



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

INDUSTRY DEVELOPMENT PROGRAMS GUIDELINES COMPANION 2026-2027

TABLE OF CONTENTS

1. CHANGES APPLICABLE TO ALL INDUSTRY DEVELOPMENT PROGRAMS 4

2. WORKFORCE ADVANCEMENT PROGRAM 5

3. ORGANIZATIONAL ADVANCEMENT PROGRAM..... 11

4. ACCESSIBILITY SUPPORT PROGRAM..... 18

The following is a non-exhaustive list of changes to the 2026-2027 CMF Industry Development Program Guidelines.

Applicants are advised to review all relevant Guidelines, Manuals, Appendices, Schedules, Addendums and applicable required application documents prior to application.

1. CHANGES APPLICABLE TO ALL INDUSTRY DEVELOPMENT PROGRAMS

Beginning in 2026-2027:

Industry Development programs will shift from a single Sector Development Support program to two dedicated streams, each with one streamlined deadline:

Workforce Advancement

Organizational Advancement.

Allocation priority:

At least two-thirds of Industry Development program budgets will be dedicated to organizations led by and serving Indigenous, Equity-Deserving, and/or Regional communities.

At least one-third of overall funding allocation for each program must be attributed to French-language content and activities.

Organizations with ongoing or recently completed activities:

To be eligible to apply for either the Workforce Advancement or Organizational Advancement streams, organizations must have completed all previously funded Sector Development Support Program activities and submitted all required final reports by the application deadline.

Organizations that have activities in progress or final reports pending submission by the application deadline are not eligible to apply and no extensions will be granted.

2. WORKFORCE ADVANCEMENT PROGRAM

Please note: This document includes comparisons to the 2025-26 Sector Development Support Program Guidelines. The Sector Development Support Program's Workforce Advancement stream is an updated funding stream which has evolved from the previous Sector Development Support Program. Changes listed below are provided for reference only.

This list is non-exhaustive and is intended as a companion guide to the Workforce Advancement Program's 2026-27 Guidelines, should be read in parallel with the Program Guidelines, and should not a replacement for reviewing them in full.

In the following pages:

- **New** refers to text that didn't exist in the 2025-26 Sector Development Support Program Guidelines, or text that has been modified or removed in a way that changes its intent.
- **Clarified Intent** refers to text from the 2025-26 Sector Development Support Program Guidelines that has been revised in order to improve clarity, without changing the original intent.
- **Section numbers** listed in this document correspond to the relevant sections of the guidelines. Only sections with changes were included.

Beginning in 2026-2027:

Accessibility Support Notice

Clarified Intent:

- Activities 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.

1. Program Overview

New:

- Expanded Workforce Advancement Stream which includes training, capacity building, wage subsidies and job placements, as well as market preparation and market access.
- Successful activities must build capacity, maintain resilience, and lead to measurable, tangible benefits (i.e. career advancement, skills development, access to business development opportunities, market-readiness preparation).

3. Intended Outcomes

New:

- To build capacity and maintain resilience in the Canadian screen sector through workforce development and/or market access for screen sector industry participants with priority for individuals identifying as belonging to one or more Indigenous, Equity-Deserving and/or Regional Communities.
- To support the creation of - and access to - opportunities in new markets or further expand into existing markets through the creation of business, sales, and/or revenue potential, as well as export, market development and/or business development for participating production companies or studios in both domestic and international markets.
- Removed B2B Matchmaking language, though appropriate B2B events remain eligible.

Clarified Intent:

- Definition: To build capacity and maintain resilience in the Canadian screen sector through workforce development and/or market access for screen sector industry participants with priority for individuals identifying as belonging to one or more Indigenous, Equity-Deserving and/or Regional Communities.

4. Eligible Applicants

New:

- Applicant organizations must have at least two fiscal years of operations and one staff member;
- PERSONA-ID for board members and key personnel.
- Eligible Applicants definition clarified to mean “Canadian-controlled non-profit corporations must be incorporated under federal or provincial legislation”.
- Canadian audiovisual industry Associations, Unions and Guilds.

Clarified Intent:

- What constitutes organizations being in good standing; per reports and deliverables of past CMF-funded activities.
- Organizations may have active project funding through the CMF’s Changing Narratives Fund and/or Strategic Partnerships.
- Organizations may submit only one (1) application for one active and funded activity in the Sector Development Support Program’s Workforce Advancement Stream at a time during the CMF’s 2026-27 fiscal year.
- The final decision whether a board of directors is largely similar is at the discretion of the CMF.

