

**RESULTS-BASED ACTION PLAN**  
**For**  
**TELEFILM CANADA**

IMPLEMENTATION OF SECTION 41  
OF THE *OFFICIAL LANGUAGES ACT*  
**2009-2011**



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## 1. Introduction

Created in 1967, Telefilm Canada is a federal Crown corporation reporting to Parliament through the Minister of Canadian Heritage. Its mandate is dedicated to the development and promotion of the Canadian audiovisual industry. The corporation acts as one of the principal instruments for providing strategic leverage to the private sector, through support to the film, interactive media and television industries. Its role is to foster the production of Canadian films, interactive media and television products that reflect Canadian society, with its linguistic duality and cultural diversity, and to encourage their dissemination at home and abroad.

Telefilm Canada supports the Canadian audiovisual industry through activities that enhance the overall environment and conditions in which Canadian content creators produce, promote, sell and distribute their productions. Telefilm Canada provides opportunities for Canadian companies and content creators: to leverage other sources of financing in Canada and abroad; to increase their capacity through sales and business development at markets; to provide high quality training initiatives and events for industry professionals; and to provide career advancement opportunities for content creators, including those from visible minority, aboriginal and official languages communities. Support in the form of grants is provided to festivals and events that can raise the profile of Canadian productions with Canadian audiences. Support in the form of grants is also extended to industry professionals attending international festivals and markets. In addition, Telefilm Canada certifies official treaty co-productions on behalf of the Minister of Canadian Heritage.

As a designated federal institution, Telefilm Canada remains committed to creating results through its application of the *Official Languages Act*. The 2009-2011 Action Plan outlines the key results, activities, outputs and performance indicators planned for each of the following reporting categories: awareness, consultation, communication, coordination and liaison, and accountability. This time period was established to coincide with the sunsetting of the current corporate plan in 2010-2011.

## 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](http://www.telefilm.gc.ca)

**Minister Responsible:** Minister of Canadian Heritage

**Mandate of Federal Institution:** Telefilm Canada is a federal cultural agency dedicated 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.

**Senior Official Responsible for implementation of Part VII of the OL (Champion):** Ms. Stella Riggi, Human Resources Director

**E-mail:** [riggis@telefilm.gc.ca](mailto:riggis@telefilm.gc.ca)

**National Coordinator Section 41:** Liliane Lê

**E-mail:** [lel@telefilm.gc.ca](mailto:lel@telefilm.gc.ca)

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

### **3. Summary of Expected Progress in Achieving the Results**

#### **3.1 Awareness**

Various activities are planned to create greater awareness of linguistic duality and Official Language Minority Communities (OLMC) priorities on the part of Telefilm Canada employees and management. These include an internal awareness-building plan that will use the intranet as its primary tool to share relevant materials, such as information on the *Official Languages Act*, second language usage, *Bulletin 41-42*, and other related reports and materials. Print materials will also be included in Board updates when relevant. New employees will be provided with pertinent information at orientation sessions, and HR will take linguistic duality under consideration in developing its new HR Road Map. Telefilm will also continue activities that ensure bilingual service provision, as well as policy and program development that is sensitive to OLMCs. Finally, the National Coordinator and Champion will continue to oversee the promotion of section 41 of the Official Languages Act within the organization with support of senior management.

#### **3.2 Consultation**

Telefilm Canada will continue to ensure regular consultation with members of the OLMCs on pertinent initiatives and policies. For instance, regular consultations on Official Languages Activities (OLA) are anticipated once a year, whereas informal meetings take place on an ad hoc basis. The corporation will also gather relevant feedback from participants after OLA initiatives through participant satisfaction surveys and outcome surveys. Similarly, the French and English Feature Film Working Groups will continue to include membership from the French and English minority language groups to ensure their needs are taken into consideration in the evolution of this fund. Telefilm will also continue its participation in relevant festivals and events affecting OLMC audiovisual professionals.

