



RESULT-BASED STATUS REPORT

IMPLEMENTATION OF SECTION 41 OF THE *OFFICIAL LANGUAGES ACT*

For the fiscal year 2005 – 2006

May 31, 2006

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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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2.0 | Summary of main results achieved

Through its programs Telefilm Canada contributed in 2005-2006 to “*Enhanced cultural activities in support of Canadian Identity*” as an investor in Canadian film, television and interactive media. In this sense, the Corporation continued 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 provided 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, as a federal institution, Telefilm Canada remained committed to obtaining concrete results regarding the implementation of the Official Languages Act (OLA) through initiatives directed to support French-language production companies outside Quebec seeking access to development funds, as well as English-language companies in Quebec.

2.1 | Awareness

In 2005-2006 Telefilm Canada continued to stress the importance for managers and employees to communicate with colleagues and clients in both official languages. Furthermore, the review of the linguistic profile of our employees and managers enabled Telefilm to provide intensive language training to 11 employees in key positions, including the Executive Director, the Chief Operational Officer and the receptionists of two regional offices.

As part of the internal action plan developed by the human resources department, Telefilm’s administration continued to promote linguistic duality within the organization. In addition, the Corporation reinforced its commitment towards guaranteeing that it continues to provide all its services in both official languages.

In addition, Telefilm continued the validation and matching process of designated bilingual positions in order to ensure that employees in key positions are able to carry out their duties in both English and French.

2.2 | Consultation

Public consultations permit Telefilm to adapt its programs and services according to the new and existing needs of our clientele. The director of French operations and his staff continued to meet regularly with representatives of the Alliance of Francophone Producers of Canada (APFC), which represents the interest of Francophone producers outside Quebec, to discuss programs that concern this group.

Telefilm also participated in the activities of the Fédération des réalisateurs indépendants du Canada (FRIC), which represents Francophone directors outside Quebec.

In addition, Telefilm took advantage of several industry related gatherings (such as working groups and immersions) to listen to the recommendations and opinions of OLMC representatives.

2.3 | Communications

In order to maintain OLMC well informed about its programs and services Telefilm has, once again, updated its electronic distribution list. This list currently counts more than 6500 contacts, of which an estimated 10% are Canadian Anglophones in Quebec and another 10% are Canadian Francophones from outside Quebec.

The development of fully bilingual communications tools such as our three main publications (“Infoflash”, “Connected” and “Zoom”), press releases and electronic news letters allowed Telefilm to disseminate information to its clients in the language of their choice.

Additionally, Telefilm joined efforts with its partners CBC/Radio Canada and the National Film Board to better communicate the opportunities available under the interdepartmental partnership with the official-language communities (IPOLC). Telefilm has also relied on local broadcasters and written media so that such information is timely delivered to members of the OLMCs.

2.4 | Coordination and liaison

In 2005-2006, Telefilm Canada participated in the meeting of the network of national coordinators responsible for the implementation of section 41 of the OLA. Such participation allowed the development of better relationships with representatives from other institutions, as well as a valuable exchange of best practices in the implementation of the OLA.

Telefilm continued to implement TV focused initiatives supported through the Canadian Television Fund (CTF) and to work with its IPOLC partners, Radio Canada and the National Film Board of Canada, to support short drama productions by Francophone communities outside Quebec. Telefilm has started to plan for the expansion of the initiative to support Anglophone minority communities as well.

2.5 | Funding and program delivery

During fiscal year 2005-2006, 12.2% and 12.7 % of Telefilm’s financial resources respectively were devoted to French and English OLMCs projects. In total, Telefilm supported 78 French language projects outside Quebec (compared to 69 in the previous year) and 126 English language projects in Quebec (compared to 96 in the previous year).

In addition, Telefilm continued to support festivals that screen productions of OLMCs and to encourage other funded regional festivals to dedicate a section of their repertoire to films in official minority languages. Investments in the amount of \$ 1.5 million supported electronic subtitling and versioning of films.

2.6 | Accountability

Through its information systems Telefilm continued to track the resources allocated to projects supporting OLMCs since 1999.

Telefilm continued to track the overall amount of financial resources devoted to production in linguistic minority situations. This identification of allocations allowed Telefilm's management to monitor the development of initiatives benefiting these communities.

In 2005-2006 Telefilm exceeded its performance target for investments in OLMCs achieving 12.2% of investments in Francophone productions outside Quebec (14.3% of the total number of funded projects), and 12.7% of investments in Anglophone productions in Quebec (14.5% of the total number of funded projects).

