

CREATING CHANGE

AN EVALUATION OF
THE CMF'S EQUITY AND
INCLUSION INITIATIVES

Funding from the
Department of Canadian Heritage



CANADA
MEDIA FUND

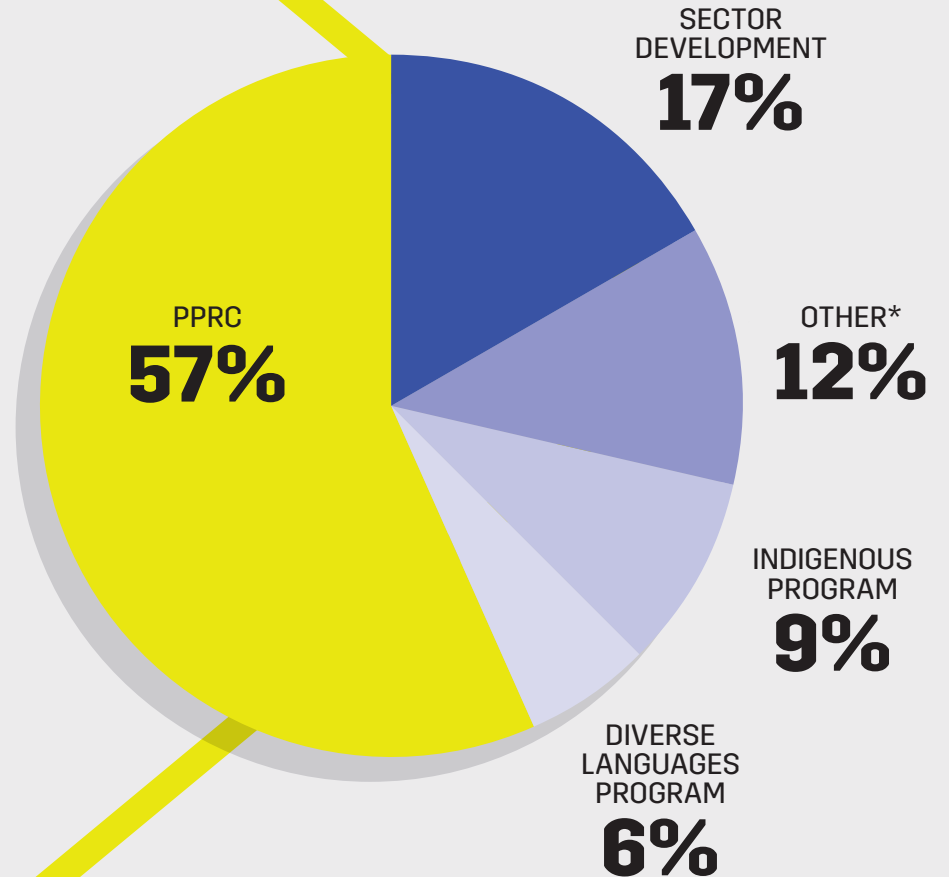
FONDS DES MÉDIAS
DU CANADA

REPORT SUMMARY

In April 2021, the Department of Canadian Heritage (PCH) announced funding of **\$60M (\$20M per year for three years)** to the Canada Media Fund (CMF) to support equity, diversity, and inclusion (EDI). The funding added economic value and resulted in measurable progress towards a fully inclusive Canadian audiovisual sector.

The EDI funding facilitated new programs and amplified existing ones, including the Pilot Program for Racialized Communities (PPRC), Sector Development Support, PERSONA-ID (the CMF's self-identification data collection tool), the Indigenous Program, the Diverse Languages Program, partnerships, and the Seek More | Découvrons-Nous promotional campaign from our MADE | NOUS brand.

DISTRIBUTION OF EDI FUNDS



* 'Other' includes amplifications of programs including PERSONA-ID, Partnerships, Predevelopment Program, Early-stage Development, Conceptualization, Communications, consultations, and administration.