#### **3.3 Communications**

Telefilm will continue to provide members of OLMCs with up-to-date information about programs and services by offering its publications and Web site in both official languages. All Telefilm's programs, activities, news, market intelligence and corporate publications will continue to be

made available in both official languages on its Internet site ([www.telefilm.gc.ca](http://www.telefilm.gc.ca)). Efforts will also be made to continue tracking and categorizing on-line subscribers, and to increase the number of those registered.

Likewise, Telefilm will continue to inform media covering OLMC activities of its most recent developments to ensure that information reaches these communities effectively. Media serving Minority Communities will be used to promote activities whenever possible.

Telefilm will continue to use *Bulletin 41-42* as a way to inform other federal and provincial institutions about its programs targeted to OLMCs.

### **3.4 Coordination and liaison**

In an effort to continue the evolution of its Official Language Activities targeting the OLMC communities, Telefilm will seek to develop partnerships with other public or private partners such as NFB, CBC or TV5. High levels of participation in official languages champions' activities and national coordinators' events will be maintained. Given Telefilm's intention to become a signatory to the Multipartite Agreement on Culture in 09-10, and as a member of the International Initiatives Advisory Committee with provincial agencies, Telefilm also aims to develop closer ties with provinces in support of common objectives. Bulletin 41-42 will continue to be used to promote Telefilm's OL activities with other federal institutions.

### **3.5 Funding and program delivery**

Telefilm will continue to ensure that support to OLMCs remains a priority for Telefilm and is reflected in its priorities for the French Language market and the Quebec region. The corporation will continue to allocate resources to initiatives and support the skills development of minority language industry professionals. In addition, Telefilm will continue to support festivals and related events that foster the professional development and/or the promotion and distribution of productions in OLMCs. Through its Versioning Program, Telefilm will also continue to increase the availability of Canadian features in either second official language.

### **3.6 Accountability**

Telefilm Canada integrates support of the OLMCs within the corporation's planning and accountability mechanisms in various ways. These include Telefilm's corporate plan, annual reports, Official Languages activities' evaluations and outcome surveys, and participant surveys. Telefilm will continue to monitor and report, by region and program, on levels of investment in professional development or projects by minority language creators for the programs under its responsibility. 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. Evaluations of the Official Languages Activities programs and Versioning Assistance program have been scheduled for 2009-2010. All evaluation activities feed into the overall corporate reporting on Telefilm's second strategic objective: visible minorities, official language minority professional and aboriginal professions benefit from opportunities to advance in their careers.

