

## **Annex 1: Statements of intentions and policies by funding agencies and broadcasters**

### **1. Setting the Stage for the Next Century: The Federal Plan for Gender Equality (1995)**

<http://publications.gc.ca/collections/Collection/SW21-15-1995E.pdf>

“Equality rights are human rights – a basic principle that shapes the way we live...”

“Equality is a health issue, not only for women, but for the whole nation.”

“[Gender equality] is a concept that understands that the paramount human activity unfolds among individuals, in families and communities, to sustain and enhance the human condition. Formal economic activity must be at the service of this primary activity.”

“Objective 5: *Promote Gender Equality in All Aspects of Canada’s Cultural Life*, strengthens the commemoration of women’s diverse contributions to Canada’s history, improves their access to the means of cultural expression, promotes their participation in cultural life and supports the realistic and positive portrayal of women in the popular culture and the mass media.”

### **2. Canadian Charter of Rights and Freedoms (1982)**

<http://laws-lois.justice.gc.ca/eng/Const/page-15.html - h-45>

Section 15, Equality Rights

“15. (1) Every individual is equal before and under the law and has the right to the equal protection and equal benefit of the law without discrimination and, in particular, without discrimination based on race, national or ethnic origin, colour, religion, sex, age or mental or physical disability.”

“(2) Subsection (1) does not preclude any law, program or activity that has as its object the amelioration of conditions of disadvantaged individuals or groups including those that are disadvantaged because of race, national or ethnic origin, colour, religion, sex, age or mental or physical disability.” (84)

### **3. Status of Women Canada**

<http://www.swc-cfc.gc.ca/abu-ans/who-qui/index-eng.html>

“Our Vision

A Canada where equality is achieved between women and men in all aspects of life.”

#### **“Our Mission**

To exercise leadership and work in partnership to advance equality and increase women’s participation.”

“To provide expert advice on how to take gender equality into account in developing the best policies and programs for all Canadians.”

“To support action and innovation that will lead to equality in communities across Canada.”

#### **4. Telefilm Canada**

Canada Feature Film Fund Guidelines

[http://www.telefilm.ca/files/fonds\\_prog/Development-Guidelines.pdf](http://www.telefilm.ca/files/fonds_prog/Development-Guidelines.pdf)

“To contribute to the achievement of the Program’s objectives, Telefilm will seek to support Canadian feature films from various genres, budget and company sizes, regions, with different viewpoints, such as those of women and new talent, as well as projects showcasing the cultural diversity of the country through the presence of Aboriginal communities, linguistic minorities, etc.” (p2)

“There are four targeted groups which consist of members of Aboriginal and official language minority communities, and new talent.” (p3)

#### **5. Telefilm Canada**

Canada Media Fund

<http://www.cmf-fmc.ca/funding-programs/overview/program-guidelines/>

“The CMF is a not-for-profit corporation that delivers \$368 million in funding annually to support the Canadian television and digital media industries through two streams of funding: the Experimental Stream and the Convergent Stream.... Through the Convergent Stream, the CMF supports the creation of convergent television and digital media content for consumption by Canadians anytime, anywhere. ... The Convergent Stream supports multi-platform Canadian projects: they provide content on at least two distribution platforms, one of which is television. It is made up of various programs and incentives that target key activities and audiences.”

The Experimental Stream eligibility requirements focus only on experience of producer and viability of project.

The Convergent Stream targets key producers and audiences, including Aboriginal, Anglophone Minorities (in Quebec), English POV (documentary), Diverse Languages (other than English, French, or Aboriginal), and Francophone Minority (outside of Quebec).

Built into the CMF Convergent Stream guidelines are specific incentives for some of these target groups, locations, and types of projects, notably:

Anglophone Minority: CMF licence fee top-up ... of 15% of a Television Component's Eligible Costs up to a per-project maximum of \$750,000.

Northern Production: CMF licence fee top-up contribution of 20% of a Television Component's Eligible Costs up to a per-project maximum of \$200,000.

There is also an "English Regional Production Bonus," with "regions" defined as any part of Canada more than 150km by the shortest reasonable roadway route from Toronto: CMF licence fee top-up of 10% of a Television Component's Eligible Costs up to a per-project maximum of \$1 million.

## **6. Canadian Broadcasting Corporation**

<http://www.cbc.radio-canada.ca/en/reporting-to-canadians/reports/equity/>

"Employment Equity exists to facilitate the recruiting, integration and promotion of women, members of visible minority groups, aboriginal people and people with disabilities, so that the CBC/Radio-Canada can achieve a workforce which reflects the diversity of Canadian society."

CBC publishes annual Narrative Reports ("executive summary of CBC/Radio-Canada's qualitative initiatives undertaken in support of further employment equity goals"; <http://www.cbc.radio-canada.ca/en/reporting-to-canadians/reports/equity/>) and Statistical Reports (representation data, salary summaries and flow data on a corporate-wide level, broken down by province and census metropolitan area; <http://www.cbc.radio-canada.ca/files/cbcrc/documents/equity/ee-stats-2007-en.pdf>).

The Narrative Reports are reasonably current, with the most recent from 2012; the Statistical Reports are lagging behind, up to date only to 2008.

In addition, CBC publishes its Inclusion and Diversity Corporate Plan: <http://www.cbc.radio-canada.ca/files/cbcrc/documents/equity/2012-15-inclusion-diversity-plan.pdf>

The "new plan demonstrates how we are taking our efforts to the next level, moving from employment equity compliance, to strategic and proactive efforts."