PILOT PROGRAM FOR RACIALIZED COMMUNITIES (PPRC)

The **Pilot Program for Racialized Communities (PPRC)** launched in 2021. Designed to help remove historic barriers faced by racialized communities, CMF invested \$37.5M in PPRC over three years to support 293 projects by companies owned and controlled by Black and racialized people: 141 predevelopment projects, 93 development projects, and 59 production projects.*

KEY TAKEAWAYS**

- ▶ **\$1 : \$5.23** is the production leverage of each **PPRC** dollar to total production budget
- ▶ **58%** BPOC-owned production companies received their first CMF funding in **PPRC**'s inaugural year
- ▶ **21%** funding distribution to the regions (150km outside of the Toronto and Montreal production hubs)
- ▶ **77%** racialized key personnel in PPRC projects (year two data only, captured through PERSONA-ID)
- ▶ **7** racialized communities reflected in company ownership: Black, South Asian, East Asian, Southeast Asian, Middle Eastern/West Asian/North African, Latin American, multiracial

*2023–24 information presented is preliminary and derived from data for CMF Programs that have not yet closed.

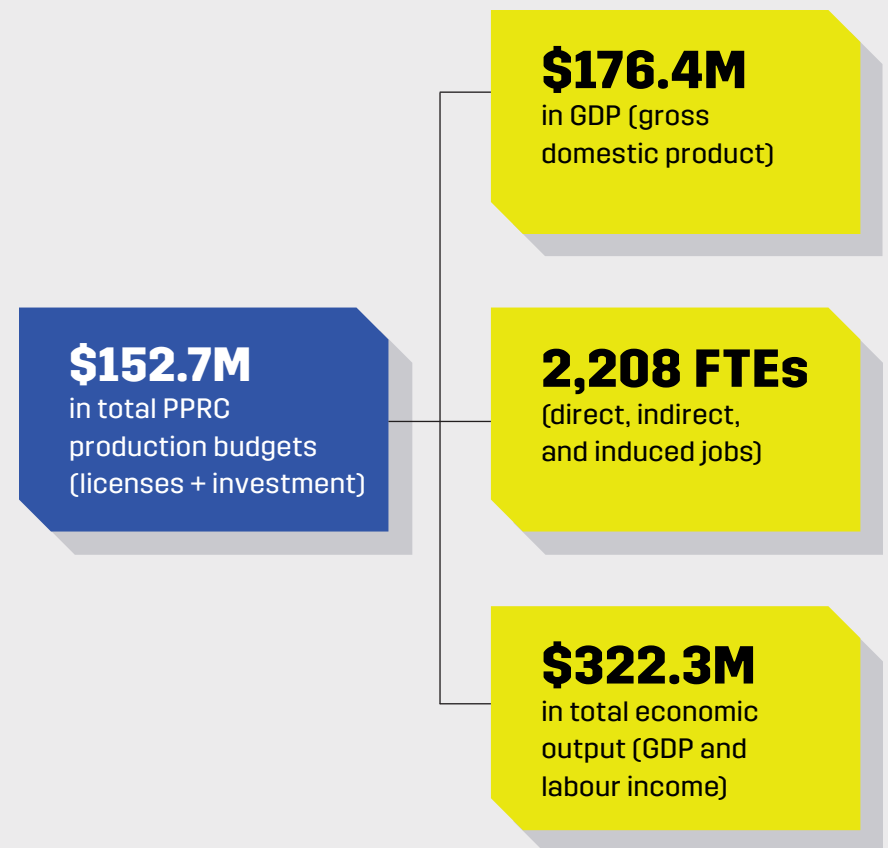
Totals are preliminary based on available data as of Jan 1, 2024.

**Based on analysis of the first two years of PPRC (2021–22 and 2022–23).

“After nearly twenty years in the industry, PPRC was the first institutional funding I was able to receive.”

— **PPRC RECIPIENT**

ECONOMIC IMPACTS ESTIMATES (OVER THREE YEARS)



PILOT PROGRAM FOR RACIALIZED COMMUNITIES – SURVEY RESULTS

Evaluation of PPRC was amplified by an online survey in July 2023, delivered to the companies of all 221 PPRC projects for 2021–22 and 2022–23. The survey had a response rate of **66%**.

