



RESULT-BASED ACTION PLAN

IMPLEMENTATION OF SECTION 41 OF THE *OFFICIAL LANGUAGES ACT*

For the period 2006 – 2009

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1.0 | General information

Federal department/agency:	Telefilm Canada
Address:	360 Saint-Jacques. Suite 700 Montreal, Qc H2V 4A9
Website:	www.telefilm.gc.ca
Minister responsible:	Minister of Canadian Heritage The Honourable Beverly J. Oda, PC, MP
Senior official(s) responsible for implementation of Part VII of the OLA (e.g.: Assistant Deputy Minister, official languages champion):	Ms. Stella Riggi Human Resources Director
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.
National coordinator responsible for implementation of section 41:	Mr. Mateo Barney
Title:	Policy Advisor
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Regional coordinators:	N/A

2.0 | Introduction

In the context of its mandate and through its programs, Telefilm Canada contributes to “*Enhanced cultural activities in support of Canadian Identity*” as an investor in Canadian film, television and interactive media. In this sense, the Corporation continues to support the development of Canadian talent and companies through its investments in stories and images that foster understanding from coast to coast, providing Canadians with Canadian entertainment choices.

In addition, Telefilm Canada provides financial assistance and strategic leverage to the audiovisual industry in producing high-quality works that reflect Canadian society, including its linguistic duality and cultural diversity. Furthermore, 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.

Finally, as a federal institution, Telefilm Canada is committed to obtaining concrete results regarding the implementation of the Official Languages Act (OLA) through targeted initiatives, such as those directed to support production companies in OLMCs seeking access to development funds.

Changes regarding the administration of the Canadian Television Fund

In light of the recent reassignment of responsibilities for the administration of programs in the television sector, Telefilm Canada will no longer report on funding to OLMCs under programs supported by the Canadian Television Fund. The new arrangement provides for the Canadian Television Fund Corporation (CTFC) to be responsible for the governance of the fund while Telefilm Canada, in a service agreement, acts solely as the administrator.

Consequently, those programs under the CTF component will not continue to be included in Telefilm’s annual reports on the implementation of section 41 of the OLA, as the responsibility for reporting on the performance of programs under this component is no longer the responsibility of Telefilm’s governing body.

3.0 | Summary of main expected results

3.1 | Awareness

In addition to continuing to offer services and programs in the language of choice of our clients, Telefilm Canada will ensure that employees and managers continue to be aware of the importance of communicating in both official languages.

The activities planned to reach these goals include reinforcing Telefilm’s internal linguistic duality action plan, reviewing of the linguistic profile of employees and managers holding designated bilingual positions and increasing the awareness about the role of the official languages champion in promoting official languages and OLMCs within the organization.

Telefilm will also ensure that information on implementation of section 41 of the OLA (promotion of official languages and development of OLMCs) is included in the orientation sessions of all new employees.

3.2 | Consultation

The frequent organization of consultation activities, such as working groups and focus groups, will enable Telefilm to maintain open and regular communication with representatives of the audiovisual industry in OLMCs. These consultations will allow Telefilm to continue to improve its existing and new targeted programs.

In addition to these consultations, Telefilm directors will continue to meet with representatives of official languages minority communities and to participate in relevant meetings that represent their needs.

3.3 | Communications

Telefilm will continue to provide members of OLMCs with up-to-date information about its programs and services in both official languages. Telefilm plans to do that by continuing to offer its main publications, as well as its Web site, in both official languages.

Likewise, Telefilm will continue to inform journalists covering OLMC activities of its most recent developments to ensure that information reaches these communities more effectively. Telefilm will also make more frequent use of *Bulletin 41-42* as a way to inform other federal and provincial institutions about its programs targeted to OLMCs.

3.4 | Coordination and liaison

Telefilm will maintain, develop and implement programs that support the audiovisual industry in OLMCs in partnership with other governmental institutions. In order to achieve this goal, Telefilm will inform other federal and provincial institutions about its programs targeted to OLMCs. Participation in meetings of the national coordinators responsible for implementing section 41 of the OLA will support these activities.

3.5 | Funding and program delivery

Telefilm will continue to allocate funds to support the development of French-language projects outside Quebec, as well as English-language projects in Quebec under the IPOLC programs. In addition, Telefilm will continue to support festivals and other initiatives that foster the promotion and distribution of productions in OLMCs. Telefilm will also support the versioning of Canadian productions in either second official language.

