



# **QUALITY MANUAL**

ISO 9001-2008 Aligned QMS



## **INTRODUCTION**

The Film Development Council Quality Manual is a step by step guide to the processes on availing its frontline services. It shall define the system, structure, scope and procedures of the selected service of the FDCP. The manual also contains information about the FDCP and its Areas of Operation. Once approved by the Head of Agency, the manual takes effect immediately and revisions, if necessary, shall be made with prior approval of the Head of Agency. All officers and employees must be given a copy to create awareness on the services being offered by the FDCP.

## **DEFINITION OF TERMS AND ACRONYMS**

AmTax	Amusement Tax
FDCP	Film Development Council of the Philippines
CECD	Cinema Evaluation and Coordination Division
CEB	Cinema Evaluation Board

## **GENERAL INFORMATION**

The Film Development Council of the Philippines [FDCP] was created by Republic Act 9167, "An Act Creating the Film Development Council of the Philippines, Defining its Powers and Functions, Appropriating Funds Therefore, and for Other Purposes", which was approved by the 12<sup>th</sup> Congress on June 07, 2002. The FDCP is under the Office of the President of the Philippines.

The creation of the FDCP is pursuant to the constitutional guarantee on freedom of expression by which the State, as a policy, recognizes the need to promote and support the development and growth of the local film industry as a medium for the upliftment of aesthetic, cultural and social values for the better understanding and appreciation of the Filipino identity.

Republic Act 9167 abolished the Film Development Foundation of the Philippines, Inc. [FDFPI] and the Film Ratings Board [FRB] and transferred all their books, assets, rights, privileges, records, obligations and liabilities to the FDCP. The FDFPI was established by Executive Order No. 1051 signed on August 8, 1985 by President Ferdinand E. Marcos, which became functional on October 2, 1985 after it was registered with the Securities and Exchange Commission. The same Executive Order ended the Experimental Cinema of the Philippines [ECP]. The Film Ratings Board was established in 1982 by virtue of Executive Order No. 811 signed by President Ferdinand E. Marcos. From 1982 to 1984, it functioned as one of the five modules under the ECP together with the Film Fund, Alternative Cinema, Film Archives and Manila International Film Festival [MIFF]. It ceased to operate in 1985 when the ECP was abolished. In 1994, a directive from President Fidel V. Ramos revived the FRB, which was placed under the newly-activated FDFPI. The FRB was re-established by President Ramos to encourage the local film industry to make better and higher quality films through amusement tax rebates.





## **MANDATE**

Formulate and implement policies and programs to upgrade the art and craft of filmmaking

Encourage the production of films for commercial purposes intended for public entertainment that seek to enhance the quality of life, examine the human and social conditions and contribute to the nobility and dignity of the human spirit

Maximize the country's comparative advantage as a location site for international movie and television making to generate income, promote tourism and enhance the image of the country abroad

## **VISION**

We envision reaching every Filipino to create a thriving and self-sustaining film industry that contributes to cultural and economic development of the country

## **MISSION**

Our mission is to recognize Filipino artistry in films, promote our country and its talents globally, protect our film cultural heritage, and empower every Filipino through film development and education

## **CORE VALUES – RISE**

### **RESPECT.**

We value four things: ourselves, our colleagues, our work, and our office

### **INTEGRITY.**

We are complete and united in pursuing our purpose

### **SERVICE.**

We serve our country first before ourselves

### **EMPOWERMENT.**

We support each other as we strive for growth and development





## **THE CINEMA EVALUATION BOARD**

The Creation of the FDCP through R.A. 9167 establishes likewise the Cinema Evaluation Board [CEB] that evaluates and grades films submitted to the FDCP based on the Cinema Evaluation System. Films, which have obtained and "A" or "B" grading, are entitled to amusement tax rewards.

## **ORGANIZATION AND RESPONSIBILITIES**

### **The Film Development Council of the Philippines CINEMA EVALUATION AND COORDINATION DIVISION (CECD)**

The FDCP-CECD is the unit that accepts application for film review and Grading and coordinates with the FDCP Cinema Evaluation Board (CEB) on schedules and deliberation of film reviews. The CEB is composed of artists and professionals related to the film and media industry as well as from the arts, academe and business sectors. Films are graded 'A', 'B' or no grade based on criteria followed by the FDCP-CEB.

The FDCP-CECD also is in charge of the Collection of Amusement Taxes (AmTax) from theater proprietors and operators on graded films shown. The AmTax Rebates serves as an incentive to movie producers of graded films. For films graded 'A', the producers get one hundred percent (100%) rebate on AmTax whilst films graded 'B' gets sixty-five percent (65%) and the other thirty-five percent (35%) shall accrue to the funds of the FDCP.

