

TELEFILM CANADA ACCESSIBILITY PLAN 2024 PROGRESS REPORT

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Ce document est disponible
en français.

2024 PROGRESS REPORT SUMMARY

The summary is a simplified, condensed version of our progress report. For the detailed report, skip to this section: [Telefilm Canada Accessibility Plan: 2024 Progress Report](#).

Telefilm Canada (“Telefilm”) is a federal Crown corporation that has supported the development of Canada’s screen-based industries for more than half a century. Telefilm is committed to fostering and supporting a Canadian audiovisual industry in which all communities are represented. Telefilm funds Canadian companies and organizations that produce Canadian film content. We do so with the goals of equity, inclusion and sustainability in mind.

Telefilm is committed, amongst others, to being more accessible to people living with disabilities. To this end, it has taken steps to implement its Accessibility Plan in 2024.

Here are the results of the plan to date:

TELEFILM STAFF AND OFFICE

Built environment

A number of changes and adjustments were made in 2023, as indicated in the progress report submitted on December 20, 2023. In 2024, the prospect of renovating or relocating all of the offices prompted thorough reflection. Clear elements required have been established for the design, layout, functionality and universal accessibility of the built environment.

SELF-IDENTIFICATION

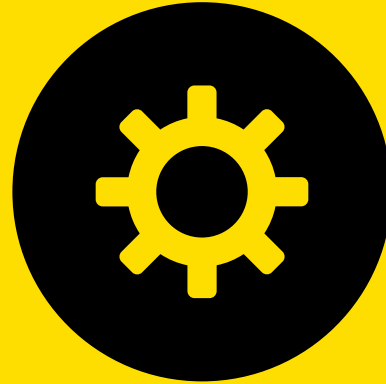
- The self-identification questionnaire for staff members has been completed and is ready for use. This questionnaire serves to collect data from staff to ensure accurate representation of the workforce.
- The self-identification questionnaire for clients, partners and creators who benefit from Telefilm services and self-identify as having a disability was optimized and put into use in November 2023. The data is currently being analyzed, and the results will help determine what steps can be taken to better support audiovisual industry partners and stakeholders with disabilities.

COMMUNICATIONS

- All new videos produced in 2024 will include subtitles.
- Telefilm has developed internal documentation for accessible subtitling of videos, which varies from platform to platform and integrates the platforms’ accessibility tools.
- Telefilm is analyzing the need for alternative formats for certain documents on its site and evaluates best practices to meet user requests.
- Telefilm is improving the accessibility of its priority PDFs, such as the annual report. PDF creation and validation standards and practices will be documented and shared with teams.

TELEFILM WEBSITE

- Telefilm is redesigning the organization and content of the program section to simplify and improve the client experience. The goal is to make program search and selection more accessible through an optimized presentation, clear language and adapted help tools.
- Telefilm works with its management partners to integrate accessible web practices through systematic controls and clear requirements.
- Telefilm monitors trends on social platforms to maximize accessibility. Internal documentation is being prepared and training will be offered to employees using these tools.



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

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

Mail: Telefilm Canada
360 Saint-Jacques Street, Suite 600
Montreal, Quebec H2Y 1P5

* Response time by mail can take
5 to 10 business days.

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

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

You can also use these communication channels to request a copy of our Accessibility Plan or progress reports in print, large print, Braille or audio format.

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TELEFILM CANADA ACCESSIBILITY PLAN 2024 PROGRESS REPORT

1. GENERAL

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 reflects a culture of mutual respect, dignity and inclusivity. We acknowledge that Canadian creators of underrepresented identities face greater challenges in obtaining funding and accessing career development, training and promotion opportunities.

Telefilm is committed to ensuring that people with disabilities have better access to its funding programs. We also intend to better meet their accessibility needs in interactions with Telefilm. We will enhance the self-identification process so that more people with disabilities are hired and promoted. We will also help raise the visibility and capabilities of creators with disabilities.

Telefilm wants to be more accessible to its staff, its industry partners and members of the public.

We recognize that accessibility needs evolve over time and that disability is fluid—neither fixed nor permanent. When it comes to their own experience and accessibility issues, people with disabilities are the experts. This is why we want their experiences and their voices to be central to our plan. We will continue to consult with people with disabilities and learn from their experiences. We will examine potential future accessibility barriers and take steps to eliminate or reduce them. This plan is the foundation of our commitment to always do better for people living with disabilities, whether filmmakers, our staff, or other members of Canada’s screen-based industry.

1.2. ABOUT TELEFILM

Telefilm is a federal Crown corporation established in 1967 to develop the Canadian audiovisual industry and support filmmakers across the country.