5. Ineligible Applicants

New:

- Organizations previously funded through the Sector Development Support program with ongoing activities or outstanding reporting deliverables.

Clarified Intent:

Organizations that are not Canadian-controlled (minimum 51%) non-profit corporations incorporated under federal or provincial legislation and in good standing, with a primary mandate in the Canadian screen-based sector.

6. Eligible Activities

New:

Workforce advancement stream includes both capacity building and market access activities under one stream.

Added non-exhaustive list of eligible activities as an example:

- Skills-development (including career acceleration and transitions, business skills, legal, strategic and promotion planning).
- Mentorship costs (including job placements, on-set training, shadowing and up-skilling).
- Membership fees (including professional association fees).
- Wage subsidies for producers, key personnel, below the line crew and professionals.
- Inbound export markets.
- B2B events.
- Outbound export missions.
- Market preparations (including company and/or studio materials, project/activity packages).
- Marketing, promotion and actions which support discoverability of Canadian content.

7. Ineligible Activities

New:

- Activities that support an organization's core business and operations.

Clarified Intent:

- Activities can't have launched or meaningfully commenced (roughly 10 weeks after the application period closes) are ineligible.

Removed:

- Removed Film-focused projects not aligned with CMF content funding streams from ineligible activities

8. Eligible Costs

New:

- Expanded list of example eligible costs to also include:
 - Wage subsidies for new paid job placements/internships in Canada's screen sector.
 - Alumni and/or member engagement.
 - Attendance at national and/or international markets/events.
 - Hosting market experts and/or business development prospects.

Clarified Intent:

- Eligible Costs must be directly related to expenses incurred as a result of the proposed activity's delivery.

9. Ineligible Costs**New:**

Publications and websites.

Clarified Intent:

- Costs for activities already fully funded by other organizations.
- Costs for activities already funded by the CMF.
- Merchandise and prizes.

10. Nature and Amount of Contribution**Allocation priority:**

- At least two-thirds of the Industry Development program budget will be dedicated to organizations led by and serving Indigenous, Equity-Deserving, and Regional communities.
- A minimum of one-third of overall funding allocation for this stream must be attributed to French-language content and activities.

New:

- Activities with a regional/provincial and national reach are both eligible for the funding maximum;
 - Up to \$100,000 for a single applicant organization or
 - Up to \$250,000 for two or more applicant organizations partnering on one application
- In the case of two or more Eligible Applicants working in collaboration, payment shall be made to a single organization.
- No single organization can retain more than 75% of the total contribution.

11. Deadline**New:**

- **Streamlined intake:** one intake period per year – open May 29 to June 5, 2026, inclusively.
- Deadline June 5, 2026, at 11:59PM Eastern Time.

12. Application Process

Clarified Intent:

- Eligible Applicants will be asked to provide a PERSONA-ID number for each board member and key personnel associated with the activity and application. For more information about PERSONA-ID, please see <https://cmf-fmc.ca/persona-id/>.

Before submitting to the Sector Development Support program's Workforce Advancement Stream, applicants must ensure that they are not in default with the CMF, and all activity and reporting for any previously funded activity is completed at the time of application to the 2026-2027 Sector Development Support program. Applicants should contact their Industry Development department liaison if they are unsure of this status.

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 Workforce Advancement Stream.

Please note that unless previously requested by the CMF, no applications or supporting material will be accepted via email and no extensions will be granted after the deadline has passed.

13. Application Materials

Changes to Activity Proposal as compared to Sector Development Support Program's 2025-26 Activity Proposal:

New:

- Please provide a summary of your organization's mission and vision. Describe your role and impact in the Canadian screen industry. (maximum 1,000 characters, including spaces)
- Describe which communities and professionals your organization serves? Explain whether your focus has changed over time. (maximum 750 characters, including spaces)
- Supporting Documents:
 - (e) Eligible Applicant organization(s) Organizational Chart(s).
 - (f) Activity Timeline (no more than 2 pages).

Clarified Intent:

- Question (c), combines previous questions (a) and (c), modification of character count:
 - Why is your organization well-positioned to undertake this activity? If applicable, speak to your expertise, history, successes and learnings in delivering these or similar activities. (maximum 1,750 characters, including spaces)

15. Selection Process

New:

- Review period will be 10 to 12 weeks following the deadline.

Clarified Intent:

- The contribution amount is at the discretion of the CMF and may be less than requested.

16. Evaluation Criteria

Please refer to the Guidelines for the updated Evaluation Criteria.

18. Reporting

Clarified Intent:

- Slight change to language for readability, but content remains the same.

