format.

## 2.7. PROCUREMENT

Telefilm uses applications, goods and services purchased from external vendors to support its operations and services. As part of our broader accessibility initiatives, Telefilm will identify and assess to include accessibility in our formal procurement process for buying goods and services.



- **In 2023**, a review was initiated of the procurement function's operations and structure. As a result, the planned accessibility assessment has been postponed to 2024.

## 3. CONSULTATIONS

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**Telefilm is committed to listening to the concerns of people with disabilities.**

To ensure that we live up to our commitment, Telefilm works closely with industry partners whose mission is to support people with disabilities in overcoming the challenges to accessible programming so that it reflects the needs of the community. We will continue to do so as we undertake new projects.

Our various channels of communication enabled us to gather feedback from the public and staff members.

**The feedback process implemented by Telefilm through its various communication channels was effective.**

Telefilm received a number of clarifying questions from the public. These questions mainly concerned the commitments set out in the accessibility plan. They were answered within the required timelines.



## 4. CONCLUSION

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Telefilm is dedicated to improving accessibility, addressing current and future barriers to accessibility, and making our operations accessible and accommodating to everyone. Since we support the needs of people in the audiovisual industry across Canada, we want to ensure that accessibility is a priority in everything we do.

**TELEFILM** PARTNER  
C A N A D A OF CHOICE

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Canada