



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

SECTOR DEVELOPMENT SUPPORT PROGRAM GUIDELINES 2024-2025

Summer Deadline:

May 17 2024

Fall Deadline:

Oct 18 2024

Accessibility Support

If you require support or accommodations in the application process, the CMF has an Accessibility Support Program, see [here](#), or email access@cmf-fmc.ca.

Interpretation, Application, Disclaimer, and Other Important Information

These Guidelines are for the information and convenience of Applicants to the Canada Media Fund (CMF). They provide an overview of the objectives of the CMF, the manner in which the CMF is administered, and information on typical administrative practices of the CMF. Compliance with these Guidelines is a prerequisite to eligibility for any CMF funding.

The CMF has full discretion in the administration of its funds and in the application of these Guidelines to ensure funding is provided to those projects that contribute to the fulfillment of its mandate. In all questions of interpretation of these Guidelines, the CMF interpretation shall prevail.

Projects that receive CMF funding in a given year are subject to the CMF policies and practices in effect for that fiscal year. To be clear, changes to CMF Guidelines and/or policies made in a subsequent fiscal year will not apply retroactively unless specifically stated. The CMF fiscal year is April 1 to March 31.

Please note: These Guidelines may be changed or modified as required, without notice. Please consult the CMF website at www.cmf-fmc.ca for the latest Guideline news and documentation.

Program Overview

The CMF's Sector Development Support program is project-based funding to support industry initiatives that demonstrate the potential to positively impact Canada's screen sector ecosystem by addressing gaps in distinct and identified areas, with priority being given to projects led by, and addressing the needs of, Indigenous and Equity-seeking communities.

Successful projects must lead to measurable, tangible benefits (i.e. career advancement, sales, export, financing or other related results) **for multiple members of the screen-based sector and cannot primarily benefit any one creator, organization or company.**

For 2024-2025, the CMF has deemed key creative roles as the primary area of priority for Sector Development support.

These roles include; producer, director, writer, executive or management roles, developer, technical director, designer, and those responsible for building and/or supporting teams within a production or organizational environment. Projects considered to have the potential to graduate participants to other opportunities within the CMF ecosystem and funding apparatus are highly prioritized.

Definitions Applicable to Sector Development Support

For the purposes of Sector Development Support in 2024-2025, Indigenous and Equity-seeking Communities shall be defined as the following:

- a) Indigenous peoples to Canada:
 - First Nations;
 - Inuit;
 - Métis.
- b) Racialized Communities:
 - Black people: people who trace their roots to Sub-Saharan Africa, including those with origins in the United States, Caribbean and Latin America;
 - People of colour: people who are not white or of European descent who are descendants from one or more of the following communities:
 - Central or North Asian
 - Black (or Afro-Canadian)
 - Latin American
 - Middle Eastern, West Asian or North African
 - South Asian
 - Southeast Asian
 - East Asian
 - Indigenous Peoples from outside Canada
- c) Women or gender-diverse individuals
- d) 2SLGBTQ+: In the context of the Canada Media Fund, the acronym **2SLGBTQ+** refers to individuals who openly identify as Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer and other sexual orientations and gender identities outside the heterosexual and cisgender norm. These individuals may or may not see themselves as part of a community but often share the common experience of discrimination and exclusion by society.
- e) Disabled persons or a persons with disabilities are someone living with one or more physical, mental, intellectual, cognitive, sensory or communicational, conditions or functional limitations that, in interaction with a social, policy or environmental barrier, presently hinders their full and equal participation in society. These conditions or functional limitations – evident or not – may be permanent, temporary or episodic in nature.
- f) Official Language Minority Communities:
 - English-language communities in Quebec;
 - French-language communities in Canada outside of Quebec.

- g) Regions:
 - any part of Canada more than 150 km by the shortest reasonable roadway route from Toronto for English projects;
 - any part of Canada more than 150 km by the shortest reasonable roadway route from Montreal for French projects.

