



**Telefilm Canada's Action Plan
Multiculturalism Act**

2009/2010 – 2010/2011

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I. Introduction

Telefilm Canada provides financial assistance and strategic leverage to the audiovisual industry to support the production of high-quality works that reflect Canadian society, including its linguistic duality and cultural diversity. Telefilm's initiatives aim to ensure the widest possible audience for Canadian works, both here and abroad, through support for distribution, export, versioning, marketing and industry promotion at Canadian and foreign festivals, markets and other events.

Telefilm Canada remains committed to creating results through its application of the Canadian Multiculturalism Act. The 2009-2011 Action Plan is organized around under the following categories that are used in reporting for the annual report on the Canadian Multiculturalism Act:

1. TFC REFLECTS, PRESERVES AND SHARES CANADA'S **CULTURAL DIVERSITY**
2. TFC'S **POLICIES, PROGRAM DELIVERY AND PRACTICES** REFLECT MULTICULTURALISM
3. TFC'S **EMPLOYMENT OPPORTUNITIES** SUPPORT A MULTICULTURAL WORKFORCE
4. TFC DEVELOPS **LANGUAGE AND CULTURAL UNDERSTANDING**
5. TFC'S **DATA COLLECTION/ RESEARCH** REFLECT MULTICULTURALISM
6. TFC'S **CONSULTATION/COLLABORATION** WITH DIVERSE COMMUNITIES

The tables below show the planned activities, outputs and performance indicators planned for each of these categories for 2009-2011. This time period was established to coincide with the sunsetting of Telefilm's current Corporate Plan.

2. General Information and Period Covered

Federal Agency: Telefilm Canada
Address: 360 Saint-Jacques. Suite 600
Montréal, QC H2Y 1P5
Website: www.telefilm.gc.ca

Minister responsible: Minister of Canadian Heritage

Mandate of Federal Institution: Telefilm Canada is a federal cultural agency dedicated primarily to the development and promotion of the Canadian film, television, and new media industries.

The Corporation provides financial assistance and strategic leverage to the industry in producing high-quality works - e.g. feature films, drama series, documentaries, children's shows, variety/performing arts programs, and new media products - that reflect Canadian society, including its linguistic duality and cultural diversity.

Period covered by the action plan: April 1, 2009 – March 31, 2011

3. Summary of Expected Progress in Achieving the Results

Telefilm Canada takes diversity into account as part of the corporation's second strategic objective, Building Industry Capacity, including "*visible minority, official language minority and aboriginal professionals benefit from opportunities to advance their careers*". Programs targeting specific communities such as the Featuring Aboriginal Stories Program and the Official Language Activities Initiatives will continue, alongside support for diversity-related projects under regular programs. Likewise, the Versioning Assistance Program will continue to be a vehicle to increase the availability of Canadian feature films intended for theatrical release in English, French and Aboriginal languages.

Regarding Telefilm Canada's employment opportunities in support of a multicultural workforce, the Corporation's Human Resources Branch will take steps to reach potential candidates from designated groups, in particular, Aboriginal people. During the two year period of this action plan, Telefilm Canada intends to increase **awareness** and knowledge of diversity for all employees through training as part of a workshop on respect in the workplace. The intranet will also be used to further promote awareness through publicizing of cultural events and significant dates. Likewise, the corporation will continue to consult and collaborate with industry professionals from diverse communities through its program consultation processes, and will examine the possibility of extending membership to its Industry Working Group to ensure more diverse representation. Similarly, it will seek to maintain or establish partnerships with broadcasters in regards to programs targeting specific groups (Featuring Aboriginal Stories Program, Official Languages Activities). As part of its outreach activities, Telefilm will continue to participate in relevant festivals and industry events targeting minority community professionals.

Efforts will be made to accurately monitor resources committed to initiatives and programs that promote professional development within culturally diverse communities. Research will be undertaken to consider other strategic initiatives to encourage cultural and gender diversity potentially leading to a diversity strategy for intervention in the industry. Finally, surveys and evaluations will be carried out periodically on all targeted programs' participants to ensure these initiatives are responding well to needs.

The following pages outline planned activities in more detail.