Telefilm wants to guarantee that successful projects that support French language minority communities are replicated in English language minority communities.

3.6 | Accountability

Telefilm will continue to monitor the level of investment in projects developed in minority language situation for the programs under its responsibility. By identifying such investments, Telefilm will be able to report on assistance given to these communities by region and/or by program. Telefilm will also continue to conduct systematic performance evaluations of programs aimed to support OLMCs. In addition, Telefilm will report annually on the achievements related to the implementation of section 41 of the OLA using the performance measurements identified in this Action Plan.

4.0 | Detailed Action Plan

4.1 | Awareness

Main expected results	Main activities planned in order to achieve expected results	Indicators to measure results
<ul style="list-style-type: none"> • Telefilm Canada's employees and managers continue to be aware of the importance of communicating internally in both official languages • Employees and managers in all regional offices continue to be aware of the duty to provide services in the language of choice to our clients. 	<ul style="list-style-type: none"> • Reinforce the internal action plan developed by human resources to promote linguistic duality within Telefilm. • Continue to review the linguistic profile of employees and managers holding designated bilingual positions. <ul style="list-style-type: none"> ▪ Continue to provide all Telefilm services in both official languages. • Ensure that information on implementation of section 41 of the OLA (promotion of official languages and development of OLMCs) is included in the orientation sessions of new employees. • Increase awareness about the role of the official languages champion in promoting official languages and OLMCs within Telefilm. <ul style="list-style-type: none"> ▪ National coordinator continues to oversee the promotion of section 41 of the OLA within the organization. 	<ul style="list-style-type: none"> • Concrete actions taken to promote language duality within Telefilm. • Degree of services provided in both official languages. • Percentage of new employees that receive information on section 41 of the OLA during orientation sessions.

4.2 | Consultation

Main expected results	Main activities planned in order to achieve expected results	Indicators to measure results
<ul style="list-style-type: none"> • Telefilm is able to identify the needs of the audiovisual industry in linguistic minority settings. • Representatives of the audiovisual industry in OLMCs provide input to the development and implementation of exiting and new targeted programs. • OLMCs representatives participate in Telefilm’s consultation activities (working groups, focus groups, etc). 	<ul style="list-style-type: none"> • Telefilm directors continue to meet with OLMCs representatives on a regular basis. • Telefilm representatives participate in relevant activities of the organizations representing the audiovisual industry in OLMCs. • Telefilm continues to encourage and support the development of OLMCs organizations in the audiovisual sector. 	<ul style="list-style-type: none"> • Scope of OLMC participation in programs and services offered by Telefilm. • Participation of Telefilm representatives in relevant OLMCs events. • Activities of industry-related organizations in OLMC supported by Telefilm.

4.3 | Communications

Main expected results	Main activities planned in order to achieve expected results	Indicators to measure results
<ul style="list-style-type: none"> ▪ Members of OLMCs receive up-to-date information about Telefilm's programs and services in both official languages. ▪ Local OLMC media is able to inform these communities about Telefilm's programs and services. ▪ Other federal and provincial institutions are aware of Telefilm's programs targeted to OLMCs. ▪ OLMCs are able to obtain information on Telefilm's programs and services from its fully bilingual Web site. 	<ul style="list-style-type: none"> ▪ Telefilm's communication division continues to take into consideration OLMCs in their strategic plan. ▪ Continue issuing Telefilm's main publications in both official languages. ▪ Continue to contact OLMCs stakeholders at the following level: <ul style="list-style-type: none"> - Individuals and organizations - Media - Provincial and federal institutions ▪ Use <i>Bulletin 41-42</i> as a channel of communications with other federal institutions ▪ Continue to offer all information on Telefilm Canada's Web site in both official languages. 	<ul style="list-style-type: none"> ▪ Extent to which OLMCs are included in Telefilm's communications plan. ▪ All Telefilm documents are simultaneously released, and easily accessible in both OL. ▪ Updated contact list of organizations, individuals, media and government institutions targeting OLMCs. ▪ Degree of communication between Telefilm and OLMCs' stakeholders. ▪ Telefilm's contributions of articles and information to <i>Bulletin 41-42</i>

