



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

SECTOR DEVELOPMENT SUPPORT PROGRAM — WORKFORCE ADVANCEMENT GUIDELINES 2026-2027

Accessibility Support

If you require support or accommodation in the application process, the CMF has an Accessibility Support Program, see <https://cmf-fmc.ca/program/accessibility-support/>, or email access@cmf-fmc.ca, at least four weeks before the deadline you're applying for.

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 organizations that contribute to the fulfillment of its mandate. In all questions of interpretation of these Guidelines, the CMF interpretation shall prevail.

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.

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.

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1. PROGRAM OVERVIEW

The CMF's Sector Development Support program's Workforce Advancement Stream is a selective, activity-based program 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 activities led by, and addressing the needs of, Indigenous, Equity-Deserving, and Regional Communities. **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) **for multiple members of the screen-based sector and cannot primarily benefit any one creator, organization or company.**

Please note, a minimum of 2/3 of the CMF's Sector Development Support program's Workforce Advancement Stream's budget is dedicated to organizations majority led by and mandated to serve Indigenous, Equity-Deserving, and/or Regional Communities. Additionally, under the Contribution Agreement with the Department of Canadian Heritage, 1/3 of the CMF's program budget is dedicated to French-language content and activities.

2. DEFINITIONS APPLICABLE TO SECTOR DEVELOPMENT SUPPORT

As defined by the Canada Media Fund in Appendix A available at <https://cmf-fmc.ca/document/appendix-a-definitions-and-essential-requirements/>, the terms Indigenous, Equity-Deserving and Regional Communities will be used for Sector Development Support in 2026-2027 as follows:

Indigenous peoples in Canada:

- First Nations;
- Inuit;
- Métis.

Equity-Deserving Communities:

a) Black and 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;
 - Latin American;
 - Middle Eastern, West Asian or North African;
 - South Asian;
 - Southeast Asian;
 - East Asian;
 - Indigenous Peoples from outside Canada.

b) Women or gender-diverse individuals.

c) 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 heterosexual and cisgender identities.

d) Disabled persons or a person 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.

e) Official Language Minority Communities:

- English-language communities in Quebec;
- French-language communities in Canada outside of Quebec.

Regional Communities:

- Any part of Canada more than 150 km by the shortest reasonable roadway route from Toronto for English activities;
- Any part of Canada more than 150 km by the shortest reasonable roadway route from Montreal for French activities.

3. INTENDED OUTCOMES

- 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.

4. ELIGIBLE APPLICANTS

- 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.
- Industry Associations and Guilds.
- Organizations incorporated at the time of application.
- 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 must be in good standing with the CMF per reports and deliverables of past funded activities.
- 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 Workforce Advancement Stream, during the CMF's 2026-2027 fiscal year.
- Organizations are restricted to only one (1) active and funded activity in the Sector Development Support program's Workforce Advancement Stream at a time.

Please note organizations with largely similar boards of directors are treated as one entity, and therefore, only one application will be considered, per application period. The final decision whether a board is largely similar is at the discretion of the CMF.

5. INELIGIBLE APPLICANTS

- Organizations 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.
- For-profit organizations.
- Government, quasi-government or government agencies.
- Other funding bodies.
- Organizations in poor standing/in default with any CMF department.
- Organizations whose primary mandate is not in the Canadian audiovisual sector.

6. ELIGIBLE ACTIVITIES

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

The **WORKFORCE ADVANCEMENT STREAM** seeks to support activities and initiatives that meaningfully foster opportunities for participant career advancement, continuity and transition. Activities funded through this stream build skills which advance individual, company or collective growth, resulting in enhanced industry participation. This stream additionally seeks to support initiatives that meaningfully connect individuals or organizations and their activities to commercial opportunities, network expansion, and economic impact potential in the industry.

Eligible Activities include but are not limited to:

- 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.

Please note that the impact of Eligible Activities can be at the regional, provincial/territorial, national¹ or international levels.