3.0 | Detailed status report

3.1 | Awareness

Main expected results for 2005-2006	Main activities carried out in 2005-2006	Progress (results) achieved in 2005-2006
<p>Managers and employees are aware of their right and responsibility to communicate internally in both official languages.</p> <p>Employees and managers in all regional offices continue to be aware of the duty to provide service to clients in the language of their choice.</p>	<ul style="list-style-type: none"> • Provided language training to staff whose positions were designated as bilingual during the review of linguistic profiles in 2004-2005. • Continued to provide all Telefilm services in both official languages. • Implementation of the internal action plan developed by human resources to promote linguistic duality within the organization. • Validation of designated bilingual positions. 	<ul style="list-style-type: none"> - The linguistic profile of managers and employees was reviewed and during 2005-2006 a total of 8 managers and 3 employees in key positions received intensive language training. - Including the Executive Director and the Chief Operational Officer, managers who participated in language training were able to improve their communication skills in their second official language. By participating in this type of training they stressed their commitment to respect and foster bilinguism within the Corporation and set an example to be followed by all employees. - As the first point of contact for many clients, receptionists in two of the regional offices participated in language training to improve their ability to provide service and information to Anglophone and Francophone clients in their region. - For better service efficiency, all applications in French (including those of francophone producers from outside Quebec) continued to be processed at the Montreal office. However, Telefilm remained committed to ensure that the regional offices are able to provide information on services in both OL. - Francophone communities outside Quebec and Anglophone communities in Quebec continued to have access to Telefilm's programs in the OL of their choice. - The human resources department started to follow the action plan developed in the previous year, which includes the designation of bilingual positions, review of linguistic profile of employees and the tuition fee reimbursement policy for language training. - The validation and matching process of designated bilingual positions continued during 2005-2006 but was slowed by the new corporate structure and the amalgamation with the Canadian Television Fund (CTF).

3.2 | Consultation

Main expected results for 2005-2006	Main activities carried out in 2005-2006	Progress (results) achieved in 2004-2005
<p>Identify specific needs of the audiovisual industry in linguistic minority settings and try to address these needs effectively.</p>	<ul style="list-style-type: none"> • Directors of French and English operations continued to consult on a regular basis with representatives of the OLMCs. • Participation in working groups and events aimed to foster the development of the audiovisual industry in OLMC 	<ul style="list-style-type: none"> - The director of French operations and his staff continued to meet regularly with representatives of the Alliance of Francophone Producers of Canada (APFC*), which represents the interest of the Francophone producers outside Quebec, to discuss the programs that concern them. - Telefilm took advantage of industry related gatherings, such as working groups and immersions, to consult with representatives of OLMC. - Telefilm continued to consult with the "Fédération des réalisateurs indépendants du Canada" (FRIC), which represents Francophone directors outside Quebec. - Telefilm continued to support the activities of the FRIC. <p><i>* Alliance des producteurs francophones du Canada</i></p>

3.3 | Communications

Main expected results for 2005-2006	Main activities carried out in 2005-2006	Progress (results) achieved in 2004-2005
<p>Members of the audiovisual industry in OLMC are well informed of Telefilm's programs and services, particularly those targeted to them.</p>	<ul style="list-style-type: none"> • Telefilm updated once again its electronic distribution list, which gathers the main audiovisual industry stakeholders from Anglophone and Francophone communities across Canada • Development of fully bilingual communication tools for the promotion of programs, services, events and industry news 	<ul style="list-style-type: none"> - Telefilm's communication department has a distribution list with more than 6500 contacts, of which approximately 10% of those identified as Canadian Anglophones are from Quebec and 10% of Canadian Francophones are from outside Quebec. - Telefilm's communications department distributed three main publications, fully bilingual, for the benefit of Anglophone and Francophone stakeholders across Canada : <ul style="list-style-type: none"> o "Infoflash" which includes industry advisories with deadlines for applications and updates on funds and programs o "Connected" providing news about the industry and market intelligence developed by Telefilm o "Zoom" which compiles information on international and European markets - In the 2005-2006 period, Telefilm issued approximately 60 bilingual press releases to announce important news related to funds, programs, events and other important information related to the Corporation. - Calls for entries to national and international festival and markets were communicated by Telefilm in both OL. - As part of the Communication department's strategy for the promotion of programs and services, particularly those aimed to OLMC, Telefilm used local broadcasters and written media targeted to such communities. - In addition, Telefilm joined efforts with its partners under the French-language IPOLC initiative (CBC/ Radio-Canada and the National Film Board) to better communicate the different programs created for the benefit of OLMCs.

