



March 10, 2009

**Object: *Skills and Screens Program*
French-language market of Canada**

In May 2008, Telefilm Canada launched its new *Skills and Screens Program*. This program is aimed at Canadian festivals and events whose activities and objectives contribute to achieving the goals targeted by the Corporation. Telefilm Canada makes a selection based on the projects submitted.

For the 2009-2010 fiscal year, the Québec regional office wishes to provide clarifications on the administration of this program. These clarifications concern: (1) the introduction of application deadlines, (2) selection processes and criteria and (3) priorities of the Québec office.

1. Application deadlines

As of 2009-2010, Telefilm will consider applications for this program that are from all French language communities across Canada at set dates. This measure has become necessary due to an increasing number of requests for the French-language market. There are two application deadlines:

1st deadline

April 24, 2009: for events held between July 1 and December 31, 2009.

2nd deadline

September 11, 2009: for events held between January 1 and June 30, 2010.

Requests for the Québec English-language market are not subject to these application deadlines. However, to be eligible for the *Skills and Screens Program* in 2009-2010, these applications must be submitted by December 31, 2009 and a minimum of 10 weeks before the start of the event.

2. Selection processes and criteria

To evaluate applications, Telefilm Canada has a three-step process.

Step 1: Eligibility

Telefilm retains for evaluation applications that meet the eligibility criteria and whose objectives correspond to the national priorities described in the program's Guidelines.

Step 2: Evaluation

For the *Skills and Screens Program*, Telefilm generally accepts applications for three types of activities: film festivals, skills development activities, and business development activities. The projects retained during the preceding stage are assessed based on specific objective criteria. These criteria are:

Film festivals	Skills development	Business opportunity development
<ul style="list-style-type: none"> • Scope of the audience reached; • Importance granted to feature films and other Canadian works within the programming; • Involvement of the community in funding the event. 	<ul style="list-style-type: none"> • Clientele and skills targeted; • Quality and professionalism of the proposed training; • Client satisfaction and participants' career progression; • Participants' interest in contributing financially to the development of their skills. 	<ul style="list-style-type: none"> • Clientele targeted and professional skills of those invited; • Quality and professionalism of the event; • Client satisfaction; • Results in terms of sales and/or partnerships concluded; • Participants' interest in contributing financially to the event.

Step 3: Selection

Once the evaluation is completed, Telefilm makes its selection based on the proposals that best meet the following criteria:

- alignment with the regional priorities set out in this letter;
- relevance and reliability of performance indicators;
- quality of former results and those anticipated.

In cases where an event has been funded during the previous year and is no longer deemed competitive, Telefilm will not renew its funding. A notice will be sent to the event's 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, the available budget is limited. While the cap on funding is set at \$125,000 per event, note that to date only 5 per cent of all events funded by Telefilm correspond very closely to the priorities set by the Corporation and have attained sufficiently significant results to receive support of more than \$50,000. Approximately 63 per cent of the support granted in 2008-09 was for \$15,000 or less. Finally, the 2009-2010 fiscal parameters will be communicated to you as soon as possible.

3. Priorities of the Québec office

a. Building audiences

Film festivals provide an excellent showcase for Canadian film. For Telefilm, these events remain a priority insofar as they contribute to the circulation of indigenous works, increase talent recognition, improve the public's access to Canadian content and contribute to increasing audiences for feature films and other Canadian works.

The Québec regional office intends to invest approximately 60 per cent of available financial resources for festivals held in Québec or that serve French-language communities in Canada.

b. Skills development

Skills development of industry players, some of whom are specifically targeted in the following activities, is essential for its continued growth. To respond to this need, Telefilm is granting priority to the following professional training activities:

- Capacity building and diversification of international partnerships for funding or sales;
- Creative development and diversity of genres in scriptwriting;
- Optimization of the use of all available media platforms for the promotion and exhibition of works.

To do so, the Québec regional office intends to invest approximately 25 per cent of available financial resources for skills development.

c. Business opportunity development

Telefilm prioritizes activities or events that target development of business opportunities for production, sales and distribution companies with the goal of improving access to various sources of funding and increasing sales both here and abroad.

Telefilm will consider events that facilitate networking among producers and distributors and influential professionals in the sales and funding sectors with the objective of developing business partnerships and increasing sales.

The Québec regional office will allocate approximately 10 per cent of its resources for business development.

Finally, Telefilm reserves approximately 5 per cent of the available financing to allow for consideration of innovative projects that correspond to the Corporation's objectives. Note that Telefilm may adjust allocated percentages based on the quantity and quality of the proposals submitted and selected.

Please feel free to contact us for any questions related to the program or to discuss the direction of your proposals.

Sincerely,



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