¹ National Reach' will be defined as a project with dedicated and meaningful engagement of participants from at least three (3) provinces and/or territories.

7. INELIGIBLE ACTIVITIES

- Activities that are primarily content development, production, post-production, and/or distribution.
- Activities that are primarily events, panels, exhibitions, showcases, or festivals.
- Activities that are primarily research and literature review.
- Activities that support an organization's core business and operations.
- Activities that have already launched or meaningfully commenced before application decisions are made (approximately ten 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

Eligible Costs must be directly related to expenses incurred as a result of the proposed activity's delivery. These may include, but are not limited to:

- Wage subsidies for new paid job placements/internships in Canada's screen sector.
- Consulting fees and honorariums for mentors, experts, facilitators, and community leaders.
- Project management and coordination fees directly related to the activity being proposed.
- Market preparation (such as publicity, marketing and promotion, translation, business and financial materials. development, pitch development).
- Alumni and/or member engagement.
- Travel, accommodation, per-diems, accessibility support, dependent and caretaking support, or personal support workers for participants.
- Travel, accommodation and per-diems for mentors, experts, facilitators, organization representatives.
- Dedicated facility and equipment rental directly related to the activity being proposed.
- Online platform fees for virtual events in support of the activity being proposed.
- Attendance at national and/or international markets/events.
- Hosting market experts and/or business development prospects.
- Administrative expenses (max. 15% of the total budget).
- Other third-party costs directly related to the activity.

Please note the CMF reserves the right to refuse or reduce any costs deemed excessive or ineligible.

9. INELIGIBLE COSTS

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

- Publications and websites.
- 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, operating and overhead costs (such as staff salaries and benefits outside direct project delivery).
- Merchandise and prizes.
- Costs for activities already fully funded by other organizations.
- Costs for activities already funded by the CMF.

10. NATURE AND AMOUNT OF CONTRIBUTION

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 \$100,000 for an Eligible Activity submitted by a single Eligible Applicant or, up to \$250,000 for an Eligible Activity led by a minimum of two (2) organizations in collaboration. The maximum contribution from the CMF will not exceed 75% of the activity's Eligible Costs.

In the case of two or more Eligible Applicants working in collaboration, payment shall be made to a single organization. Additionally, no single organization can retain more than 75% of the total contribution.

11. DEADLINE

June 5, 2026, 11:59 PM ET

12. APPLICATION PROCESS

The application is a stepped approach and entirely online through the Dialogue application portal, available here: <https://telefilm.ca/en/log-in/>.

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. Eligible 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

1. Dialogue application – accessible through the Telefilm website: <https://telefilm.ca/en/log-in/>.
2. Supporting Materials
 - a. Activity Proposal – signed and saved as a PDF (Only CMF Activity Proposal template will be accepted).
 - b. Activity Budget – signed and saved in .xlsx format.
 - c. Certificate of incorporation, proving current non-profit status.
 - d. Eligible Applicant organization's bylaws, including voting privileges of board members.
 - e. Eligible Applicant organization(s) Organizational Chart(s).
 - f. Activity Timeline (no more than two (2) pages).
 - g. Third-party support documentation (required, for applications from multiple organizations working in collaboration; optional, for single Eligible Applicant).

14. APPLICATION TECHNICAL SUPPORT

For help creating or updating your Dialogue account, contact enr@telefilm.ca

For help with uploading your application's supporting documents, contact cmf.fmc.coordination@telefilm.ca

15. SELECTION PROCESS

Sector Development Support program's Workforce Advancement Stream is awarded on a selective basis and juried by a team that includes external jurors primarily from Indigenous, Equity-Deserving, and/or 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