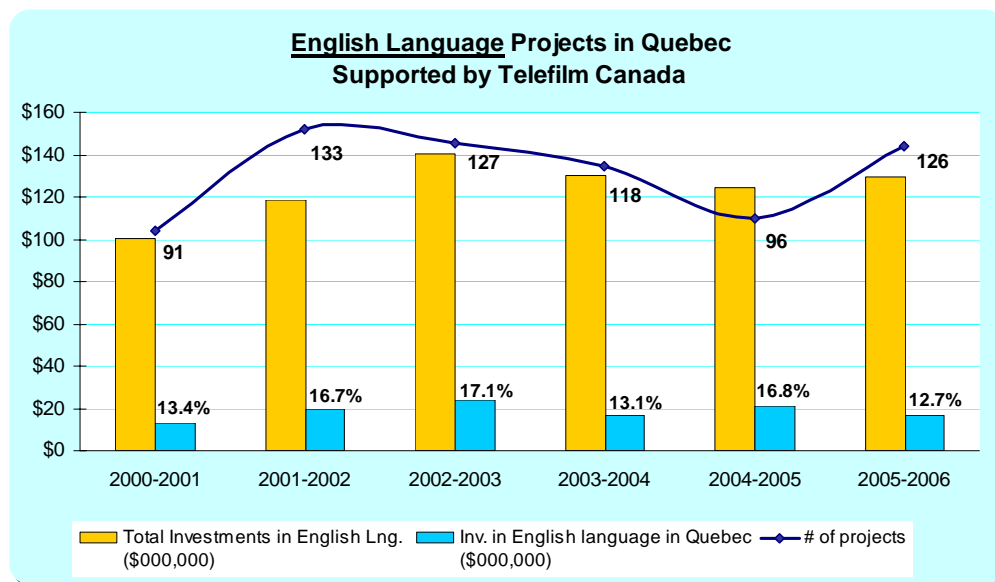
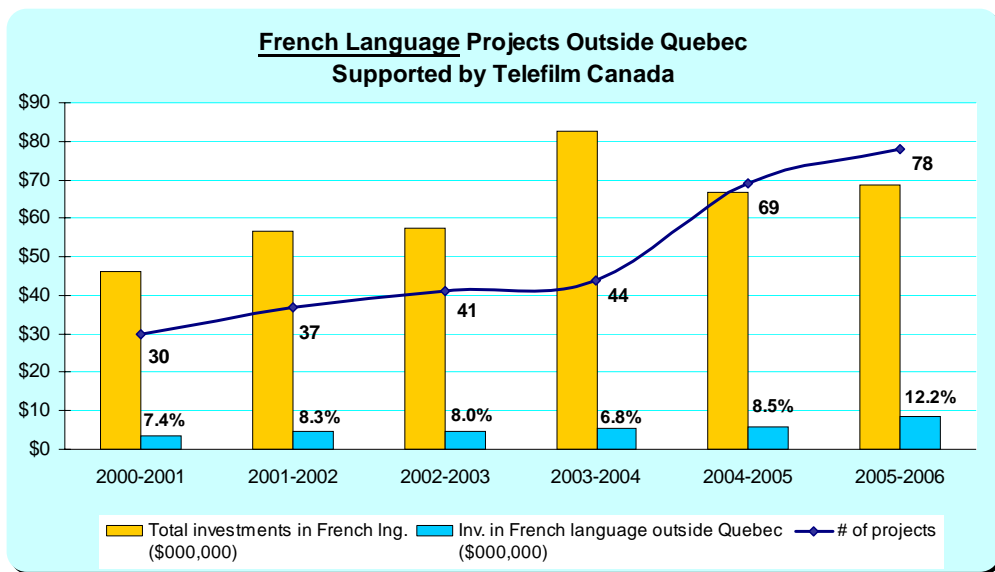
3.4 | Coordination and liaison

Main expected results for 2005-2006	Main activities carried out in 2005-2006	Progress (results) achieved in 2004-2005
<p>Partner with other governmental institutions to develop and implement programs aimed to support the audiovisual industry in OLMC</p> <p>Strengthen the Corporation's relationships between its regional offices and other federal and provincial institutions</p>	<ul style="list-style-type: none"> • Participate in the meetings of the network of national coordinators responsible for the implementation of Section 41 of the OLA. • Work with other institutions. • Develop relationships with provincial agencies. 	<ul style="list-style-type: none"> - Telefilm's national coordinator responsible for the implementation of Section 41 of the OLA participated in the meetings of the Network of National Coordinators organized by the Department of Canadian Heritage. Such participation allowed the development of better relationships with representatives from other institutions, as well as a valuable exchange of best practices in the implementation of the OLA. - Under the IPOLC agreement, in 2005-2006 Telefilm continued to support the development of television projects with the Canadian Television Fund. In addition, Telefilm worked in partnership with Radio-Canada and the National Film Board of Canada to support the production of short drama projects. In general, these initiatives were aimed to support works written, directed and produced by francophone industry professionals from outside Québec. In addition, given the success of these programs in Francophone minority communities, Telefilm started to plan for the expansion of the initiative to support Anglophone minority communities as well. - Telefilm continued to meet and consult with provincial agencies such as Manitoba Film and Sound and New Brunswick Film in order to harmonize its own initiatives with the particular resources and constraints of the industry in those provinces and to make these institutions aware of the realities of francophone production outside Quebec.

