



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

SECTOR DEVELOPMENT GUIDELINES 2022-2023

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 is project-based funding to support industry initiatives that demonstrate the potential to positively impact Canada's screen sector ecosystem by addressing industry gaps in distinct and identified areas, including Canada's regions and Underrepresented Communities (defined below). Successful projects should lead to 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 anyone creator or company.

Definitions Applicable to Sector Development Support

Underrepresented Communities

For the purposes of Sector Development Support in 2022-2023, "Underrepresented 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:
 - Latin American;
 - Middle-Eastern and North African;
 - South Asian;
 - Southeast Asian;
 - East Asian;
 - Indigenous people from outside of Canada (from Oceania, United States, Northern Europe and Pacific Islands);
 - Bi or Multiracial (a combination of any of the above categories or any of the above categories with white or European ancestry).
- c) Women
- 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) Persons with disabilities: A **Person with disabilities** is someone living with one or more physical, mental, intellectual, cognitive, sensory or communicational impairments, conditions or functional limitations that, in interaction with a social, policy or environmental barrier, presently hinders their full and equal participation in society. These impairments, conditions or functional limitations – evident or not – may be permanent, temporary or episodic in nature.
Note: the CMF uses "Person with disabilities" as an umbrella term that also includes the Deaf and the hard-of-hearing who may or may not identify as having a disability.
- f) Official Language Minority Communities:
 - English-language communities in Quebec;
 - French-language communities in Canada outside of Quebec.

Regions

Regions are defined as:

- 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.

2022-2023 Open Call Strategic Objectives

- To address the specific needs of regional and Underrepresented Community members of the screen sector.
- To serve the television and interactive or 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 emerging or mid-career producers¹ with business 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 supporting the screen-based sector (i.e., festivals, institutes, and associations).
- Eligible Applicants must be in good standing with the CMF per reports and deliverables of past funded projects.

Eligible Project Components:

Applicants may submit funding requests for projects which include one or more of the following components:

- Capacity Building (i.e., mentorship, professional development, career advancement or training)
- Research* (reports or best practice publications related to the screen industries)
- Market Access (e.g., inbound export markets, B2B events, outbound export missions, etc.)

*Research projects must follow the [CMF Standards for Industry Research](#) found in Appendix B of the Sector Development Support 2022-2023 Application Form.

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

Ineligible Projects

- Content development and production
- Content screening, distribution or exhibition activities targeting a public audience
- Student films or projects targeting young people (ages 13 to 17) or children (12 and under) as the primary beneficiaries
- Projects aimed primarily at supporting the feature film, short film, educational or fine arts sectors

¹ Mid-career producers will be defined in Sector Development Support as producers with at least two (2) produced Television or Interactive Digital Media projects.

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:

- Research
- Consulting fees
- Honorariums for mentors, instructors, experts
- Coordination fees
- Translation
- Marketing and promotion
- Travel, accommodation and per diems
- Facility and equipment rental
- Online platform fees for virtual events
- Project evaluation costs
- Administrative expenses²
- Other third-party costs directly related to the Project

*For costs related to travel or in-person events, Applicants must explain their Occupational Health and Safety Measures in the application.

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 Recipient (such as HST, GST, QST, VAT)
- Union dues, penalties, fines, pension contributions and any other union-mandated payments
- Core business/operational expenses
- Event merchandise
- Grant Writer fees and expenses³
- Costs for activities already funded by the CMF or other organizations

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-repayable contribution directly to the Applicant by the CMF.

The funding cap for this program is \$100,000 for projects with a national reach and impact and \$50,000 for projects with a regional or provincial/territorial reach and impact. The maximum contribution from the CMF cannot exceed 75% of the total eligible budget.

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.

² These costs, including labour costs for project management 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.

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

Application Process

Stage 1: Letter of Intent

Applicants must submit a one-page Letter of Intent describing the high-level details of the Project, such as:

- Brief description of the proposed Project
- Which community, region, or group of professionals it targets
- The estimated total cost of the Project
- Confirmed or potential partners
- The organization's mandate (for first-time applicants to Sector Development Support)

There is no template or form for letters of intent. Applicants should submit their one-page letter as a PDF to secdev@cmf-fmc.ca **at least six weeks ahead of an application deadline**. Letters of intent are reviewed by a team of CMF staff and Applicants will be informed within 2-3 weeks if they are invited to submit a full application.

Stage 2: Full Application

If your letter of intent is approved, please complete and submit both the **narrative application form** and **budget form** found on the CMF's [Sector Development Support page](#). Submit applications to email: secdev@cmf-fmc.ca.

Deadlines

July 15, 2022, 12 Midnight EST

Nov 18, 2022, 12 Midnight EST

Selection Process

Sector Development Support is awarded on a selective basis and juried by a team of CMF staff, including members of Underrepresented Communities. Assessment time is up to eight (8) weeks from the date of application.

Contacts for the program

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