3. ORGANIZATIONAL ADVANCEMENT PROGRAM

Please note: This document includes comparisons to the 2025-26 Sector Development Support Program Guidelines. The Sector Development Support Program's Organizational Advancement is an entirely new stream, and changes listed below are provided for reference only.

This list is non-exhaustive and is intended as a companion guide to the Organizational Advancement Stream's 2026-27 Guidelines, should be read in parallel with the Program Guidelines, and should not a replacement for reviewing them in full.

In the following pages:

- **New** refers to text that didn't exist in the 2025-26 Sector Development Support Program Guidelines, or text that has been modified or removed in a way that changes its intent.
- **Clarified Intent** refers to text from the 2025-26 Sector Development Support Program Guidelines that has been revised in order to improve clarity, without changing the original intent.
- **Section numbers** listed in this document correspond to the relevant sections of the guidelines. Only sections that include changes were included.

Beginning in 2026-2027:

Accessibility Support Notice

Clarified Intent:

- Organizations 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.

1. Program Overview

New:

The CMF's Sector Development Support Program's Organizational Advancement Stream is a selective, activity-based program, to support the growth and sustainability of nonprofit corporations in Canada's screen sector ecosystem. **Successful activities aim to stabilize, scale, and advance the mandates and competitiveness of screen sector organizations.** Priority will be given to activities of organizations led by, and addressing the needs of, Indigenous, Equity-Deserving, and/or Regional Communities.

Successful organizations must support the advancement of the screen sector, be in good financial health, and have been in operation for a minimum of two (2) fiscal years with a track record of program delivery.

Please note, a minimum of two-thirds of the CMF's Sector Development Support Program's Organizational Advancement Stream's budget is dedicated to organizations majority led by and mandated to serve Indigenous, Equity-Deserving and Regional Communities. Additionally, under

the Contribution Agreement with the Department of Canadian Heritage, one-third of the CMF's program budget is dedicated to French-language content and activities.

Clarified Intent:

- To support activities which strengthen organizations serving the screen sector.

3. Intended Outcome

New:

- To support the stability, development, implementation and evaluation of initiatives that build organizational capacity and maintain resilience within the Canadian screen sector ecosystem.
- To strengthen the screen sector by advancing organizational mandates, as well as enhancing organizational leadership and impact, with priority for organizations led by or serving Indigenous, Equity-Deserving and/or Regional Communities.

4. Eligible Applicants

New:

- Organizations who are governed by a board of directors and have at least one (1) staff member.
- Organizations who have been in operation for at least two (2) consecutive fiscal-year cycles and have demonstrated a record of program delivery with external participants (in-person, online or hybrid) primarily for Canadian screen-based industries.
- Organizations in good financial standing.
- Organizations may have active project funding through the CMF's Changing Narratives Fund and Strategic Partnerships.
- Organizations may submit only one (1) application to the Sector Development Support Program's Organizational Advancement Stream, during the CMF's 2026-2027 fiscal year.
- Organizations are restricted to only one active and funded activity in the Sector Development Support Program's Organizational Advancement Stream at a time.
- Funding through CMF's Sector Development Support Program's Organizational Advancement Stream is a strategic grant to support organizational stability or growth. Successful Eligible Applicants must wait one (1) full fiscal year from the conclusion of any funded activity through this stream before reapplying and cannot receive this funding in consecutive years.
- **The final decision whether a board of directors is largely similar is at the discretion of the CMF.**

Clarified Intent:

- Canadian-controlled non-profit corporations (minimum 51% Canadian control) incorporated under federal or provincial legislation and in good standing, with a primary mandate in the Canadian screen-based sector.
- Organizations must be in good standing with the CMF per reports and deliverables of past funded activities.

5. Ineligible Applicants

New:

- Applicants previously funded through the Sector Development Support program with ongoing activities or outstanding reporting deliverables.
- Organizations that are not Canadian-controlled non-profit corporations (minimum 51% Canadian control) incorporated under federal or provincial legislation and in good standing, with a primary mandate in the Canadian screen-based sector.

6. Eligible Activities

New:

- **ORGANIZATIONAL ADVANCEMENT STREAM** seeks to support Canadian non-profit corporations to stabilize, scale and advance their mandates. Funding aims to bolster an organization's planning, impact and time-limited leadership development (including staff and governance) toward increased sector resiliency.
- **Eligible Activities include but are not limited to:**
 - Strategic Planning.
 - Succession Planning.
 - Fiscal, Fundraising and/or Revenue Generation Development.
 - Program Development.
 - Equity, Diversity, Inclusion and Accessibility Planning and Implementation.
 - Sustainability Planning.
 - Community and Audience Development.
 - Outreach, Marketing and Promotion.
 - Artificial Intelligence Implementation.
 - Executive, Leadership and Specialized Staff Training.
 - Board and Governance Training and Development.
 - Other activities as approved by the CMF prior to application.