## 4. Detailed Action Plans

### 4.1 Awareness

Expected result: Greater awareness of linguistic duality and OLMC priorities on the part of Telefilm Canada employees and senior managers		
Main activities	Outputs	Indicators
<p><b><u>Greater Internal Awareness</u></b></p> <ul style="list-style-type: none"> <li>Post materials to improve awareness of linguistic duality and OLMC priorities, e.g.: Provide information on relevant topics (i.e.) Parts 4 -7 of OL Act; Changes to OL Act; OL Rights in Bilingual Regions, role of OL champion within Telefilm etc.</li> <li>Post Language Learning and Linguistic Duality Tools: i.e.: Expand on Intranet's « Bilingual Wednesdays » ; provide bilingual vocabulary and tips re : bilingual communications and meetings; research and promote on-line/free tools for second language learning</li> <li>TFC reporting: Share action plan, annual reports, consultation updates and survey results on intranet and with senior management</li> <li>Bulletin 41-42: to be distributed electronically via intranet</li> <li>Orientation Sessions: Include information on the implementation of Section 41 of the OLA in new employees' orientation guide and orientation sessions</li> <li>National coordinator and Champion: Continue to oversee the promotion of section 41 of the OL Act within the organization</li> </ul>	<ul style="list-style-type: none"> <li>On-line information articles, employee surveys, language learning tools and tips</li> <li>Information items for Executive / Board Updates</li> <li>O. L. training and documentation included in orientation guide</li> <li>HR Road Map take linguistic duality under consideration</li> </ul>	<ul style="list-style-type: none"> <li>Level of hits for related materials on Intranet / satisfaction with on-line information provided measured through question of the week etc.</li> <li>Degree of commitment by Senior Management to the integration of Article 41 into the organizational culture.</li> <li>HR ensures new and long term employees briefed on Section 41; level of awareness of employees</li> <li>Attendance and feedback from OL coordinator and Champion at related events</li> </ul>
<p><b><u>Bilingual Service</u></b></p> <ul style="list-style-type: none"> <li>Ensure Telefilm conforms to its obligations as per its report to the Canada Public Service Agency</li> <li>External publications and the Telefilm website continue to be fully bilingual</li> </ul>	<ul style="list-style-type: none"> <li>Telefilm's Annual Review on Official Languages, Canada Public Service Agency</li> <li>Website content</li> </ul>	<ul style="list-style-type: none"> <li>100% of publications bilingual; increase in use of both official languages in meetings.</li> </ul>
<p><b><u>Policies &amp; Program Development</u></b></p> <ul style="list-style-type: none"> <li>Ensure OL lens is applied to the development of new policies and programs</li> <li>National/Regional Action Plans and Communication Plans take development of OLMCs into consideration</li> </ul>	<ul style="list-style-type: none"> <li>Documentation of analysis of the impact on OLMCs</li> <li>National/Regional action plans</li> </ul>	<ul style="list-style-type: none"> <li>Numbers of programs/policies analysed taking OL and OLMCs into account, where applicable</li> <li>Inclusion of OLMCs in national / regional planning</li> </ul>

## 4.2 Consultation

**Expected Result:** Representatives of the audiovisual industry in OLMCs provide input for the development and implementation of existing and new targeted programs.

Main activities	Expected Outputs	Indicators
<ul style="list-style-type: none"> <li>• Telefilm consults annually with Francophone and Anglophone minority language associations regarding relevant programs and initiatives</li> <li>• Telefilm directors continue to meet with OLMCs representatives on an ad-hoc basis, to encourage and support the development of OLMCs organizations in the audiovisual sector, and to participate in relevant activities</li> <li>• On-going presence of OLMC representatives on French and English Feature Film Working Groups to ensure their needs are taken into consideration</li> <li>• Continue to participate in activities and studies of relevance to OLMC Working Group on Media Arts, Multipartite Agreement etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Consultation documents and reports</li> <li>• Outcome surveys / satisfaction surveys</li> <li>• Regional Quarterly Reports</li> <li>• Working groups minutes</li> </ul>	<ul style="list-style-type: none"> <li>• Level of satisfaction from OLMC participants in OLA initiatives</li> <li>• Levels of support and participation by Telefilm in activities of industry-related organizations in OLMC</li> <li>• Pertinent changes to initiatives or programs presented for Working Group feedback</li> </ul>

## 4.3 Communications

**Expected Result:** Members of OLMCs receive up-to-date information about Telefilm's programs and services in both official languages.

Main activities	Expected Outputs	Indicators
<ul style="list-style-type: none"> <li>• Telefilm's communication division continues to improve the fully bilingual website, on-line subscribers' data base and OMLC contact lists to better communicate with communities</li> <li>• Continues to issue main publications in both languages</li> <li>• Communications takes OLMCs into consideration in their strategic planning.</li> <li>• Local OLMC media used when possible to inform these communities about Telefilm's programs and services</li> </ul>	<ul style="list-style-type: none"> <li>• Up-to-date contact lists</li> <li>• Accurate tracking of subscribers to database</li> <li>• Fully bilingual website</li> <li>• Communications plan</li> </ul>	<ul style="list-style-type: none"> <li>• % of Telefilm documents are simultaneously released and easily accessible in both OLS</li> <li>• Numbers of subscribers to on-line data base who identify as OLMC members</li> <li>• Degree that OLMCs are included in Telefilm's Communications plan / use of OLMC media for promotion</li> </ul>