We do this in three 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 industry stakeholders work together and form partnerships to 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 may 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:

Email: accessibilite_accessibility@telefilm.ca

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

Mail: Telefilm Canada
360 Saint-Jacques Street, Suite 600
Montreal, Quebec H2Y 1P5

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

You can also use these communication channels to request a copy of our Accessibility Plan or progress reports in print, large print, Braille or audio format.

1.4. ALTERNATIVE FORMATS



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

Email: accessibilite_accessibility@telefilm.ca

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

Mail: Telefilm Canada
360 Saint-Jacques Street, Suite 600
Montreal, Quebec H2Y 1P5

The 2024 Accessibility Plan progress report is available in an electronic format compatible with assistive technology. It can be downloaded directly from Telefilm’s website at the following link:

<https://telefilm.ca/en/who-we-are/our-engagement/accessibility-plan>.

Upon request, Telefilm will provide the plan in alternative formats within these maximum delivery times:

- **Print:** 15 days
- **Large print:** 15 days
- **Audio** (recording of the text read by a person): 45 days
- **Braille:** 45 days

1.5. DEFINITIONS⁽¹⁾

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: [Accessible Canada Act \(justice.gc.ca\)](http://justice.gc.ca)

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

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

2.1. ORGANIZATION-WIDE INITIATIVES IN 2024

CONTEXT

As part of implementing projects in the various sectors identified in the *Accessible Canada Act*, specific and personalized training was offered to people working in the following sectors to reinforce their knowledge of accessibility.



ACHIEVEMENTS

- **Material Resources:** On February 28, 2024, the Material Resources team attended training on ergonomics and workplace accessibility. Subsequently, Telefilm hired an external firm to analyze and deliver a report on its physical work environment.
- **Information Technologies:** IT teams held external consultations aimed at improving the accessibility of the Dialogue platform:
 - May 30, 2024: Review of changes made to Telefilm's website home page, EDI (Diversity): screen reader functions, norms and standards, user experience.
 - September 2024: Review of changes and standardization of links.

2.2. DESIGN AND DELIVERY OF PROGRAMS AND SERVICES

Telefilm offers a range of services to filmmakers and to the broader screen-based industry through funding programs and industry initiatives. These initiatives help filmmakers promote and market their projects, and partnership initiatives to support the promotion and recognition of Canadian filmmaking.

A priority in Telefilm’s 2024-2027 Corporate Plan is to conduct a strategic review of its programs and initiatives.



INITIATIVE ACHIEVEMENT AND/OR PROGRESS

- **Data analysis results and findings**

- A detailed report on the second full fiscal year of data collection on disability will be available at a later date.

- **Implementation of the updated data collection form**

- An updated form that includes a comprehensive list of disability categories is in use for the 2024-25 fiscal year.

- **Industry Partnerships**

- The Disability Screen Office (DSO) is integrated into all Telefilm consultations.
- Telefilm supported a panel session at the Toronto International Film Festival for filmmakers and festival organizers looking to build their audience by improving accessibility.
[MICROSESSIONS All Access Pass: Opening Doors for Every Audience](#)
- Telefilm and the CMF were sponsoring partners of MIPCOM’S 2024 Diversify TV Awards, which included categories for “Disability Scripted” and “Disability Unscripted.”
[MIPCOM CANNES DIVERSIFY TV AWARDS 2024 - Home Page](#)

2.3. BUILT ENVIRONMENT

CONTEXT

Telefilm’s head office is in Montreal and three other offices in Toronto, Halifax and Vancouver. A renovation or relocation project is currently under way for all four offices. In fall 2024, the Halifax staff moved into the National Film Board of Canada (NFB) premises where it shares the space.



INITIATIVES PROGRESS

A number of changes and adjustments were made in 2023, as indicated in the progress report submitted on December 20, 2023. In 2024, the prospect of renovating or relocating all of the offices prompted thorough reflection. Clear elements required have been established for the design, layout, functionality and universal accessibility of the built environment.

2.4. EMPLOYMENT

CONTEXT:

In its 2022-2024 EDI Action Plan, Telefilm committed to ensuring the fair representation of historically marginalized groups designated in the [*Employment Equity Act \(the “Act”\)*](#). To this end, a self-identification questionnaire was developed to gather information on the workforce composition that would accurately reflect the representation of the four equity-seeking groups designated by the Act.

Using this questionnaire would help to identify and eliminate barriers to employment for the four groups.

The data would support the analysis and development of measures and actions to promote and foster employment equity.



