



INDUSTRY ADVISORY

April 24, 2009

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

In cases where an event has been funded during the previous three consecutive years and is no longer deemed competitive, Telefilm will not renew its funding. However, to facilitate the events' planning, a notice will be sent to organizers indicating that Telefilm's financing is reduced to 50 per cent for the first year and will end the following year.

As for funding extended by Telefilm for this program, financial resources are limited. While the cap on funding is set at \$125,000 per event, please note that Telefilm limits its contributions to \$25,000 in the case of events and initiatives that reach out to local and regional participants and stakeholders. Telefilm will normally only consider exceeding this amount in cases of events and initiatives that successfully offer benefits and outcomes reaching a national stakeholder base. Please also note that in 2008-09 approximately 20% of the events funded by Telefilm in the Western 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.

3. EVENT SPONSORSHIP

In 2009-2010, Telefilm's Western regional office will also consider sponsoring a limited number of events at a low financial level. Requests for such funding will only be considered in the case of events that are not otherwise funded by Telefilm.

Event organizers seeking sponsorship support for their events should write a letter to the Western Regional Director providing a description of the event and its anticipated outcomes as well as a description of the visibility and branding benefits offered to Telefilm. Organizers are strongly encouraged to discuss their requests with the Western Regional Director prior to writing and sending their proposals.

The evaluation of such requests will take into consideration: their degree of alignment with the regional objectives; their ability to stimulate the sharing of creative ideas; their potential to enhance the audiovisual sector; their ability to encourage relationship and community building in the region; and their reach within the region. When approved, the amounts of such grants will generally be in the \$500 to \$3,000 range and will not exceed \$5,000. Telefilm may consider similar sponsorship opportunities that propose significant national reach. Such national sponsorships will normally not exceed \$10,000.

4. WESTERN REGIONAL OFFICE PRIORITIES

a. Development of Skills and Business Opportunities

Skills development for producers, directors and writers is a priority for the Western Region of Telefilm Canada. In addition to talent-development initiatives, priorities identified in this region include:

- skills enhancement in script development
- skills enhancement in directing
- skills enhancement for producers in marketing, sales and financing
- skills enhancement and development of emerging talent
- diversity of voices and genres
- programs to stimulate multi-platform content creation

This Telefilm office will also prioritize activities and events that target the development of business opportunities for its clients with the goal of improving access to funding and partnerships. The Western Region will favour SASP funding proposals that facilitate networking among producers, writers, distributors and influential professionals in the production, sales and funding sectors of the industry.

The Western regional office intends to invest approximately 40 per cent* of available financial resources in the 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 Western regional office intends to invest approximately 40 per cent* of available financial resources for festivals held in the Western Region.

c. New Initiatives

Finally, Telefilm's Western Region will reserve approximately 20 per cent* of its available financial resources to facilitate innovative projects that correspond with 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,

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