

CUSTOMER SERVICE CHARTER - FOR TELEFILM CANADA'S CLIENTS

UPDATED NOVEMBER 2011

WHO WE ARE

Telefilm Canada (Telefilm) is a cultural agency with a mandate to invest, foster and promote the creation and distribution of television, film and interactive media products. Telefilm was established in 1967 by the *Canadian Film Development Corporation Act* as an autonomous Crown Corporation to promote and foster a feature film industry in Canada through the judicious investment of public funds in the sector. Telefilm reports to Parliament through the Minister of Canadian Heritage.

OUR COMMITMENT TO SERVICE

Following a comprehensive client survey, Telefilm became the first cultural agency to publish a client service charter in 2003. This Service Charter is an expression of our continued commitment to providing excellent standards of service and to building mutually beneficial relationships with our private sector partners. Accessibility, fairness and timeliness are the values that form the basis for the standards described in this Charter. This Charter sets out the standards of service you can expect from Telefilm in the delivery and administration of our programs, explains how you can stay informed of our activities, how to let us know if you have a concern or complaint and offers tips on how you can help us to better serve you.

OUR OFFICES AND OPERATIONS

Our Offices

Telefilm has about 200 employees located across Canada in offices in Montreal, Toronto, Vancouver and Halifax. Our head office is located in Montreal. In addition to being the centre for all of Telefilm's French-language operations activities, the head office also houses the administrative support functions for the organization. These include: Finance and Administration; Information, Performance and Risk; Policy, Planning and Research; Communications, Public Affairs and Human Resources.

The organization's English-language operations activities are managed on a regional basis, out of Telefilm's four offices, located in Montreal, Toronto, Vancouver and Halifax. Operations staff in each of these offices is headed by a Regional Director of Business Development.

Our Operations

Telefilm's operations branch is organized along three business lines:

- Regional Directors, Business Development lead the four local offices. Responsible for client and stakeholders relations in their region, the Regional Directors directly oversee business development opportunities for their region. Reporting to the Director, National and

International Business Development this business line oversees all regional, national and international activities relating to professional development, markets, festivals and initiatives.

- Creative Content Decision-Makers are solely responsible for creating a portfolio of feature film works. Reporting into the Director, Project Financing, local feature film executives are located in each regional office.
- The Business Affairs Group ensures standard due diligence compliance and contracting for all undertakings in Business Development, and Portfolio Investment. Business Affairs staff is located in each of Telefilm’s offices.

Canada Media Fund Program Administrator

Through a services agreement with the Canada Media Fund (CMF), Telefilm administers the programs of this funding agency. Telefilm receives funding requests on behalf of the CMF through its regional offices in Vancouver, Toronto, Montréal and Halifax. These offices also administer funding requests linked to the Special Initiatives. Requests pertaining to the Broadcaster Performance Envelopes are handled in the Montréal and Toronto offices.

KEY CONTACTS

Key contacts are for each regional office, program and services are published on Telefilm’s [website](#).

THE SERVICE YOU CAN EXPECT FROM TELEFILM

When you deal with Telefilm, we will:

- Provide professional service in both official languages in accordance with the *Official Languages Act of Canada*;
- Be open to facilitating service for our clients that are located at great distances from a Telefilm office;
- Be open, transparent and accountable to our clients and the industry overall;
- Consider all suggestions on how we might improve our services;
- Ensure that the services we provide comply with the spirit of the *Multiculturalism Act*, and in particular be sensitive and responsive to the multicultural reality of Canada; and
- Ensure that our staff complies with Telefilm’s *Conflict of Interest Guidelines*.

→ GENERAL SERVICE TO OUR CLIENTS

Hours of operation	We are accessible in person, by phone, by fax and by e-mail from Monday to Friday, 9am to 5pm.
Toll-Free number	We have a toll-free number for each of Telefilm’s four offices.
Electronic access	We make available: program guidelines, application forms, business policies and frequently asked questions; corporate publications; and consultation reports on our website.

eTelefilm	<p>Fast, secure, user friendly on-line services available anywhere, from 6 a.m. to 12 a.m. (EST)</p> <ul style="list-style-type: none"> ✓ submit applications ✓ submit exploitation reports ✓ follow up on submitted files ✓ make direct-deposit payments (for selected programs) ✓ for all platforms <p>Some of our programs are not yet available to receive applications on eTelefilm. Information and technical support to eTelefilm is available daily from 8am to 5pm (EST).</p>
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→ ADMINISTRATION SERVICE LEVELS FOR TELEFILM’S PROGRAMS (NOT APPLICABLE TO CMF’S PROGRAMS)

