

CUSTOMER SERVICE CHARTER FOR TELEFILM CANADA'S CLIENTS

UPDATED: JUNE 2016

Ce document est également disponible en français



WHO WE ARE

Telefilm Canada (Telefilm) is a cultural agency with a mandate to fund, foster and promote the creation and distribution of television, film and interactive media products. Telefilm was established in 1967 by the *Canadian Film Development Corporation Act* as an anonymous Crown Corporation to promote and foster a feature film industry in Canada through the judicious investment of public funds in the sector. Telefilm reports to parliament through the Minister of Canadian Heritage.

OUR COMMITMENT TO SERVICE

Following a comprehensive client survey, Telefilm became the first cultural agency to publish a client service charter in 2003. This Service Charter is an expression of our continued commitment to providing excellent standards of service to our clients and to building mutually beneficial relationships with our private sector partners. Accessibility, fairness and timeliness are the values that form the basis for the standards described in this Charter.

This Charter sets out the standards of service you can expect from Telefilm in the delivery and administration of our programs. It also explains how you can stay informed of our activities and to let us know if you have a concern or complaint, as well as offers tips on how you can help us to better serve you.

OUR OFFICES AND OPERATIONS

Our offices

Telefilm has about 200 employees across Canada in Montreal, Toronto, Vancouver and Halifax. Our head office is located in Montreal. In addition to being the centre for all of Telefilm's French-language operations activities, the head office also houses the administrative support functions for the organization. These include: Finance, Administration and Corporate Services, Information, Performance and Risk, Strategy and Research; Communications, Legal Services and Access to information, and Human Resources.

The organization's English-language operations activities are managed on a regional basis, out of Telefilm's four offices, located in Montreal, Toronto, Vancouver, and Halifax. Operations staff in each of these offices is headed by a Regional Director, Industry Promotion.

Our operations

Telefilm's operations branch is organized along three business lines:

- Regional Directors, Industry Promotion lead the four offices. Responsible for client and stakeholders relations in their region, the Regional Directors directly oversee business development and promotion opportunities for their region. Reporting to the Director, Industry Promotion, this business line oversees all regional, national and international promotion activities relating to markets, festivals, events, and initiatives.
- Creative Content Decision-Makers are solely responsible for creating a portfolio of feature film works. Reporting to the Director, Project Financing, local feature film executives are located in each regional office.
- The Business Affairs Group ensures standard due diligence compliance and contracting for all undertakings in Business Development, and Portfolio Investment. Business Affairs staff is located in each of Telefilm's offices.

CANADA MEDIA FUND PROGRAM ADMINISTRATOR

Through a services agreement with the Canada Media Fund (CMF), Telefilm administers the programs of this funding agency. Telefilm receives funding requests on behalf of CMF through its regional offices in Vancouver, Toronto, Montreal, and Halifax. These offices also administer funding requests linked to the Special Initiatives. Requests pertaining to the Broadcaster Performance Envelopes are handled in the Montreal and Toronto offices.

KEY CONTACTS

See [Who Do I Talk To At Telefilm?](#) at the end of this Service Charter for a list of key contacts for each regional office, program and services.

THE SERVICE YOU CAN EXPECT FROM TELEFILM

When you deal with Telefilm, we will:

- Provide professional service in both languages in accordance with the *Official Languages Act of Canada*;
- Be open to facilitating service for our clients that are located at great distances from a Telefilm office;
- Be open, transparent and accountable to our clients and the industry overall;
- Consider all suggestions on how we might improve our services;
- Ensure that the services we provide comply with the spirit of the *Multiculturalism Act*, and in particular be sensitive and responsive to the multicultural reality of Canada; and
- Ensure that our employees comply with Telefilm's *Conflict of Interest Guidelines*.