## **OPERATIONAL CONTROL AND SUPERVISION**

### **The Film Development Council of the Philippines CINEMA EVALUATION AND COORDINATION DIVISION (CECD)**

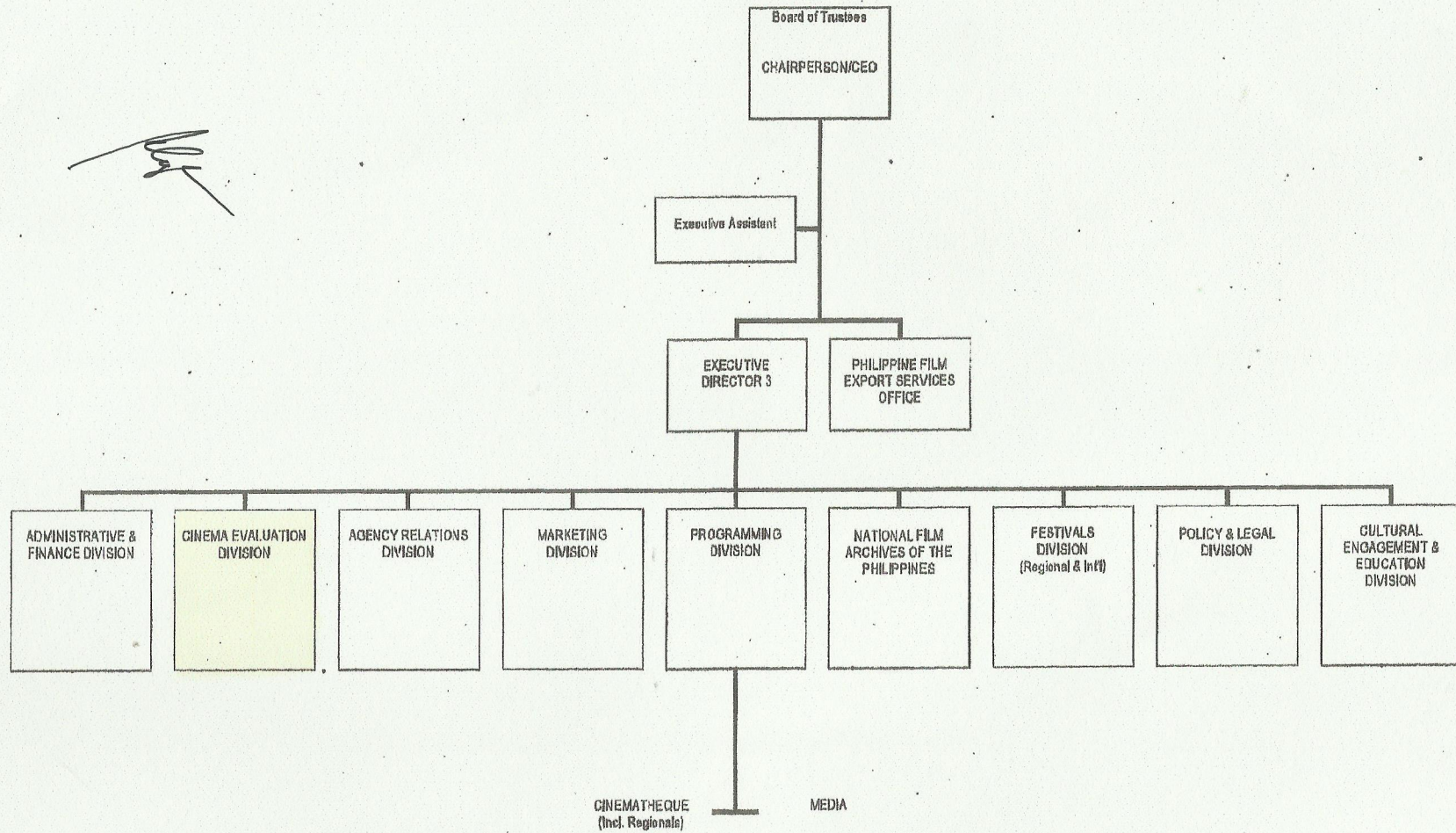
The FDCP-CECD is headed by its Division Chief under the direct supervision of the Executive Director III of the FDCP. The FDCP-CEB is composed of one (1) Chairperson and twenty (20) members.

**The Agency has selected this Frontline Service / Core Process as a pilot test ground for the crafting and implementation of the FDCP-QMS. All other Divisions/Units that have Frontline Services will subsequently be included in the FDCP-QMS.**





