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July 20, 2020

Via Email: [christa.dickenson@telefilm.ca](mailto:christa.dickenson@telefilm.ca)

Christa Dickenson  
Executive Director  
Telefilm Canada  
474 Bathurst Street, Suite 100  
Toronto, Ontario M5T 2S6

Dear Christa,

On behalf of ACTRA Toronto, we welcome the release of Telefilm Canada's corporate plan for 2020-2023. "Partner of Choice," sets out strategic priorities to further the agency's commitment to build and support the development of the Canadian cultural industry.

We are particularly pleased to see priority placed on attracting additional funding and investment and addressing systemic barriers to access funding. As the industry recovers from the devastating impact of COVID-19, we have an opportunity to encourage and support through funding and public tax credit structures accountability to Canadian values and goals of diversity and inclusion. As others have said in recent weeks, we have not only an opportunity but a responsibility.

Specifically, we look forward to working with you as you review how the administration of funds can better support and develop filmmakers work with our professional and diverse performers to ensure excellence. As we illustrated in our meeting with you in 2019, the funding allocations must be sufficient to support compensation, terms and conditions that are standard across the country. Unions and Guilds who represent workers in front of and behind the camera, have agreements in place to help meet various production budgets. Funding support from Telefilm and other publicly funded programs should require budgets to meet minimum standards for cast and crew. Recognition and respect for the talent will further help to attract and maintain a professional pool of cultural workers here in Canada.

It is important to note that it is a requirement of membership in ACTRA to uphold the standards that have been negotiated for many years with our bargaining partners in film, television and digital media. In other words, productions that are receiving Telefilm assistance whether they are shooting in Toronto or Mumbai need to budget based on the same standards for professional ACTRA performers. ACTRA's Off-shore policy, like SAG-AFTRA's Global Rule One is meant to protect performers, already the most precarious workers in the industry, no matter where they are working.

Second, we urge Telefilm in its operational review to seek accountability from projects receiving funds to not only provide data on gender and diversity but to include earnings received by the individuals working on the projects. It is only through the information about earnings that you will truly be able to measure progress on gender equality, diversity and inclusion. In addition, reporting on compensation paid will help to ensure accountability of the production to the funder for the amounts allocated to their talent. Productions need to budget with respect to industry union and guild standards and demonstrate through their reports that they have paid accordingly.

Again, we appreciate the vision set out in Telefilm's corporate plan and look forward to hearing from you soon as to how we can work together as partners in the industry to address the systemic barriers to emerging filmmakers and developing data collection and accountability measures that will help the industry to track and be held accountable for their commitments to diversity, inclusion and respect for cultural workers in Canada.

Sincerely,

A handwritten signature in cursive script that reads "Theresa Tova".

Theresa Tova  
President, ACTRA Toronto  
[ttova@actratoronto.com](mailto:ttova@actratoronto.com)

cc: ACTRA Toronto Council