3.5 | Funding and program delivery

Main expected results for 2005-2006	Main activities carried out in 2005-2006	Progress (results) achieved in 2004-2005
<p>Provide the OLMCs with equitable access to Telefilm's Funds and Programs, promote the distribution of French- and English-language works to the OLMCs, and foster the building of capacity of this industry.</p>	<ul style="list-style-type: none"> • Continued to support the development of French-language projects outside Quebec and English-language projects in Quebec. • Continued to implement the Interdepartmental Partnership with Official-Language Communities (Ipolc). • Support initiatives and festivals that foster the promotion and distribution of French- and English-language works to the OLMCs. 	<ul style="list-style-type: none"> - Telefilm ensures that a proportional share of its financial resources is devoted to production coming from OLMCs. As such, in 2005-2006 Telefilm devoted an average of 12.2 % of its resources to French Language projects outside Quebec and 12.7% to English Language projects in Quebec. It is important to note that the number of projects in minority language situation continued its sharp increase in both English and French, as illustrated in the attached charts. - In 2005-2006, Telefilm continued the successful implementation of the programs under the IPOLC agreement, aimed to support production houses working in French outside Quebec in their ability to develop quality projects that can attract francophone distributors, as well as to diversify the types of programs that they produce, particularly in television drama. - As part of its Canada Showcase program, Telefilm continues to support festivals that screen productions in the official minority language in the region. As such, in 2005-2006, the Corporation supported the following five Francophone festivals outside Quebec: <ul style="list-style-type: none"> o Cinemental in Winnipeg o Rendez-vous du cinéma québécois et francophone in Vancouver o Moncton's Festival international du cinéma francophone en Acadie o Sudbury's Cinefest; and o Toronto's Cinefranco - In addition, other film festivals supported by Telefilm devoted a section of their programming to French-language films, such as the Calgary International Film Festival and Toronto's ReelWorld Film Festival. Telefilm also supported the electronic sub-titling of Canadian and foreign films at the 2005 International Film Festival of Montreal.

	<ul style="list-style-type: none"> • Support the versioning of Canadian productions in one official language or the other. 	<p>- To guarantee that Canadians have access to Canadian works in the OL of their choice, Telefilm continued to support the versioning of Canadian productions into the second OL. Accordingly, in 2005-2006 Telefilm devoted \$1,5 M for the versioning of 29 feature films and television projects. In addition, it should be pointed out that some producers include the versioning costs in the production budget of feature films supported by Telefilm. These sums are not accounted for in the amounts indicated above.</p>
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3.6 | Accountability

Main expected results for 2005-2006	Main activities carried out in 2005-2006	Progress (results) achieved in 2005-2006
<p>Systematic performance evaluations of programs aimed to support OLMCs.</p>	<ul style="list-style-type: none"> • Through its information systems Telefilm continued to track the resources allocated to projects supporting OLMCs. By identifying such resources, Telefilm is able to report on assistance given to these communities by region and/or by program. • Continued to monitor the established performance indicator for investments in linguistic minority situations. 	<ul style="list-style-type: none"> - By identifying the resources allocated to OLMCs, Telefilm is able to track the trend of such investments since 1999. This allows Telefilm's management to monitor the development of initiatives benefiting these communities. - Telefilm continued to track the overall amount of financial resources devoted to production in linguistic minority situations. A performance target was established based on a percentage of the Canadian population living in linguistic minority situations that, according to Statistics Canada, lies at 6.4%. Telefilm exceeded its target in 2005-2006, achieving a 12.2% of investments in Francophone productions outside Quebec (14.3% of all funded projects), and 12.7% of investments in Anglophone productions in Quebec (14.5% of all funded projects).

4.0 | Communication Plan

Telefilm, through its human resources sector and OL Champion, encourages 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 can be found 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. In addition, Telefilm contributes to the promotion of the audiovisual industry in linguistic minority situations by informing journalists covering OLMC activities of its most recent developments.

In addition to general and informal consultations, each year Telefilm holds information sessions with representatives of both the Francophone audiovisual industry from outside Quebec and the Anglophone audiovisual industry from Quebec.

The promotion and distribution of Canadian works in linguistic minority situations is fostered through the *Canada Showcase* program that includes support to festivals offering French-language programming in unilingual English provinces. In addition, Telefilm contributes financially to the versioning of Canadian productions in the second official language.

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

Distribution list

Telefilm Canada's 2005-2006 Result-Based Report on the Implementation of Section 41 of the *Official Languages Act* will be distributed to the following:

- 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
- Telefilm Canada's senior management and employees

This report can be found on Telefilm's Web site in the following address:

Precise Web address of Telefilm's status report:

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