- ▶ **97%** of **PPRC** survey respondents reported positive impacts of the funding
- ▶ **62%** reported “very positive” and **35%** reported “somewhat positive”
- ▶ **63%** of respondents reported increased industry access (further breakdown right side)
- ▶ **55%** of respondents reported increased company growth (further breakdown right side)

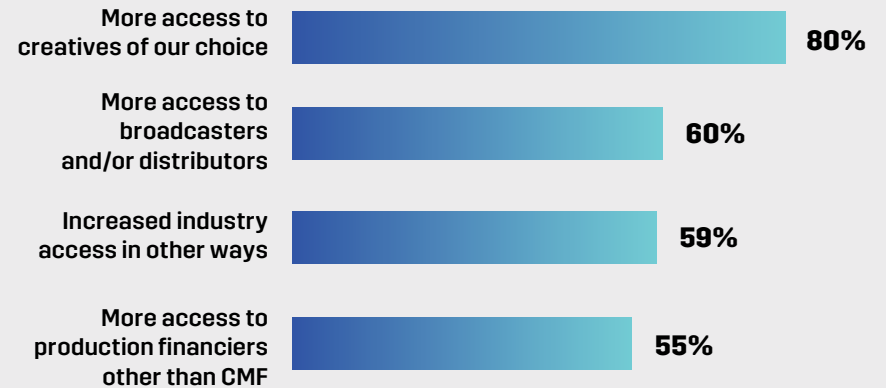
“The financial support allowed me to bring my IP from page to pitch in a more tangible, industry expectant manner. I will be forever grateful.”

— **PPRC RECIPIENT**

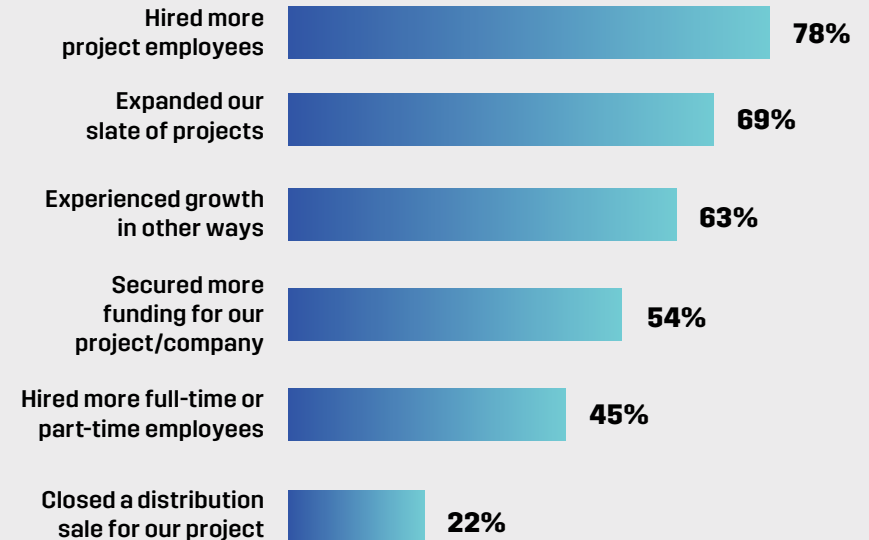
“Without PPRC, we would not have been able to make [project]. We are incredibly grateful that after many years of not being able to get this off the ground, it was incredible to finance this, make this, and see immediate results from our CSA awards.”

