

Annual Report on the Operation of the *Canadian Multiculturalism Act* 2008-2009

TELEFILM CANADA SUBMISSION

In accordance with the reporting requirements of the *Canadian Multiculturalism Act*, please complete the following submission template for federal institutions for the reporting period April 1, 2008 to March 31, 2009. To assist your organization to complete the template and fulfill its legislated reporting requirement, a Submission Guide is enclosed for your reference.

ABOUT YOUR INSTITUTION	
Name of federal institution (please provide in both official languages): Telefilm Canada (English) – Téléfilm Canada (Français)	
Name of person responsible for approving submission (on behalf of your institution): S. Wayne Clarkson	
Title: Executive Director	
Address: 360, Saint-Jacques Street, Bureau 500, Montréal, Québec, H2Y 1P5	
Telephone number: 514-283-6363	E-mail address: clarksw@telefilm.gc.ca
Contact person (responsible for submission): Liliane Lê	
Title: Interim Director, Policy, Planning and Research	
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Telephone number: 514-283-6363 x2234	E-mail address: lel@telefilm.gc.ca
STATISTICAL INFORMATION	
Total number of employees in your institution (as of March 31, 2009). <i>“Employees” is defined as the total number of indeterminate and term employees:</i>	202

SECTION 1		IMPLEMENTATION OF THE <i>CANADIAN MULTICULTURALISM ACT</i>	
		YES	NO
		√	√
Q. 1.1	For the reporting year 2008-2009 did your institution undertake initiatives, either through programs, policies, practices or services to:		
	a) Ensure that Canadians of all origins have an equal opportunity to obtain employment and advancement in your institution?	√	
	b) Promote policies, programs and practices that enhance the ability of individuals and communities of all origins to contribute to the continuing evolution of Canada?	√	
	c) Promote policies, programs and practices that enhance the understanding of and respect for the diversity of the members of Canadian society?	√	
	d) Collect statistical data in order to enable the development of policies, programs and practices that are sensitive and responsive to the multicultural reality of Canada?	√	
	e) Make use, as appropriate, of the language skills and cultural understanding of individuals of all origins?	√	
<p>If you responded yes to any of the questions above, please provide details on the most meaningful <u>new</u> initiative(s) your institution undertook that you would like to showcase as an example of how your institution furthered the principles of the <i>Canadian Multiculturalism Act</i>.</p> <p>Please provide a description of the initiatives/activities and explain how Canadians are better served as a result of the initiatives/activities (maximum 100 words).</p> <p>2008-2009 was marked by a series of specialized programs and initiatives to increase the diversity of voices creating Canadian content from across all regions, official language minority communities and Aboriginal communities, among them:</p> <ul style="list-style-type: none"> • Telefilm Canada's partnership with the Aboriginal Peoples Television Network (APTN) launching of the <i>Featuring Aboriginal Stories Program (FASP)</i>. Including development financing and training workshops, this program seeks to increase the representation of Aboriginal voices within our portfolio of feature film investments. • <i>The Skills and Screens Program</i> was launched providing assistance to events and initiatives that address the grassroots needs of the local industries, in particular events and initiatives aimed at developing creative talent from official language, visible minority and aboriginal communities. • Through its Official Languages Activities (OLA) Program, Telefilm launched an outreach campaign, the <i>Multiplatform-Multi Success</i> initiative as well as the Feature Film Production Initiative to support the development of content creators from Official Languages Minority Communities (OLMC). 			

SECTION 2		SUCCESSES AND CHALLENGES	
		YES	NO
Q. 2.1	Last year, in your submission to the 2007-2008 Annual Report, you were asked the following: "What steps will your organization take to advance the <i>Canadian Multiculturalism Act</i> in fiscal year 2008-2009?" Did your institution implement the planned initiatives?	√	
	<p>If yes, please provide details.</p> <p>In its 2007-2008 submission to this report, Telefilm Canada proposed to continue to support programs, initiatives and events that help to foster the creation and integration of official languages minorities, visible minorities and aboriginal professionals in the Canadian audiovisual industry.</p> <ul style="list-style-type: none"> Specifically, Telefilm was successful in forming a partnership with the APTN and together launching a 3 year professional development program for members of Aboriginal communities: <i>Featuring Aboriginal Stories Program</i>. In addition to APTN's \$750k, Telefilm Canada has earmarked \$1.2M over 3 years to undertake progressive components of this new initiative designed to build industry capacity in the Aboriginal communities. <p>To date the program has attracted strong industry interest, and supported 11 projects nationally. These projects will benefit from a combination of training, professional development and personalized mentorship activities as well as financial support. Ultimately these projects once developed could move on to be supported by Canada Feature Film Fund (CFFF) production programs, thereby further increasing the diversity of the CFFF portfolio. Results from the participants' surveys will be available in the fall of 2009.</p> <ul style="list-style-type: none"> In 2008-2009, in addition to renewing the <i>Écrire au long</i> and Feature It! training initiatives for writers, writer-directors and producers to develop market-driven feature film projects, a new initiative for digital interactive content was launched. This initiative, MULTIPLATFORM, MULTI-SUCCESS, took the form of a 3 days' workshop offered to minority language groups. The workshops were designed to foster the development of cinema, television and new media professionals and provide them with the tools to meet multiplatform challenges and to migrate to new business models. Initial attendance estimates were significantly exceeded (40 applicants in English, 35 in French) and informal feedback was particularly strong regarding the relevance of the theme, training format and contents. Results from the participants' surveys will be available in the fall of 2009. <p>Telefilm also committed itself to identify and recruit emerging talents and content creators from OLMC. In 2008-2009, Telefilm developed various outreach strategies including the creation a distinct visual image, a slogan ("Jump in the Action") and a micro website under the OLA banner to better</p>		