Clarified Intent:

- **ALL** Eligible Applicants must include meaningful engagement with and participation of individuals from Indigenous, Equity-Deserving and/or Regional Communities.

7. Ineligible Activities

New:

- Program or activity delivery, such as public-facing training, mentorship research, events, panels, exhibitions, showcases or festivals.
- Activities that support an organization's core business and operations.

Clarified Intent:

- Activities that are primarily content development, production, post-production and/or distribution.
- Activities that are primarily research and literature review.

- Activities that have already launched or meaningfully commenced before application decisions are made (approximately ten (10) weeks after the application period closes).
- Activities that primarily aim to create software or digital tools.
- Activities targeting participants under 18 years old.
- Activities aimed primarily at supporting the short film, educational, or fine arts sectors.

8. Eligible Costs

New:

- Contract position fees related to eligible planning and development activities.
- Software and technical costs related to eligible activities.
- Design, translation, and interpretation costs.
- Community outreach and engagement costs.
- Disability, accommodation, and access costs.

Clarified Intent:

- Consulting and expert fees.
- Travel, accommodation and per-diems for mentors, experts, facilitators and consultants.
- Other third-party costs directly related to the activity.

9. Ineligible Costs

New:

- Externally facing training programs and/or activity delivery costs.
- Publications and websites.
- Union dues, penalties, fines, pension contributions and any other union-mandated payments.

Clarified Intent:

- Core business, operating and overhead costs (such as staff salaries or benefits).

10. Nature and Amount of Contribution

New:

- Funding is awarded on a selective basis. The amount awarded to each activity will be paid by the CMF in the form of a non-repayable contribution directly to the Eligible Applicant.
- The CMF contribution will be up to a maximum of \$100,000 for an Eligible Activity submitted by an Eligible Applicant. The applicant may allocate this funding over a period of 18 months, or two (2) fiscal years (determined by date of contract execution and the submitted activity timeline). Grants awarded may be less than the amount requested. The maximum contribution from the CMF will not exceed 75% of the activity's Eligible Costs.

11. Deadline

New:

- **Streamlined intake:** one intake period per year – open July 3 to July 10, 2026, inclusively.
- Deadline is July 10, 2026, 11:59 PM ET

12. Application Process

Clarified Intent:

- Eligible Applicants will be asked to provide a PERSONA-ID number for each board member and key personnel associated with the activity and application. For more information about PERSONA-ID, please see <https://cmf-fmc.ca/persona-id/>.

Before submitting to the Sector Development Support Program's Organizational Advancement Stream, applicants must ensure that they are not in default with the CMF, and all activity and reporting for any previously funded activity is completed at the time of application to the 2026-2027 Sector Development Support program. Applicants should contact their Industry Development department liaison if they are unsure of this status.

Funding through CMF's Sector Development Support Program's Organizational Advancement Stream aims to support organizational stability or growth. Successful applicants must wait one full fiscal year from the conclusion of any funded Activity through this stream before reapplying and cannot receive this funding in two (2) consecutive years.

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 Organizational Advancement Stream.

Please note that unless previously requested by the CMF, no applications or supporting material will be accepted via email and no requests for extensions will be accepted after the deadline has passed.

CHANGES TO ACTIVITY PROPOSAL AS COMPARED TO SECTOR DEVELOPMENT SUPPORT PROGRAM'S ACTIVITY PROPOSAL FOR 2025-26:

New:

- Organizational Background, Reach and Impact, Leadership and Governance, Regional Catchment
 - a. Please provide a summary of your organization's mission and vision. Describe your role and impact in the Canadian screen industry. (maximum 1,000 characters, including spaces)
 - b. Identify the communities and professionals you serve and whether your focus has changed over time. (maximum 750 characters, including spaces)
 - c. What sets your organization apart? (maximum 500 characters, including spaces)