4. Detailed Action Plans

4.1 Expected Result: TFC REFLECTS, PRESERVES AND SHARES CANADA'S CULTURAL DIVERSITY

Main Activities	Outputs	Indicators	Sector Responsible
Training planned for all employees regarding respect in the workplace.	Training events to increase awareness and knowledge of multiculturalism and diversity issues.	<ul style="list-style-type: none"> ▪ Number of employees trained ▪ Feedback on training activity 	Human Resources
Internal Promotion: make use of intranet to promote holidays and cultural events taking place annually in the cities of the regional offices	Intranet Calendar	<ul style="list-style-type: none"> ▪ Intranet Calendar regularly updated 	Communications Vox Populi

4.2 Expected Result: TFC'S POLICIES, PROGRAM DELIVERY, AND PRACTICES REFLECT MULTICULTURALISM

Main Activities	Outputs	Indicators	Sector Responsible
Policies: TFC'S Corporate documents take Canada's multicultural reality under consideration	<ul style="list-style-type: none"> ▪ Corporate Planning / Reporting ▪ Annual Regional / National Business and Communications action plans and budget 	<ul style="list-style-type: none"> ▪ Multiculturalism is reflected in all corporate documents 	ALL
Programs: visible minority, official languages minority and aboriginal professionals benefit from opportunities to advance in their careers in the audiovisual industry	<ul style="list-style-type: none"> ▪ Ongoing delivery of OLA/ALO, FASP and SASP programs 	<ul style="list-style-type: none"> ▪ Level of satisfaction and positive career impact ▪ Level of resources committed to programs and initiatives designed to promote professional development within culturally diverse communities. 	NIBD PPR

4.3 Expected Result: TFC'S EMPLOYMENT OPPORTUNITIES SUPPORT A MULTICULTURAL WORKFORCE

Main Activities	Outputs	Indicators	Sector Responsible
<ul style="list-style-type: none"> ▪ TFC hiring processes, management and human resources policies: <ul style="list-style-type: none"> ○ As part of recruitment strategies to encourage designated groups, target in particular Aboriginal candidates. ○ Formalize Telefilm's policy regarding job postings in order to retain diverse a diverse workforce. ▪ Use Vox Populi committee to develop initiatives to: better support and retain employees of different backgrounds 	<ul style="list-style-type: none"> ▪ Recruitment strategies and initiatives ex.) use of aboriginal organizations to publicize positions. ▪ Policy on postings is formalized ▪ Vox Pop initiatives 	<ul style="list-style-type: none"> ▪ Number of Aboriginal employees and visible minority employees ▪ Number of initiatives implemented to encourage awareness and respect of diversity issues 	HR

4.4 Expected Result: TFC DEVELOPS LANGUAGE AND CULTURAL UNDERSTANDING

Main Activities	Outputs	Indicators	Sector Responsible
<ul style="list-style-type: none"> ▪ Use of Versioning Assistance Program to increase the availability of Canadian feature films financed through the CFFF intended for theatrical release in English, French and Aboriginal languages. 	<ul style="list-style-type: none"> ▪ Program delivery 	<ul style="list-style-type: none"> ▪ Versioning program investments regarding projects in Official and Aboriginal languages 	NIBD PPR

4.5 Expected Result: TFC'S DATA COLLECTION AND RESEARCH REFLECT MULTICULTURALISM

Main Activities	Outputs	Indicators	Sector Responsible
<ul style="list-style-type: none"> ▪ Monitor resources committed to projects, initiatives and programs benefiting culturally diverse professionals ▪ Undertake program evaluations to encourage linguistic, cultural and gender diversity ▪ Mapping of the needs of culturally diverse communities 	<ul style="list-style-type: none"> ▪ Report annual activities in Telefilm's Annual Report ▪ Program evaluations including OLA & Versioning programs ▪ Improve program designs 	<ul style="list-style-type: none"> ▪ Level of resources committed to culturally diverse communities ▪ Outcome and satisfaction surveys (OLA/FASP) 	PPR

4.6 Expected Result: TFC'S CONSULTATION & COLLABORATION WITH DIVERSE COMMUNITIES

Main Activities	Outputs	Indicators	Sector Responsible
<ul style="list-style-type: none"> ▪ On-going consultations with diverse communities <ul style="list-style-type: none"> ○ OL and aboriginal communities represented on CFFF Working Groups ○ Consultations re: OLA/ALO initiatives ○ Aboriginal Industry Task Force ▪ On-going outreach to populate TFC's database with culturally diverse professionals and monitor TFC participation at relevant festivals and industry events 	<ul style="list-style-type: none"> ▪ Design and deliver programs aimed at the needs of diverse communities ▪ Quarterly Reports 	<ul style="list-style-type: none"> ▪ Number of consultations held per year ▪ Number of registered clients in Telefilm's database from culturally diverse communities 	NIBD PPR