GENERAL SERVICE TO OUR CLIENTS

Hours of operation	We are accessible in person, by phone, by fax, and by e-mail from Monday to Friday, 9:00 a.m. to 5:00 p.m.
Toll-Free number	We have a toll-free number for each of Telefilm's four offices.
Electronic access	Via our website, we make available: program guidelines, application forms, business policies and frequently-asked questions, and corporate publications.
eTelefilm	<p>Fast, secure, user-friendly online services available anywhere, from 6:00 a.m. to 12:00 a.m. (EST)</p> <ul style="list-style-type: none">• Submit applications• Submit exploitation reports• Follow up on submitted files• Make direct-deposit payments (for selected programs)• For all platforms <p>Some of our programs are not yet available to receive application via eTelefilm. Information and technical support for eTelefilm is available daily from 8:00 a.m. to 5:00 p.m. (EST).</p>

ADMINISTRATION SERVICE LEVELS FOR TELEFILM’S PROGRAMS (NOT APPLICABLE TO CMF’S PROGRAMS)

Receipt of applications	<p>For programs with no application deadline, we will acknowledge the receipt of an application by letter within 1 week.</p> <p>For programs with application deadlines, we will acknowledge receipt within 2 weeks.</p>
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DECISION MAKING

Request for financing	<p>We will make decisions on financing request within 10 weeks of the receipt of a complete application. In the case of deadline-based applications, the time to render decisions may be increased based on the volume of applications received.</p> <p>More complex productions or events requesting a higher level of financing can take longer as they can require closer scrutiny. We will keep applicants informed of our progress if the process is extended beyond 10 weeks.</p> <p>For programs with application deadlines, we will acknowledge receipt within 2 weeks.</p>
International treaty coproduction certification	<p>We will make decisions (advance ruling and final approval) within 8 weeks of receipt of a complete application and provided that the following conditions have all been met:</p> <ul style="list-style-type: none"> • That the applicant has answered to our satisfaction any requests for further information or clarifications Telefilm may have; • For a majority Canadian co-production, that the project is filed with the relevant foreign authority; • For a minority Canadian co-production, the project is filed and accepted by the relevant foreign authority; • For final certification (majority and minority), that the project is accepted by the relevant foreign authority.
Contracting	<p>We will send a draft contract within 10 business days of the receipt and final approval of all documentation required for contracting, provided that all requirements outlined in Telefilm’s Letter of Commitment have been met.</p>
Drawdowns	<p>We will request that a drawdown payment be issued by Public Works and Government Services Canada (PWGSC) within 10 business day of the receipt and final approval of all required documentation. The payment will be mailed to the client by PWGSC at Telefilm’s request.</p>

STAYING CONNECTED WITH OUR CLIENTS

Outreach activities	We will hold annual client outreach sessions in major centres across Canada including open house events in each Telefilm office to introduce new clients to, and provide assistance on, doing business with Telefilm.
Participation at industry events	We will endeavour to have members of senior management and professional staff present and available at major Canadian events and festivals attended by our clients. We will participate, as requested, on selected industry panels. Panels must be widely accessible to our clients and directly relevant to Telefilm's objectives, programs and activities. Our participation is subject to being given reasonable notice and may require full reimbursement of expenses.
Industry news	We will provide electronic updates, via email, to interested subscribers on Telefilm programs and activities, including on funding results and industry news.
Consultations	We will consult on an annual basis with major associations and advisory committees that are impacted by Telefilm's programs and policies.

WHAT WE EXPECT FROM OUR CLIENTS

There are a number of ways that you can help Telefilm provide you with the best possible service:

- Be informed about the eligibility requirements, completeness of application and document requirements for the program you are applying to.
- Submit complete applications that are professionally presented, include all required documentation, are signed and, where applicable, respect deadline dates.
- Respond to requests for further information or clarification of information promptly.

In the same way that our clients can expect professional service from Telefilm employees, we also expect the same level of consideration from clients. In cases where a client is abusive to Telefilm staff, the organization will no longer deal with this individual. If the abuse persists, Telefilm will suspend activity with the company.

HOW TO COMMENT ON OUR SERVICE OR FILE A COMPLAINT

If you have a complaint or comment about Telefilm's service we want to know about it. We view ideas for improvement and complaint resolution as an important part of our continuous service improvement process.

If you are unhappy with our level of service, please write to:

- In the case of the CMF Programs: the Director, CMF Program Administrator | Telefilm Canada.
- In the case of all other Telefilm Programs: the Regional Director, Industry Promotion.