— **PPRC RECIPIENT**

INDUSTRY ACCESS BREAKDOWN



COMPANY GROWTH BREAKDOWN



SECTOR DEVELOPMENT

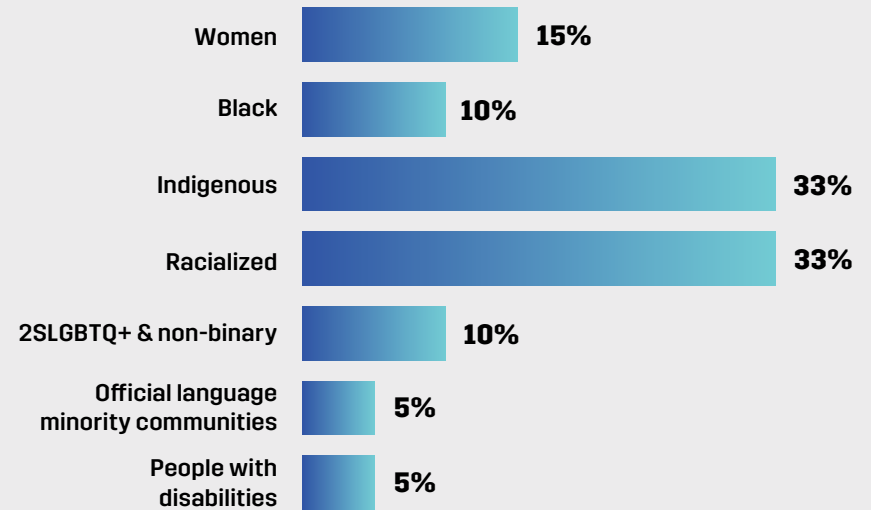
The CMF's **Sector Development Support** is project-based funding to support industry initiatives that demonstrate the potential to positively impact Canada's audiovisual ecosystem by addressing industry gaps in distinct and identified areas, including Canada's regions and Indigenous and equity-seeking communities. The combined investment for all three years amounted to \$9.7M across 135 projects (initiatives and strategic support).*

The following is based on Sector Development initiatives, fiscal year 2021–22:

- ▶ **85%** of initiatives focused on Indigenous and equity-seeking communities (IESC); the other **15%** had a regional focus
- ▶ **82%** of funded organizations were majority governed or led by IESC
- ▶ **49% / 18% / 33%** of initiatives were in English, French, and both English and French, respectively
- ▶ **32%** of funding came from non-CMF sources on per-initiative basis

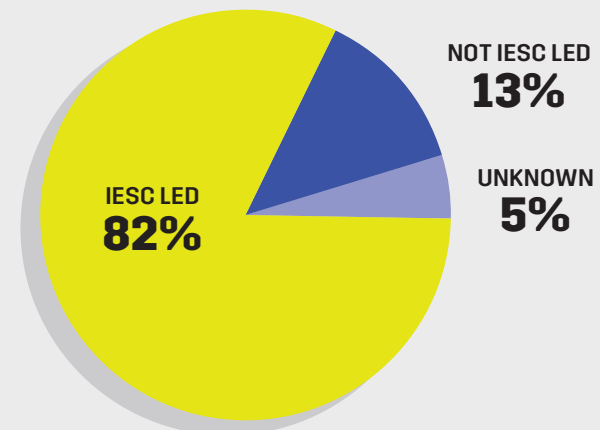
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DIVERSITY OF 85% OF INITIATIVES FOCUSED ON INDIGENOUS AND EQUITY-SEEKING COMMUNITIES



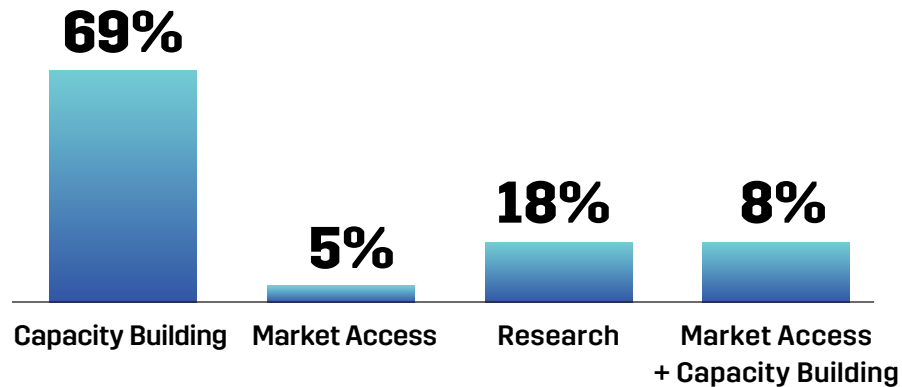
***Note:** The total percentages exceeds 100% since some initiatives were targeted to multiple IESC