4.4 | Coordination and liaison

Main expected results	Main activities planned in order to achieve expected results	Indicators to measure results
<ul style="list-style-type: none"> ▪ Telefilm develops and implements programs that support the audiovisual industry in OLMCs in partnership with other governmental institutions. ▪ Frequent communication between Telefilm's and other federal and provincial institutions. 	<ul style="list-style-type: none"> ▪ Telefilm informs other federal and provincial institutions about its programs targeted to OLMCs. ▪ Maintain and develop relationships with provincial agencies and other institutions. ▪ Participate in meetings of the national coordinators responsible for implementing section 41 of the OLA. ▪ Continue to implement the French section of the Interdepartmental Partnership with the Official-language Communities (PICLO). ▪ Implement the English section of the Interdepartmental Partnership with the Official-language Communities (IPOLC). 	<ul style="list-style-type: none"> ▪ Degree of Telefilm's participation in the network of national coordinators meetings. ▪ Type of partnerships maintained and developed between Telefilm and other federal and provincial agencies, as well as other private partners. ▪ Degree of development of both PICLO and IPOLC.

4.5 | Funding and program delivery

Main expected results	Main activities planned in order to achieve expected results	Indicators to measure results
<ul style="list-style-type: none"> ▪ Producers in OLMCs have access to Telefilm’s programs • Successful projects to support French language minority communities are replicated in English language minority communities. • Audiences in OLMCs enjoy distinctive film, television and interactive entertainment. 	<ul style="list-style-type: none"> • Telefilm continues to allocate funds to support the development of French-language projects outside Quebec, as well as English-language projects in Quebec. • Continue to implement programs under the IPOLC-PICLO. • Continue to support festivals and other initiatives that foster the promotion and distribution of productions in OLMCs. • Continue to encourage the screening of productions in both OL in the major film festivals across Canada. • Provide support for the versioning of Canadian productions in either second official language. 	<ul style="list-style-type: none"> • Percentage of the total budgets that are allocated to producers in OLMCs. • Number of projects supported by Telefilm that are developed by producers in OLMCs. • Level of support to festivals screening productions in the official minority language of the region. • Film festivals devoting a section to a second OL. • Number of projects that receive Telefilm’s funding for versioning.

4.6 | Accountability

Main expected results	Main activities planned in order to achieve expected results	Indicators to measure results
<ul style="list-style-type: none"> • Systematic performance evaluations of programs aimed to support OLMCs. • Monitor the level of investment of Telefilm funds in projects developed in minority language situation. 	<ul style="list-style-type: none"> • Conduct program evaluations of the IPOLC-PICLO initiatives. • Continue to track through the information system those resources from Telefilm's programs allocated to projects in OLMCs. By identifying such resources, Telefilm is able to report on assistance given to these communities by region and/or by program. • Report annually on the achievements related to the implementation of section 41 of the OLA using the performance measurements identified in the Action Plan. 	<ul style="list-style-type: none"> • Program evaluation reports. • Multiyear trend of resources allocated to OLMCs.

5.0 | Communication Plan

Telefilm, through its human resources sector and OL Champion, will continue to encourage its executives, managers and employees to speak in the language of their choice. As such, the top-to-bottom promotion of the use of both official languages fosters bilingualism as one of Telefilm's corporate values. Likewise, the Corporation is committed to providing services in the official language preferred by its clients.

All Telefilm's programs, activities, news, market intelligence and corporate publications will continue to be available in both official languages on its Internet site (www.telefilm.gc.ca). The update of this site is overseen by a fully bilingual member of the communications division devoted full-time to this task.

By using a regularly updated distribution list, Telefilm ensures that its messages reach its targeted clientele in the language of their choice. Furthermore, Telefilm contributes to the promotion of the audiovisual industry in linguistic minority situations by informing journalists covering OLMC activities of its most recent developments.

Publications such as *Bulletin 41-42* will continue to be available to all Telefilm employees. From time to time, the Corporation will contribute articles to this bulletin on its activities that concern the OLMCs.

Distribution list

- Committee of Deputy Ministers on Official Languages
- House of Commons Standing Committee on Official Languages
- Senate Standing Committee on Official Languages
- Commissioner of Official Languages
- OLMC groups and organizations

Precise Web address of Telefilm's status report:

<http://www.telefilm.gc.ca/01/175.asp?lang=en>