Projects may intend:

- To build capacity or create market access for audiovisual industry participants identifying as belonging to one or more Indigenous and/or Equity-seeking community.
- To serve the television or interactive and immersive media industries. In the case of television, within the CMF supported genres: Drama, Documentary, Children & Youth, and Variety & Performing Arts.
- To support the creation of opportunities in new markets, further expand into existing ones or create business, sales or revenue potential for participating production companies through export, market development or B2B matchmaking activities.
- To support producers and creators with skills and knowledge to compete in both the domestic and international marketplace.
- To support initiatives that are collaborative in nature (i.e., a cross-section of organizations collaborating on a shared initiative) or which support intersectional communities.

Eligible Applicants

- Canadian owned and controlled non-profit corporations with a primary mandate in the Canadian screen-based sector.
- Organizations incorporated at the time of application.
- Benefactors of Sector Development Support programming must be in support of strengthening the Canadian screen-based industries.
- Eligible Applicants must be in good standing with the CMF per reports and deliverables of past funded projects.
- Eligible Applicants may only have one (1) on-going project in each stream of Sector Development Support (Capacity Building or Market Access) at any given time.

Ineligible Applicants

- For-profit organizations
- Government, quasi-government or government agencies
- Other funding bodies
- Organizations in poor standing/in default with any CMF department
- Short film -focused projects'
- Film-focused projects not aligned with CMF content funding streams.

Eligible Project Components:

ALL projects must include meaningful participation of individuals from Indigenous and/or Equity-seeking Communities. Projects developed with an intersectional lens while still focusing on the needs of the primary beneficiary community will be prioritized.

Applicants may submit funding requests for projects which include one (1) of the following streams, if applying for support for both, a separate application is required:

- Capacity Building (such as mentorship, professional development, career advancement or training)
- Market Access (such as inbound export markets, B2B events, outbound export missions)

Please note that the impact of Eligible Components can be at the regional, provincial/territorial, or national levels.

Ineligible Projects

- Content development and production
- Projects that are primarily events, panels, exhibitions, showcases or festivals
- Projects that have already launched or meaningfully commenced may not be eligible.
- Projects that are primarily research and literature review
- Software, digital products, databases and agency tools
- Content screening, distribution or exhibition activities targeting a public audience
- Student films or projects targeting youth
- Projects aimed primarily at supporting the short film, educational or fine arts sectors

Eligible Costs

Eligible Costs must be related to specific initiatives that are incurred directly for the Project. Such costs may include, but are not limited to, expenses for. The CMF has the right to refuse or reduce any costs deemed excessive or ineligible:

- Consulting fees and honorariums for mentors, instructors, experts and community leaders
- Project management and coordination fees
- Marketing and promotion (max. 10% of the total budget)
- Travel, accommodation and per diems for participants
- Travel, accommodation and per diems for educators/workshop facilitators/leaders/org. reps*
 - *Subject to reduction based on reasonable ratio of participants to host organization representatives.
- Dedicated facility and equipment rental
- Online platform fees for virtual events
- Administrative expenses (max. 15% of the total budget)¹
- Other third-party costs directly related to the project
- Support services (such as accessibility, sustainability, etc.)
- Participant Stipends/Honorariums²

Ineligible Costs

Ineligible costs may include, but are not limited to, the following:

- Equipment purchases and purchases of capital assets
- Taxes that are subject to rebate to the Applicant (such as HST, GST, QST, VAT) Union dues, penalties, fines, pension contributions and any other union-mandated payments
- Core business/operational expenses (such as staff salaries outside direct project management/coordination)
- Event merchandise
- Grant Writer fees and expenses³
- Costs for activities already funded by the CMF or other organizations
- Prizes

Nature and Amount of Contribution

Projects are awarded funding on a selective basis, and the amount awarded to each project will be paid in the form of a non-

¹ These costs, including labour costs for project management by permanent staff and corporate overhead, are limited to 15% of the Project's approved budget and should be related to the direct administration expenses associated with project delivery.

² Subject to analysis of program length, time-commitment, delivery format, and other criteria pertaining to participant commitment requirements and circumstances. May be subject to limitations and exceptions at the discretion of the CMF on a case-by-case basis.

³ Subject to limited exceptions on a case-by-case basis.

repayable contribution directly to the Applicant by the CMF.

The CMF contribution will be up to \$100,000 for projects with a national reach. “National Reach” will be defined as a project with participants from at least three (3) provinces and/or territories.

The CMF contribution will be up to \$50,000 for projects with a regional or provincial/territorial reach and impact, language may also be considered. The maximum contribution from the CMF will not exceed 75% of the project's Eligible Costs (defined above).