Receipt of applications	<p>For programs with no application deadline, we will acknowledge the receipt of an application by letter within 1 week.</p> <p>For programs with application deadlines, we will acknowledge receipt within 2 weeks.</p>
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→ DECISION MAKING

Request for financing	<p>We will make decisions on financing requests within 10 weeks of the receipt of a complete application. In the case of deadline-based applications, the time to render decisions may be increased based on the volume of applications received.</p> <p>More complex productions or events requesting a higher level of financing can take longer as they can require closer scrutiny. We will keep applicants informed of our progress if the process is extended beyond 10 weeks.</p>
International treaty coproduction certification	<p>We will make decisions (advance ruling or final approval), within 8 weeks of receipt of a complete application and provided that the following conditions have all been met:</p> <ul style="list-style-type: none"> ✓ That the applicant has answered to our satisfaction any requests for further information or clarifications Telefilm may have. ✓ For a majority Canadian co-production, that the project is filed with the relevant foreign authority. ✓ For a minority Canadian co-production, that the project is filed and accepted by the relevant foreign authority. <p>For final certification (majority and minority), that the project is accepted by the relevant foreign authority.</p>
Contracting	<p>We will send a draft contract within 10 business days of the receipt and final approval of all documentation required for contracting, provided that all requirements outlined in Telefilm’s Letter of Commitment have been met.</p>

Drawdowns	We will request that a drawdown payment be issued by Public Works and Government Services Canada (PWGSC) within 10 business days of the receipt and final approval of all required documentation. The payment will be mailed to the client by PWGSC at Telefilm’s request.
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→ **STAYING CONNECTED WITH OUR CLIENTS**

Outreach activities	We will hold annual client outreach sessions in major centres across Canada including open house in each Telefilm office to introduce new clients to, and provide assistance on, doing business with Telefilm.
Participation at industry events	<p>We will endeavour to have members of senior management and professional staff present and available at major Canadian events and festivals attended by our clients.</p> <p>We will participate, as requested, on selected industry panels. Panels must be widely accessible to our clients and directly relevant to Telefilm’s objectives, programs and activities. Our participation is subject to being given reasonable notice and may require full reimbursement of expenses.</p>
Industry news	We will provide electronic updates, via email, to interested subscribers on Telefilm programs and activities, including funding results, and on industry news.
Consultations	<p>We will consult on an annual basis with major associations and advisory committees that are impacted by Telefilm’s programs and policies.</p> <p>We will post on our Website, results from our consultations and send notices of these postings to those individuals that subscribe to our online services as well as those actively involved in the policy, provided that we have their current contact information.</p> <p>Clients who are interested in being included in our consultations process and receive updates may also provide their contact information through the Consultation section on Telefilm’s website.</p>

WHAT WE EXPECT FROM OUR CLIENTS

There are a number of ways you can help Telefilm provide you with the best possible service:

- Be informed about the eligibility requirements, completeness of application and document requirements for the program you are applying to.
- Submit complete applications that are professionally presented, include all required documentation, are signed and, where applicable, respect deadline dates.
- Respond to requests for further information or clarification of information promptly;

In the same way that our clients can expect professional service from Telefilm staff, we also expect the same level of consideration from clients. In cases where a client is abusive to Telefilm staff, the organization will no longer deal with this individual. If the abuse persists, Telefilm will suspend activity with the company.

HOW TO COMMENT ON OUR SERVICE OR FILE A COMPLAINT

If you have a complaint or comment about Telefilm's service we want to know about it. We view ideas for improvement and complaint resolution as an important part of our continuous service improvement process.

If you are unhappy with our level of service please write to:

- In the case of the CMF Programs: the - Director, CMF Program Administrator | Telefilm Canada
- In the case of all other Telefilm Programs: the Regional Director, Business Development

If, after submitting your comments or filing a complaint with either of the aforementioned parties, you are still not satisfied with Telefilm's service, you may [file a formal complaint](#).

IF YOU ARE NOT SATISFIED WITH A DECISION

Decisions are made on the basis of procedures indicated in the published program guidelines and policies. Should you believe that the procedures or the policies applied in the decisional process were not respected, you may contact the person responsible for your file at Telefilm Canada. This person shall determine if there are sufficient grounds for your file to be reviewed.

APPEAL

Should you continue to be dissatisfied with a decision rendered by Telefilm Canada, you may appeal the decision to the Appeals Committee. Your request for appeal must be submitted in writing within 10 business days of the date on which you received the decision at issue. You must provide detailed reasons for your appeal as well as all necessary documentation.