ORGANIZATIONS GOVERNED/LED BY INDIGENOUS AND EQUITY-SEEKING COMMUNITIES

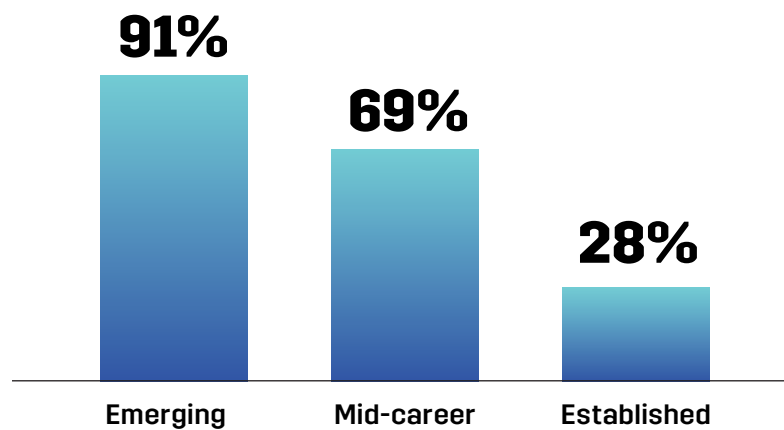


SECTOR DEVELOPMENT (CONT'D)

Sector Development initiatives addressed sector gaps in four categories:



Sector Development initiatives addressed three career stages (total exceeds 100% since some initiatives were targeted to multiple career stages):



“Being a part of this program opened many doors... I have learned so much from this experience.”

— **SECTOR DEVELOPMENT PARTICIPANT**

“It was great to see Alberta’s BIPOC community being part of something so special.”

— **SECTOR DEVELOPMENT PARTICIPANT**

“This is the first time I felt I could be fully myself in a room.”

— **SECTOR DEVELOPMENT PARTICIPANT**

ADDITIONAL CMF PROGRAMS AMPLIFIED BY DEPARTMENT OF CANADIAN HERITAGE FUNDING

1. Indigenous Program

- ▶ **23%** increase in the number of projects*

2. Diverse Languages Program

- ▶ **34%** increase in number of projects*
- ▶ **15** languages represented: Armenian, Creole, Dari, Farsi, Hebrew, Italian, Japanese, Mandarin, Portuguese, Punjabi, Russian, Spanish, Tagalog, Ukrainian, Vietnamese

3. Partnerships

- ▶ **32** CMF industry **partnerships**, most targeted to Indigenous and equity-seeking communities

4. Seek More | Découvrons-Nous

- ▶ **1 in 4** Canadians were aware of the **Seek More | Découvrons-Nous** campaign. Of those, **68%** reported changing their viewing consideration and behaviour because of the campaign.

5. PERSONA-ID

- ▶ The CMF's self-identification tool, which launched in 2022-23, measures the demographic makeup of key roles and ownership of CMF program applications. The tool helps the CMF with data-driven decision-making and reduces systemic barriers to underrepresented communities accessing CMF funding. Acknowledged for its pioneering approach to data collection, industry stakeholders express a strong interest in studying and adopting elements of PERSONA-ID for their own initiatives.
- ▶ **83%** national uptake of **PERSONA-ID** in 2022-23

