



## INDUSTRY ADVISORY

April 24, 2009

**Re: Important developments in the 2009-2010 Skills and Screens Program  
English language market, Atlantic region**

In May 2008, Telefilm Canada's Business Development division launched its new Skills and Screens Program (SASP) aimed at supporting Canadian festivals and initiatives that, in turn, contribute to achieving Telefilm's corporate objectives of building audiences, building capacity, and being a good administrator.

Telefilm Canada selects candidates to receive funding support based on how well their projects align with SASP goals, selection criteria, and regional objectives.

For the 2009-2010 fiscal year the Atlantic regional office wishes to clarify how this program will be administered in the English Language Market regarding: (1) the introduction of an application closing date, (2) the funding decision-making process and criteria, (3) Telefilm's financial support for other, smaller initiatives, and (4) Atlantic regional office priorities.

### **1. NEW! APPLICATION DEADLINE**

Telefilm's 2009-2010 fiscal year (April 1-March 31) will mark the first time that Telefilm will have a closing date for applications to the SASP, English language component. Complete applications for funding in 2009-2010 must be filed no later than November 2, 2009. As in previous years applications must be submitted at least 10 weeks prior to project start dates.

### **2. DECISION-MAKING PROCESS AND CRITERIA**

In assessing applications, Telefilm Canada follows a three-step process:

#### **Step 1: Confirm Proposal Eligibility**

Telefilm only accepts proposals that meet the SASP eligibility criteria and where the proposal's objectives align with Telefilm's objectives described in the [SASP guidelines](http://www.telefilm.gc.ca/03/311.asp?fond_id=5) (www.telefilm.gc.ca/03/311.asp?fond\_id=5).

#### **Step 2: Assess Eligible Proposals Against SASP Criteria**

For the SASP, Telefilm prefers applications for three types of activity: film festivals, professional skills development, and business opportunity development. Eligible projects are assessed primarily on the basis of the following objective criteria:

##### **Film festivals**

- Size of audience reached
- Program emphasis on feature films and other Canadian works
- Degree of community-based funding of overall budget

##### **Skills development**

- Nature of clientele and skills targeted for development
- Professionalism of proposed training
- Instructor skill level, use of best practices
- Degree of client and customer satisfaction
- Relative potential for participant career progression
- Actual and/or potential participant financial contribution to their skills development through the project

##### **Business opportunity development**

- Secure participants and industry partners of high, complimentary calibres
- Degree of client/customer satisfaction
- Actual and/or potential results: sales brokered/concluded, partnerships established/enhanced, etc.
- Actual and/or potential participant financial contribution to their skills development through the project

### **Step 3: Make Funding Decisions**

Once the evaluation is complete, Telefilm makes its funding decisions based on the proposals that best meet the following criteria:

- Alignment with the regional priorities set out below
- Relevance and reliability of performance indicators
- Track record of high-quality project results and/or potential results for proposed project

#### *2009-2010 Funding Available*

SASP funds are limited. While the cap on funding is set at \$125,000 per project, please note that Telefilm limits its contributions to \$25,000 for events and initiatives that reach out to local and regional participants and stakeholders. Telefilm will normally only consider exceeding this amount where events and initiatives successfully offer benefits and outcomes reaching a national stakeholder base.

Please note that in 2008-09 approximately 15 per cent of the events funded by Telefilm in the Atlantic region received support of more than \$50,000. The majority of support granted in 2008-09 in the region was for \$30,000 or less.

NOTE: Initiatives that are deemed uncompetitive by Telefilm during fiscal 2009-2010 will not be funded. However, for those initiatives that are deemed uncompetitive in 2009-2010 but had received funding during the previous three consecutive fiscal years (2006-07, 2007-08 and 2008-09 inclusive), Telefilm will facilitate these initiatives in their transition away from Telefilm's financial support. To this end, a notice will be sent to affected organizers indicating that Telefilm's financial support will be reduced to 50 per cent in fiscal 2009-2010 with no funding the following fiscal year.

### **3. FINANCIAL SUPPORT FOR OTHER, SMALLER INITIATIVES**

In 2009-2010 Telefilm's Atlantic regional office will also consider sponsoring – at a low financial level – a limited number of small initiatives that are not otherwise funded by Telefilm.

Initiative organizers seeking financial support should write to me describing their proposed initiatives, how they align with Telefilm Atlantic's SASP objectives and support criteria, and include marketing-communications plans for promoting participation and recognizing Telefilm's support.

NOTE: Applicants are strongly encouraged to contact me to discuss their initiative ideas and gain the benefit of the Atlantic regional office's experience and advice before they develop and submit their funding proposals.

Telefilm Canada will assess small initiative funding proposals on three criteria:

1. Degree of alignment with regional objectives
2. Potential to stimulate the sharing of creative ideas, enhance the voice of the regional audiovisual sector, and encourage regional relationships and collaboration
3. Scope of initiative's reach within the region

#### *2009-2010 Funding Available*

Financial support for approved small initiatives will generally be in the \$500 to \$3,000 range and will not exceed \$5,000. Telefilm may also consider event proposals with significant national reach, but financial support for such events will normally not exceed \$10,000.

#### **4. ATLANTIC REGIONAL OFFICE PRIORITIES**

##### **a. Development of Skills and Business Opportunities**

While Telefilm Atlantic will endeavour to support initiatives aimed at skills development for producers, directors and writers, the office has deemed the development of Atlantic region producers and writers as its priority.

In addition to talent-development initiatives, Telefilm Atlantic will favour SASP funding proposals that:

- Target the development of business opportunities with the goal of improving industry professionals' access to funding and productive partnerships
- Facilitate networking among producers, writers and/or distributors
- Involve influential professionals in the production and funding sectors with the objective of developing business partnerships with project participants

The Atlantic regional office intends to invest approximately 60 per cent\* of available financial resources for development of client skills and business opportunities.

##### **b. Building Audiences**

Film festivals provide an excellent showcase for Canadian film. For Telefilm, festivals showcase works from Canada and abroad, increase talent recognition, improve the public's access to Canadian content, and contribute to increasing audiences for feature films and other Canadian works.

The Atlantic regional office intends to invest approximately 30 per cent\* of available financial resources for festivals held in the Atlantic Region.

##### **c. New Initiatives**

Finally, Telefilm Atlantic will reserve approximately 10 per cent\* of its available financial resources to facilitate innovative projects that correspond to the Corporation's strategic objectives.

\*NOTE: Telefilm reserves the right to adjust the above percentages based on the quantity and quality of the proposals submitted and accepted.

Please feel free to contact me regarding the SASP and the direction of your proposals.

Sincerely,



Gordon Whittaker  
Regional Director, Business Development & Regional Feature Film Executive – Atlantic Region  
Telefilm Canada

1717 Barrington Street, Suite 400  
Halifax, Nova Scotia B3J 2A4

902-426-8425 (ext. 2710)  
whittag@telefilm.gc.ca