promote the programs and initiatives aimed at content creators from OLMC. Simultaneously, a media plan focused on OLMC community newspapers and Francophone festivals outside Quebec was implemented to further promote the OLA program's activities. These combined approaches resulted in an increase of 15% in the number of *Écrire au long* projects received including nearly half from emerging writers. Feature It! saw a similar increase in the number of projects received with almost 60% from new writers.

Telefilm launched a Feature Film Production Initiative with the objective to provide OLMC producers and directors the opportunity to produce market-driven feature film projects, and to expand the available pool of these creators in our country. Funding under this initiative was offered in the form of a repayable advance for dramatic feature film productions with a total budget ranging from \$250K to \$1250K. The initiative is a logical continuation of the *Écrire au long/Feature It!* Programs.

- Telefilm also supported *Amal*, one of 2008-2009's most successful stories released in theatres. First time Canadian-Indian director's effort, Richie Mehta, drew accolades from critics when it was first screened at the Toronto International Film Festival (TIFF) in 2007. *Amal* started its life in 2004 as a short film, inspired by a true story related to the director through his brother. The short took its first step toward being a feature at Telefilm Canada's *Pitch This!* event at TIFF. Mehta received \$10,000 for his successful pitch and his brother collaborated with him to make this unique story, entirely set in India, blossom into a full length feature film.

The fruit of their labour was realized when the film was released in August of 2008. *Amal* produced a modest box office return of a quarter million dollars in 2008, but drew numerous awards and accolades including five Genie nominations and one Genie award; the San Francisco Asian Film Festival Jury Award; the Phillip Borso Award at the Whistler Film Festival and the Grand Jury Prize (Opening Night Film) at the Indian Film Festival of Los Angeles.

Richie Mehta represents an important element of the Canadian film making scene. He grew up in Canada watching *Indiana Jones* and *Star Wars*, and as an adult, started to work with other filmmakers of South Asian descent who had similar stories and backgrounds. *Amal* is another success story for Canadian diversity in filmmaking. Moreover, Mehta represents emerging talent, new to the scene and with the help of Telefilm, has started a promising career.

	If no, please provide details.		
Q. 2.2	Does your institution face barriers or challenges with respect to implementing the <i>Canadian Multiculturalism Act</i> ?		√
	If yes, please provide details.		
Q. 2.3	Are there activities your institution would like to carry out but has been unable to undertake?		√
	If yes, please describe activities.		
	If yes, what has prevented your organization from carrying out these activities?		

<p>Q. 2.4</p>	<p>In fiscal year 2009-2010, what initiatives does your institution plan to undertake to further advance the <i>Canadian Multiculturalism Act</i>?</p> <p>Telefilm Canada supports talented Canadians who create Canadian content that engages and entertains audiences here – and around the world. In doing so, the Corporation is committed to encouraging a diversity of voices, developing talent, and fostering creative collaboration and business deals. In 2009-2010, as the Corporation is preparing the development of its new corporate plan for the next 3 to 5 years, Telefilm intends to assess the professional development of content creators needs by identifying the local and regional gaps across the country.</p> <p>Telefilm also developed two new Official Languages Action and Multiculturalism Action plans. Both plans were developed to cover a two year period (2009 to 2011) in order to align all of its legislative requirements with its main corporate planning cycle as its current corporate plan comes to an end in 2010-2011. During this process of updating its corporate plan, Telefilm will consult with OLMCs in order to better understand their priorities and needs and tailor new initiatives to address specific challenges these communities may encounter in this evolving industry. Telefilm also intends to consult with the Aboriginal Task Force it had created in 2007-2008 to enhance its support to content creators from Aboriginal communities.</p> <p>For 2009-2010, Telefilm will continue to be proactive in developing programs and initiatives aimed at supporting project development and professional development of OLMC creative artists and producers. Specifically, Telefilm intends to review and improve upon aspects of its Feature It!/Écrire au Long programs. These programs fund pre-development and development of feature film projects from, respectively, francophone writers, writer-directors and producers working outside Quebec and for Anglophone writers, writer-directors and producers working in Quebec. By improving on aspects of these programs as well as <i>Featuring Aboriginal Stories Program</i> among others, Telefilm hopes to nurture and eventually steer creators to participate and seek support in the main funds thereby furthering the success of a multicultural audio-visual industry in Canada.</p>
<p>SECTION 3</p>	<p>COMMENTS/SUGGESTIONS</p>
<p>For the 2008-2009 reporting year, small institutions are invited to provide comments and suggestions on this pilot template for small institutions by sending an email to: Multi-Annual-Report@cic.gc.ca</p>	