The Appeals Committee is chaired by the Executive Director. The committee has the discretion to determine whether a file may be appealed.

Generally, decisions rendered by Telefilm Canada regarding creative choices for a given project cannot be appealed. Similarly, standard contractual clauses and contract templates do not constitute acceptable grounds for appeal.

The most common grounds for appeal are, for example, failure to respect processes or guidelines.

Further to the receipt of your request for appeal, we shall notify you, within 10 business days, of our decision to either accept or reject the appeal and of the date on which the appeal will be heard.

You may be called on to testify before the Committee in person or by phone. The Committee will subsequently issue its decision as quickly as possible. Decisions of the Appeal Committee are final.

WHO DO I TALK TO AT TELEFILM?

	WESTERN REGION (B.C., Alta., Sask., Man., N.W.T. & Y.T.)	ONTARIO & NUNAVUT	ATLANTIC REGION (N.B., N.S., P.E.I., N.L.)	QUEBEC & FRENCH OUTSIDE OF QUEBEC	NATIONAL
Clients in:	+ 1(604) 666-1566 + 1 (800) 663-7771	+1 (416) 973-6436 + 1 (800) 463-4607	+ 1 (902) 426-8425 + 1 (800) 565-1773	+ 1 (514) 283-6363 + 1 (800) 567-0890	+ 1 (514) 283-0838 + 1 (800) 567-0890
General Inquiries	Jennifer Porter Coordinator Ext: 2613	Anne-Marie Stuart Coordinator Ext: 2567	Patricia Voogt Coordinator Ext: 2724	Isabelle Picard Coordinator Ext: 2068	
Business Development	John Dippong Regional Director, Business Development Ext: 2607	Anne Frank Interim Regional Director, Business Development Ext: 2522	Gord Whittaker Regional Director, Business Development Ext: 2710	Melanie Hartley Regional Director, Business Development Ext: 2186	
Project Financing English Feature Film (FF)	Karynn Austin Interim Regional FF Executive Ext: 2521	Dan Lyon Regional FF Executive Ext: 2555	Gord Whittaker Regional FF Executive Ext: 2710	Peggy Lainis Regional FF Executive Ext: 2111	Stephanie Azam National FF Executive – English Market Ext: 2521
Project Financing French Feature Film				Marie-France Godbout National FF Executive – French Market Ext: 2172	
Business Affairs	Steve Bates Business Affairs Lead Analyst Ext: 2622	William Barron Business Affairs Lead Analyst Ext: 2519	Lori McCurdy Investment Analyst Ext: 2720	Julie Blondin Deputy Director, Business Affairs Ext: 2147	Sandra Desrosiers Karr Director, National Business Affairs

	WESTERN REGION (B.C., Alta., Sask., Man., N.W.T. & Y.T.)	ONTARIO & NUNAVUT	ATLANTIC REGION (N.B., N.S., P.E.I, N.L.)	QUEBEC & FRENCH OUTSIDE OF QUEBEC	NATIONAL
Coproduction Certification	<p style="text-align: center;">Marielle Poupelin Lead Analyst, Coproduction Certification - Ext: 2155</p> <p style="text-align: center;">Antoinette Duré Coordinator - Ext: 2084</p>				<p style="text-align: center;">Sandra Desrosiers Karr Director, National Business Affairs</p>
CMF Program Administrator – General Inquiries	<p style="text-align: center;">Kathleen Dick Coordinator Ext: 2618</p>	<p style="text-align: center;">Carrie Earl Coordinator Ext:2549</p>	<p style="text-align: center;">Denise Jamieson Development Analyst Ext: 2723</p>	<p style="text-align: center;">Khadidja Abed Coordinator Ext: 2012</p>	<p style="text-align: center;">Roxane Girard Director Ext: 2500</p>
CMF Program Administrator	<p style="text-align: center;">Francesca Accinelli Director, Television - English Market Ext: 2513</p>			<p style="text-align: center;">Dominique Lapierre Director, Television - French Market Ext: 2178</p>	
Media & Communications Inquiries	<p style="text-align: center;">Denise Arab Director, Communications + 1 (800) 567-0890 ext: 2099</p>				<p style="text-align: center;">Denise Arab Director, Communications Ext: 2099</p>
Research & Statistical Inquiries	<p style="text-align: center;">Isabelle Sire Coordinator + 1 (800) 567-0890 ext: 2116</p>				<p style="text-align: center;">François La Roche Interim Director, Strategy & Research Ext: 2013</p>
eTelefilm Help Centre	<p style="text-align: center;">+1 (800) 567-0890 ext. 3911 or services@telefilm.gc.ca</p>				