## FDCP Organizational Structure 2017



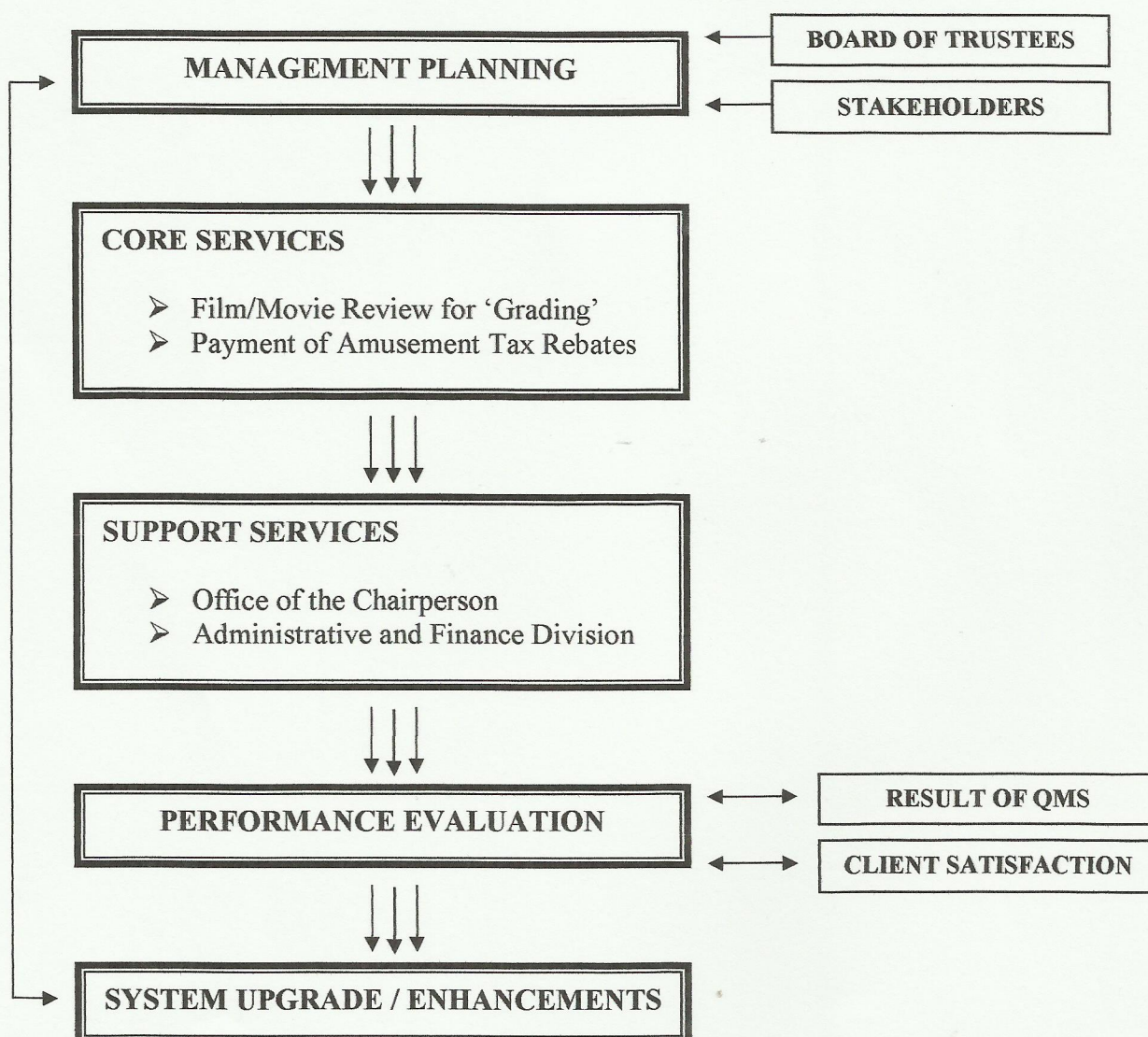


## FDCP Quality Management System (FDCP-QMS)

The FDCP-QMS shall serve as a management tool to improve its overall performance and provide a sound basis for continual improvement of its operations.

The Quality Manual defines how the FDCP integrates the requirements of ISO 9001-2008 in its operations and provides illustration of the sequence of interaction of its processes.

### PROCESS MAP





## **MANAGEMENT PLANNING**

Management Planning includes the strategic formulation and establishment of Quality Policies in line with the Agency's Mandate, Vision, Mission, Core Values and inputs from the FDCP Board of Trustees and other stakeholders. This aims to unify the Agency's direction towards a common quality objective and ensure effective and efficient delivery of its services.

## **CORE SERVICES**

This refers to the processes which directly involve external clients. For the FDCP-CECD, film/movie Reviews and Grading as well as preparation for the payment of AmTax Rebates. External Clients include, but not limited to, Filmmakers, Film Producers, Production Companies, Theater Owners and Operators.

## **SUPPORT SERVICES**

The main Divisions that offer support to the Agency's operations are the Office of the Chairperson, which provides decision-making on crucial issues, and the Administrative and Finance, which provides procedural support to effectively meet client requirements.

## **PERFORMANCE EVALUATION**

This process aims to improve the FDCP-QMS through monitoring, assessment and feedback mechanisms that would generally lead to the development of the overall performance of the Agency resulting to a more effective and efficient services for increased client satisfaction.