If, after submitting your comments or filing a complaint with either of the aforementioned parties, you are still not satisfied with Telefilm's service, you may [file a formal complaint](#).

IF YOU ARE NOT SATISFIED WITH A DECISION

Decisions are made on the basis of procedures indicated in the published program guidelines and policies. Should you believe that the procedures or the policies applied in the decisional process were not respected, you may contact the person responsible for your file at Telefilm Canada. This person shall determine if there are sufficient grounds for your file to be reviewed.

APPEAL

Should you continue to be dissatisfied with a decision rendered by Telefilm Canada, you may appeal the decision to the Appeals Committee. Your request for appeal must be submitted in writing within 10 business days of the date on which you received the decision at issue. You must provide detailed reasons for your appeal as well as all necessary documentation.

The Appeals Committee is chaired by the Executive Director. The committee has the discretion to determine whether a file may be appealed.

Generally, decisions rendered by Telefilm Canada regarding creative choices for a given project cannot be appealed. Similarly, standard contractual clauses and contract templates do not constitute acceptable grounds for appeal.

The most common grounds for appeal are, for example, failure to respect processes or guidelines.

Further to the receipt of your request for appeal, we shall notify you, within 10 business days, of our decision to either accept or reject the appeal and of the date on which the appeal will be heard.

You may be called on to testify before the Committee in person or by phone. The Committee will subsequently issue its decision as quickly as possible. Decisions of the Appeals Committee are final.

WHO DO I TALK TO AT TELEFILM?

	WESTERN REGION (B.-C., Alta., Sask., Man., N.W.T. & Y.T.)	ONTARIO & NUNAVUT	ATLANTIC REGION (N.-B., N.-S., P.-E-I. & N.-L.)	QUEBEC & FRENCH OUTSIDE QUEBEC	NATIONAL
	+ 1 (604) 666-1566 + 1 800 663-7771	+1 (416) 973-6436 + 1 800 463-4607	+ 1 (902) 426-8425 + 1 800 565-1773	+ 1 (514) 283-6363 + 1 800 567-0890	+ 1 (514) 283-0838 + 1 800 567-0890
General inquiries	Jennifer Porter Project Assistant Ext: 2613	Vanessa Manco Coordinator Ext: 2556		Isabelle Picard Coordinator Ext: 2068	
National Promotion	John Dippong Project Leader, National Promotion Ext: 2607		Denise Jamieson Project Leader, National Promotion Ext: 2723	Melanie Hartley Project Leader, National Promotion Ext: 2186	
Project Financing English Feature Film (FF)	Lauren Davis Regional FF Executive Ext: 2606	Dan Lyon Regional FF Executive Ext: 2555	Peggy Lainis Regional FF Executive Ext: 2111		Stephanie Azam National FF Executive - English Market Ext: 2577
Project Financing French Feature Film (FF)	Marie-France Godbout National FF Executive - French Market Ext: 2172				
Business Affairs	Steve Bates Investment Analyst Ext: 2622	Karen Paré Investment Analyst Ext: 2561	William Barron Deputy Director, Business Affairs English Market Ext: 2519	Julie Blondin Deputy Director, Business Affairs, French Market Ext: 2147	Roxane Girard Director, Business Affairs and Coproduction Ext: 2205
Coproduction	Marielle Poupelin Deputy Director, Coproductions Ext: 2030 Antoinette Duré Coordinator Ext: 2084				
CMF Program Administrator – General Inquiries	Coordination Ext: 2222				Dominique Lapierre Director, CMF Program Administrator Ext: 2178
CMF Program Administrator	Dominique Lapierre Director, CMF Program Administrator Ext: 2178				
Media & Communications Inquiries	Francesca Accinelli Director, National Promotion and Communication + 1 800 567-0890 , Ext: 2099				
Research & Statistical Inquiries	Isabelle Sire Administrative Assistant + 1 800 567-0890, Ext: 2116				
eTelefilm Help Centre	+ 1 800 567-0890, Ext: 3911 or services@telefilm.ca				