



CANADA  
MEDIA FUND

FONDS DES MÉDIAS  
DU CANADA

**SECTOR  
DEVELOPMENT  
SUPPORT  
GUIDELINES  
2021-2022**

## **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](http://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 which demonstrate the potential to positively impact Canada's audiovisual 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<sup>1</sup> for multiple members of the screen-based sector and cannot primarily benefit any one creator or company.

## Definitions Applicable to Sector Development Support

### *Underrepresented Communities*

For the purposes of Sector Development Support in 2021-2022, "Underrepresented Communities" shall be defined as the following:

- a) Indigenous peoples of 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 Caucasian or of European descent who are descendant from one or more of the following communities:
    - Latin Americans (Latino, Latina, Latinx);
    - Middle-Easterns and North Africans;
    - South Asians;
    - Southeast Asians;
    - East Asians;
    - Indigenous people from outside of Canada (from Oceania, United States, Northern Europe and Pacific Islands);
    - Multiracial (a combination of any of the above categories or any of the above categories with Caucasian or European ancestry).
- c) Women
- d) LGBTQ2+ community and non-binary people
- e) People with disabilities

### *Regions*

Regions are defined as:

- any part of Canada more than 150 km by the shortest reasonable roadway route from Toronto;
- any part of Canada more than 150 km by the shortest reasonable roadway route from Montreal;
- English-language communities in Quebec;
- French-language communities in Canada outside of Quebec.

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<sup>1</sup> Tangible benefits include any career advancement, sales, export, financing or other related results.

## 2021/2022 Open Call Strategic Objectives

- To address the specific needs of regional and Underrepresented Community members of the audiovisual sector.
- 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 producers<sup>2</sup> with business skills and knowledge to compete in both the domestic and or 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<sup>3</sup> supporting the screen-based sector (i.e., festivals, institutes, and associations).

## Eligible Projects

Eligible Projects for Sector Development Support must focus on one or more of the following:

- Capacity building (i.e., mentorship, professional development, career advancement or training)
- Industry promotion
- Research reports<sup>4</sup> or best practice publications related to the screen industries
- Discoverability and export (e.g., inbound export markets, outbound export missions, etc.)

Eligible Applicants may apply for 2021-2022 Sector Development Support with a maximum of one Eligible Project.

Please note, the impact of Eligible Projects 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 incremental

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<sup>2</sup>“Mid-career producers” will be defined in Sector Development Support as producers with at least 2 produced Television or Digital Media projects.

<sup>3</sup>For-profit corporations will be eligible for Sector Development Support on an exceptional basis. Initiatives from these Applicants will undergo a stricter tangible benefits analysis and projects that could be seen as self-serving or having a direct or indirect benefit on the Applicant will not be eligible for funding.

<sup>4</sup>Research projects must follow the [CMF/Telefilm Standards for Industry Research](#).

## 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
- Administrative expenses<sup>5</sup>
- Other third-party costs directly related to the project

\*Costs related to travel or in-person events must explain their safety plans 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 VAT, HST)
- Union dues, penalties, fines, pension contributions and any other union-mandated payments
- Core business/operational expenses
- Event merchandise
- Grant Writer fees and expenses<sup>6</sup>
- 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. Please note, preference will be shown to projects with other sources of financing and/or strategic partners.

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

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<sup>5</sup>These costs, including producer fees and corporate overhead, are limited to 15% of the Project's approved budget.

<sup>6</sup>Subject to limited exceptions on a case-by-case basis.

## Application

Please complete and submit both the **narrative application form** and **budget form**. Submit applications to email: [secdev@cmf-fmc.ca](mailto:secdev@cmf-fmc.ca).

## Deadline

November 4, 2021, 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.

## Contacts for the program

For English-language Applicants:

**Tamara Dawit**

[tdawit@cmf-fmc.ca](mailto:tdawit@cmf-fmc.ca)

For French-language Applicants

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