#### 4.4 Coordination and liaison

<b>Expected Result: Co-operation and sharing best practices with multiple partners enhances OLMC development and vitality</b>		
<b>Main activities</b>	<b>Expected Outputs</b>	<b>Indicators</b>
<ul style="list-style-type: none"> <li>• Telefilm participates in meetings of the National and Regional coordinators responsible for implementing Section 41</li> <li>• Telefilm participates in Official Language Champion activities</li> <li>• Signing of the Multipartite Agreement on Culture assists TFC in developing closer ties with provinces in support of common objectives</li> <li>• Use the International Initiatives Advisory Committee which involves representatives from provincial agencies to promote Telefilm's Official Language Activities</li> <li>• Use Bulletin 41-42 as a channel of communications with other federal institutions.</li> </ul>	<ul style="list-style-type: none"> <li>• Preparation for meetings, as required</li> <li>• Signature of Multipartite agreement</li> <li>• Telefilm articles in Bulletin 41-42</li> </ul>	<ul style="list-style-type: none"> <li>• Degree of Telefilm's participation in the network of National Coordinators meetings and in OL Champions' activities.</li> <li>• Greater collaboration with provinces; use of forums to promote OL activities.</li> <li>• Frequency of Telefilm's contributions of articles and information to Bulletin 41-42</li> </ul>

#### 4.5 Funding and program delivery

<b>Expected Results: OLMC creators benefit from opportunities to advance their careers and to develop skills required to potentially become members of TFC's regular clientele. Audiences in OLMCs have access to film and interactive entertainment</b>		
<b>Main activities</b>	<b>Expected Outputs</b>	<b>Indicators</b>
<ul style="list-style-type: none"> <li>• Telefilm continues to allocate resources to initiatives supporting the skills development of industry professionals from French-language communities outside Quebec, and English-language communities in Quebec and furthering their projects.</li> <li>• Continue to support OLMC audiovisual events and festivals</li> <li>• Support for the versioning of Canadian productions in either second official language.</li> <li>• Telefilm will seek to leverage its industry development activities by soliciting partnerships for OLA initiatives with federal stakeholders such as CBC-Radio Canada, the NFB or from the private sector such as TV5.</li> </ul>	<ul style="list-style-type: none"> <li>• Structured program for Official Language Activities which offer a combination of skills development and project by project support.</li> <li>• Projects, festivals, events receive funds.</li> <li>• Potential partners contacted.</li> </ul>	<ul style="list-style-type: none"> <li>• Level of resources committed to initiatives and programs designed to promote professional development within the OLMC</li> <li>• Numbers of potential partners approached / or partnerships formed</li> </ul>



## 4.6 Accountability

Expected Result: Implementation of section 41 of OLA is integrated into planning and accountability mechanisms		
Main activities	Expected Outcomes	Indicators
<ul style="list-style-type: none"> <li>• 2009-2010: Evaluation of OLA and Versioning Assistance programs</li> <li>• Monitor the level of investments of Telefilm's funds to projects developed in minority language situations by region/program</li> <li>• Report annually on the achievements related to the implementation of section 41 of the OL Act using the performance measurements identified in the Action Plan.</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluations completed</li> <li>• Telefilm's Annual Reports</li> <li>• Annual Reports on Section 41</li> </ul>	<ul style="list-style-type: none"> <li>• Recommendations of evaluations and surveys considered in next renditions of program initiatives</li> <li>• Multiyear trend of resources allocated to OLMCs.</li> <li>• Positive evaluation received from PCH for Annual report on section 41</li> </ul>

## 5. Distribution list

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

Web address of Telefilm's 2007-2008 Results-Based Action Report: <http://www.telefilm.gc.ca/01/175.asp?lang=en>