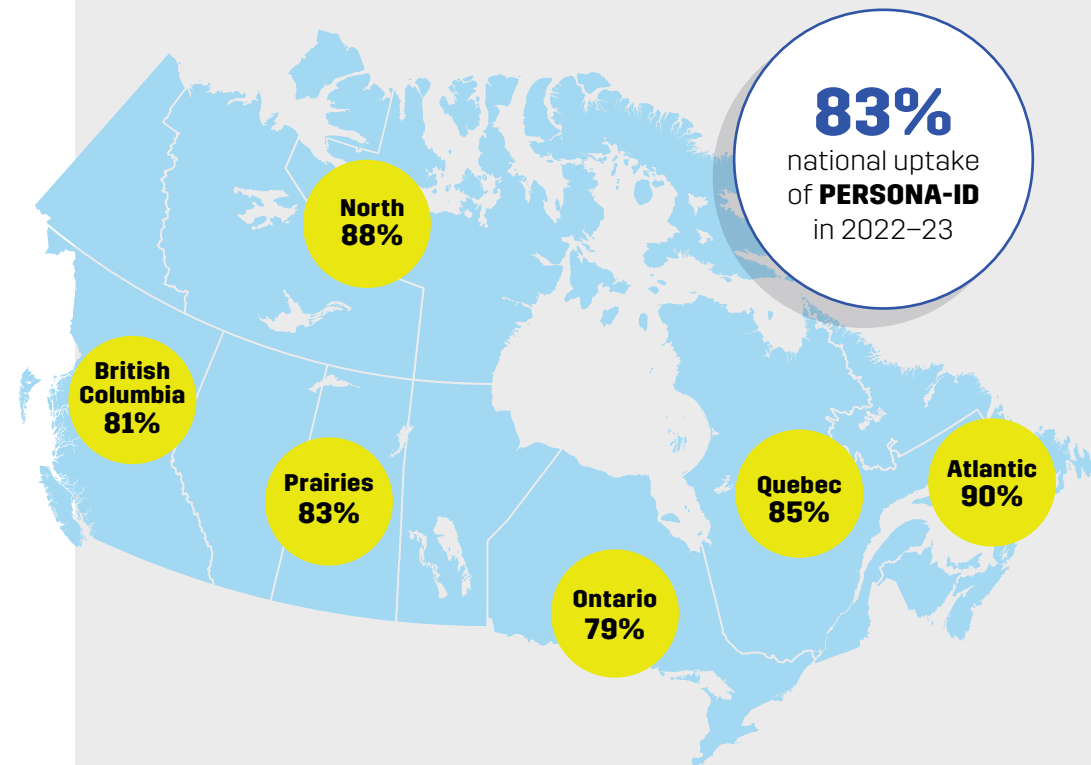
*Comparison between two years of additional EDI funding from government (2021-22 and 2022-23), with the preceding two years (2019-20 and 2020-21)



Devery Jacobs,
Seek More | Découvrons-Nous
ambassador



Simu Liu,
Seek More | Découvrons-Nous
ambassador



OVERALL INVESTMENT BY CMF IN PPRC AND SECTOR DEVELOPMENT: \$47.2M*

PILOT PROGRAM FOR RACIALIZED COMMUNITIES

Year	# ENG Projects	# FR Projects	# Total Projects	\$ ENG Projects	\$ FR Projects	\$ Total Investment
2021-22	97	25	122	\$7,888,078	\$3,201,241	\$11,089,319
2022-23	74	25	99	\$7,305,510	\$4,214,490	\$11,520,000
2023-24 Preliminary/Not yet confirmed	51	21	72	\$9,525,516	\$5,322,265	\$14,847,781
PRELIM TOTAL (3-YR)	222	71	293	\$24,719,104	\$12,737,996	\$37,457,100

SECTOR DEVELOPMENT

Year	# Projects (initiatives + strategic support)	\$ Investment
2021-22	47	\$3,676,996
2022-23	35	\$3,406,796
2023-24 Preliminary/Not yet confirmed	53	\$2,626,075
PRELIM TOTAL (3-YR)	135	\$9,709,867

*The 2023–24 information presented here is preliminary and derived from data for CMF Programs that have not yet closed. This preview offers a glimpse into the three-year totals, providing an early insight into the overall amount invested in PPRC and Sector Development of the \$60M in additional funds from Canadian Heritage. Confirmed and finalized data will be available after CMF's fiscal year concludes on March 31, 2024.



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