EVALUATION CRITERIA – WORKFORCE ADVANCEMENT STREAM	
Organizational Background, Reach and Impact <ul style="list-style-type: none">The Eligible Applicant is mandated to serve the screen sector and has articulated its mission and vision.The Eligible Applicant has identified the communities and professionals they serve and offers a rationale for how they determine their focus and priority communities.The Eligible Applicant has detailed a record of success in delivering programs and activities which positively impact the Canadian screen sector.	/15
Leadership and Governance <ul style="list-style-type: none">The Eligible Applicant has identified that their organization is majority led by Indigenous, Equity-Deserving and/or Regional Communities, which is supported by completed PERSONA-ID profiles where relevant.The Eligible Applicant is mandated to serve Indigenous, Equity-Deserving and/or Regional Communities.	/3

Regional Catchment Area <ul style="list-style-type: none"> The Eligible Applicant is based in any part of Canada more than 150 km by the shortest reasonable roadway route from Toronto for English activities. The Eligible Applicant is based in any part of Canada more than 150 km by the shortest reasonable roadway route from Montreal for French activities. 	/2
Proposed Activity <ul style="list-style-type: none"> The Eligible Applicant has identified the need, opportunity or barrier and provided evidence which underscores the value of their proposed activity. The Eligible Applicant understands which career stages, and/or communities will benefit from the proposed activity and has connected how the proposed activity will advance participants' careers. The Eligible Applicant has clearly described the proposed activity and described why it is appropriate, effective and timely. The Eligible Applicant has identified or confirmed appropriate experts, collaborators and facilitators for the proposed activity. The Eligible Applicant can feasibly undertake the proposed activity with the collaborators, timeline and resources detailed in their application. 	/20
Distinctiveness <ul style="list-style-type: none"> The proposed activity is distinct and forward thinking, with the potential to advance careers, yield positive change and contribute to a resilient industry. 	/15
Collaboration, Positioning, and Engagement <ul style="list-style-type: none"> The Eligible Applicant has addressed their relationship to the proposed participants and/or communities, as well as how they are well positioned to lead the activity. The proposed collaborators have clear roles, are experienced, and are appropriate for the proposed activity. If the activity is a collaboration between two or more Eligible Applicant organizations, the organizations have detailed their joint approach, the benefits of their partnership, as well as their respective roles and responsibilities. 	/15
Third-Party Support <ul style="list-style-type: none"> Third-party support is appropriate to the activity and confirmed as demonstrated through letters of support, agreements or other indicators of collaboration submitted along with the application. 	/5
Inclusion and Accessibility <ul style="list-style-type: none"> The Eligible Applicant demonstrates a meaningful approach to accessibility and inclusion which spans all stages of activity delivery. The Eligible Applicant has considered and strategized community engagement using relevant inclusion practices, as demonstrated throughout their application, in their financial planning and through their support materials. 	/10
Budget Clarity, Completeness and Financial Management <ul style="list-style-type: none"> The budget is sensible and the line items support the proposed activities. Payments, rates and fees are clearly identified and meet or exceed industry standards. Budget categories respect the maximums outlined. 	/15

<ul style="list-style-type: none"> • Additional funding sources are clearly identified, and the status is indicated (i.e. pending, confirmed). • For two or more Eligible Applicants applying in collaboration for a jointly led activity, distribution of the financial contribution across participating organizations is clear and equitable. 	
TOTAL	/100

17. FUNDED ACTIVITY PROCESS

Following deadline decisions, successful Eligible Applicants will receive an offer letter and the CMF will enter into an agreement that will include details of the activity, key deliverables, and reporting requirements.

Payment Schedule*:

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

*some exceptions may apply.

18. REPORTING

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

A link to the final report questionnaire will be sent to the successful Eligible Applicant 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.

Successful Eligible Applicants may be asked to provide a list of participants, facilitators and partners for one year after the activity's finalization and must ensure that participants of activities funded through the Sector Development Support program are aware of and consent to the CMF issuing a survey to participants, facilitators and partners.

19. QUESTIONS OR CONCERNS

Questions or concerns, including about eligibility?

Please email: industries@cmf-fmc.ca