- Financial Management
 - d. What is your annual operating budget? Has it changed or remained the same over the past two years? Explain why or why not. (maximum 500 characters, including spaces)
- Proposed Activity
 - a. What is the activity you propose and how will it benefit your organization's stability and/or growth? Why is it timely? If applicable, speak to the need, opportunity, relevant research and/or findings that support your proposed activity. (maximum 2,500 characters, including spaces)
 - b. How do you intend to utilize this funding? What is your proposed approach to this opportunity? (maximum 1,500 characters, including spaces)
 - c. What are the expected outcomes of your activity? How will you define and measure success in the short and long term? (maximum 1,500 characters, including spaces)
- Distinctiveness
 - d. What makes your activity unique? What impact do you anticipate this activity will have on both your organization and the screen sector at large? (maximum 1,000 characters, including spaces)
- Collaboration, Positioning, Engagement, and Third-Party
 - e. Who will participate in this initiative? Describe both internal and external participants and the rationale for selecting them. If applicable, please detail the roles, skills and expertise of collaborators involved in the initiative. (maximum 1,500 characters, including spaces)
 - f. Do you have other funders, community partners, or sector partners involved? If applicable, how might other organizations and industry participants directly or indirectly benefit from this activity? (maximum 1,500 characters, including spaces)
- Planning, Inclusion, Accessibility and Feasibility
 - g. Please provide a summary of strategies and plans currently in place or in development at your organization (E.g. Equity, Diversity, Inclusion and Accessibility, Sustainability, Ethical AI-use, Succession, Community Engagement, Audience Development)? Please include additional context (maximum 750 characters, including spaces).
 - h. Do you have a contingency plan if your initiative is not fully funded? Please explain how you could scale activities with a reduced contribution. (maximum 1,000 characters, including spaces)

New:

- Please provide a summary of your organization's mission and vision. Describe your role and impact in the Canadian screen industry. (maximum 1,000 characters, including spaces)
- Which communities and professionals does your organization serve? Explain whether your focus has changed over time. (maximum 750 characters, including spaces)
- Supporting Documents:
- f. Activity Timeline (no more than 2 pages).

Clarified Intent:

- Question (c), combines previous questions (a) and (c), modification of character count:
 - Why is your organization well-positioned to undertake this activity? If applicable, speak to your expertise, history, successes and learnings in delivering these or similar activities. (maximum 1,750 characters, including spaces)

New:

- Before submitting to the Sector Development Support Program's Organizational Advancement Stream, applicants must ensure that they are not in default with the CMF, and all activity and reporting for any previously funded Sector Development Support Program activity is completed at the time of application to the 2026-2027 Sector Development Support program. Applicants should contact their Industry Development department liaison if they are unsure of this status.
- Funding through CMF's Sector Development Support Program's Organizational Advancement Stream aims to support organizational stability or growth. Successful applicants must wait one full fiscal year from the conclusion of any funded Activity through this stream before reapplying and cannot receive this funding in two (2) consecutive years.
- Eligible Applicants will be asked to provide a PERSONA-ID number for each board member and key personnel associated with the activity and application. For more information about PERSONA-ID, please see <https://cmf-fmc.ca/persona-id/>.
- 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 Organizational Advancement Stream.

13. Application Materials

New:

- Support Documents
 - d. Audited Financial Statement for the previous fiscal year – signed and saved as a PDF.
 - f. Eligible Applicant organization's Organizational Chart.
 - g. Activity Timeline (no more than 2 pages).
 - h. Strategic Plans and/or Annual Reports for the current and previous fiscal year – saved as a PDF, optional.
 - i. Organizational accessibility plan, and/or sustainability plan and/or EDIA plan – saved as a PDF, optional.

Removed:

- Third-party support documentation – optional, if applicable

15. Selection Process

New:

- Sector Development Support Program's Organizational Advancement Stream is awarded on a selective basis and juried by a team of CMF staff primarily from Indigenous, Equity-Deserving and Regional Communities. Decisions will be communicated via email or Dialogue notice approximately ten (10) to twelve (12) weeks following the Application Deadline. The contribution amount is at the discretion of the CMF and may be less than requested.

16. Evaluation Criteria

Please refer to the 2026-27 Guidelines for the updated Evaluation Criteria

18. Reporting

New:

- Upon completion of the proposed activity, successful Eligible Applicants are required to complete and submit an interim status update report and a final report questionnaire, final cost report, and any deliverables specified in the Financing Agreement.

A link to the interim status update and final report questionnaire will be provided to the successful Eligible Applicant at the mid-point of their activity and at the month activities are scheduled to end. A PDF copy of the completed questionnaire, along with all deliverables outlined in the Financing Agreement, must be submitted through the Dialogue portal. Deliverables can only be submitted when all activities have concluded, and final actual expenditures are calculated.

4. ACCESSIBILITY SUPPORT PROGRAM

Beginning in 2026-2027:

NEW:

- Intent to expand network of Service Providers and tailored supports.