ACHIEVEMENTS

A complete communications campaign has been prepared in anticipation of the launch of the questionnaire. When the questionnaire will be deployed, a campaign will be implemented to invite staff members to self-identify on a voluntary basis. The communications will explain the impact of taking part in the questionnaire and highlight the importance of the process.

2.5. INFORMATION TECHNOLOGIES

CONTEXT

Telefilm uses a variety of technologies and digital tools to conduct its business, including websites (<https://thetalentfund.ca/>, <https://telefilm.ca/> and <https://rdvcanada.ca/>), an online portal for applicants (Dialogue) and social media platforms. Telefilm has strived to make its technologies universally accessible, for example by adhering to international standards (Web Content Accessibility Guidelines 2.0) to improve the accessibility of its website.



ACHIEVEMENTS

In 2024, optimization projects were undertaken after analysis of the Dialogue platform. These projects included:

- **Analysis of accessibility requirements for Telefilm's home page, EDI (Diversity)**
- **Implementation and functionality tests**
- **Consideration of visual aspects of the Telefilm website, EDI (Diversity)**
- **Enhanced keyboard navigation (without use of mouse)**
- **Improved contrasts/colours and images/icons used on site**

2.6. COMMUNICATION WITH FILMMAKERS AND THE PUBLIC

Telefilm Canada is committed to continuing to remove barriers and improve accessibility in its communications channels.



- **Telefilm works with its management partners** to integrate accessible web practices through systematic controls and clear requirements. This approach allows us to gradually adapt our sites to recognized accessibility standards. Our partners must ensure that higher accessibility standards are implemented for new developments.
- **Telefilm is planning user tests** involving people with disabilities to identify accessibility obstacles on its sites and improve their experience.
- **All new videos produced in 2024 will include subtitles.**
- **Telefilm has developed internal documentation** for accessible subtitling of videos, which varies from platform to platform and integrates the platforms' accessibility tools (for example, the transcription function on YouTube).
- **Telefilm is analyzing the need for alternative formats** for certain documents on its site and evaluates best practices to meet user requests.
- **Telefilm is redesigning the organization and content of the program section** to simplify and improve the client experience. The goal is to make program search and selection more accessible through an optimized presentation, clear language and adapted help tools.
- **Telefilm is reviewing and reorganizing the content of its program pages** to make them more understandable for all potential clients.
- **Telefilm is updating its internal templates** to incorporate its new brand identity, adapted to accessibility considerations.
- **Telefilm monitors trends on social platforms** to maximize accessibility. Internal documentation is being prepared and training will be offered to employees using these tools.
- **Telefilm is improving the accessibility of its priority PDFs**, such as the annual report. PDF creation and validation standards and practices will be documented and shared with teams.
- **A training partner has been identified to raise awareness among teams** about creating content in plain language to ensure that information is accessible to all.

2.7. PROCUREMENT

CONTEXT

Telefilm uses applications, products and services purchased from external vendors to conduct its business and provide services. As part of its broader accessibility initiatives, it will identify and evaluate ways to include accessibility in its formal goods and services procurement process.



INITIATIVE PROGRESS

In 2024, the procurement structure is being analyzed for optimal process implementation.

3. CONSULTATIONS

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.

As part of the project to optimize Dialogue, two staff members were invited to test the platform and provide feedback after changes were made in Dialogue.

As part of developing the staff self-identification questionnaire, the EDI Advisory Committee was invited to share their comments and their recommendations prior to the launch. The accessibility aspect of the questionnaire was considered and tested by a staff member self-identifying as living with a disability.



4. COMMENTS AND FEEDBACK

In 2024, Telefilm processed six comments and feedback messages from staff members, clients and industry partners. Personalized follow-up was provided within the timeframe given in the Accessibility Plan.



5. CONCLUSION

To ensure that we live up to our commitment, Telefilm works closely with industry partners whose mission is to support people with disabilities to target the challenges that stand in the way of program accessibility, and thus meet the needs of the community.

Telefilm is committed to improving accessibility, eliminating current and future barriers to accessibility, and making its operations accessible to everyone. Because Telefilm serves the needs of people in Canada's audiovisual industry, it is committed to ensuring that accessibility remains a priority in all areas of its operations.

Telefilm is aware that disability situations evolve. Consequently, we will pursue our efforts to implement initiatives that promote accessibility in our workplace and within the industry. Telefilm also recognizes that accessibility is not an end, but rather a process. With this in mind, we will strive to meet the needs of our staff and stakeholders with disabilities, and steadily continue to improve accessibility.

TELEFILM PARTNER
C A N A D A OF CHOICE

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Canada