Once selected for funding, the Applicant and the CMF will enter into an agreement that will include the details of the Project, key deliverables, and reporting requirements.

Deadlines

1. May 17, 2024, 12 Midnight ET*** (deadline has been updated)
2. October 18, 2024 12 Midnight ET*** (deadline has been updated)

Application Process

Please submit applications through the online application portal at: <http://secdev.smaply.io/>

The application is a stepped approach and entirely online. We recommend you save your work at each stage. You may wish to consider preparing a draft offline and copy/pasting into the online form.

Applicants will be asked to provide a PERSONA-ID number for board members and key personnel as a the application. For more information about PERSONA-ID, please see [here](#).

Participants may apply to the same stream with a subsequent version of a project once the initial project has been closed. In order to be eligible, all project deliverables must be finalized, submitted and approved by the CMF.

All activities and expenses must be closed by the time final deliverables are submitted. A new submission is not eligible if any reports, deliverables or activities from the initial project are still outstanding.

An Applicant may reapply with an unsuccessful project at future Sector Development Support Program deadlines but are encouraged to request feedback on their new application prior to applying.

Any application which is found to make false claims, references, misrepresentations or omit significant and relevant truths will be disqualified and may be deemed ineligible from re-applying to the Sector Development Support Program.

Selection Process

Sector Development Support is awarded on a selective basis and juried by a team of CMF staff, including members of Diverse Communities. Decisions will be provided approximately eight (8) weeks following the Application Deadline. Note that if demand exceeds available funds, the jury may offer less support than the full request of the Applicant.

Evaluation Criteria

CAPACITY BUILDING seeks to support projects and initiatives that meaningfully advance opportunities for participants and to build skills and capacity to advance their individual or company growth and participation in the industry.

MARKET ACCESS seeks to support projects and initiatives that meaningfully advance opportunities for participants and their projects to realize commercial opportunities and/or finance projects.

CRITERIA	
Need/Rationale <i>Has the Applicant clearly identified the issue/need for the project?</i>	/10
Proposed Solution <i>Is the proposed activity appropriate and effective?</i>	/20
<i>Are the proposed facilitators/leaders/experts/markets appropriate or effective?</i>	/15
Feasibility <i>Can this Applicant feasibly undertake this initiative with the time and resources proposed? Does this Applicant have relevant experience to deliver all the elements of their proposal?</i>	/10
Third-Party Support <i>Is there third-party support? Is this support confirmed?</i>	/10
Inclusion and Accessibility <i>Does the Applicant have an accessible and meaningful approach to inclusion in the initiative? (support services, representation, selection processes etc.)</i>	/10
Positioning <i>Has the Applicant addressed their relationship to the proposed participants and project?</i>	/5
Impact <i>Will there be an impact for this Project? Does this Project advance change or growth for the industry?</i>	/10
<i>Does the project reflect alignment with CMF content programs?*</i>	Y/N
<i>Does the project emphasize local IP/content and support of the Canadian ecosystem?*</i>	Y/N
OVERALL	/10
TOTAL	/100

*questions indicators for priority projects

Funded Projects Process

Following deadline decisions, Applicants will receive an offer letter. The letter for successful Applicants will outline any required deliverables to proceed to a Sector Development Support Program Financing Agreement with the CMF.

Payment Schedule*

1. 75% on execution of the CMF Sector Development Support Program Financing Agreement
2. 25% on delivery and acceptance of Final Project Deliverables (final cost report, final report, etc.)

*some exceptions may apply

Reporting

Successful Applicants are required to submit a final report and final cost report as well as any deliverables specified in the contract. Deliverables can only be submitted when all activities have concluded and final actual expenditures are calculated.

The final narrative report is located on the CMF Sector Development website. The final cost report is an addition of an actuals column to the original budget.

All successful Applicants will be sent an exit survey after the completion of their program for CMF internal tracking purposes and measurement.

Successful Applicants must ensure that participants to projects funded through this program are aware of and consent to the CMF issuing a survey to participants, facilitators and partners.

Successful Applicants will be asked to provide a list of participants, facilitators and partners for one year after the project's finalization.

Any Questions or Concerns?

Please email: industries@cmf-fmc.ca