
Skills and Screens Program

Guidelines



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1. GENERAL INFORMATION

Telefilm Canada provides financial support to Canadian festivals and events through two instruments: a competitive component the *“Skills and Screens Program”* and a performance-based component the *“Festivals Performance Program”*. Within the *Skills and Screens Program*, Telefilm prioritizes and selects from amongst festivals and professional development events in a highly competitive environment. In the *“Festivals Performance Program”*, performance envelopes are reserved for festivals that achieve success at reaching Canadian audiences. Festivals with envelopes have greater autonomy, discretion and flexibility in using the funds toward core funding of their event. These guidelines are for the *Skills and Screens Program* (the “Program”).

While compliance with these guidelines is a prerequisite to eligibility, compliance does not guarantee funding from the Program. Telefilm Canada has full discretion in administering its programs and in the application of these guidelines to ensure that its funding is provided to those events that meet its objectives, strategies and priorities. In all questions of interpretation of either these guidelines or the objectives, strategies and priorities, Telefilm Canada’s interpretation shall prevail.

Telefilm Canada reserves the right to make adjustments to the guidelines to reflect the changes of the market evolution and the varying of types of products created. The applicable guidelines for a project will remain in force for the entire life of the project.

Any information concerning and/or relating to any aspect of the application, the event, any previously event, the applicant and any related party to the applicant, as well as any other individual event and/or personal information, will remain confidential subject to the provisions of the [Access to Information Act](#) and the [Privacy Act](#).

The application form available on Telefilm Canada’s [website](#) contains relevant information and constitutes an integral part of these guidelines. Telefilm Canada reserves the right to make adjustments to these guidelines and application forms from time to time as the need arises.

2. OBJECTIVES, STRATEGIES AND PRIORITIES

2.1 Objectives and Strategies

Telefilm Canada has identified within its [Corporate Plan 2006/07-2010/11: From Cinemas to Cell-Phones](#), three objectives:

- 1) Build audiences in Canada and abroad for Canadian content;
- 2) Build capacity in the industry to succeed at reaching audiences; and
- 3) Achieve value for Canadians as an efficient and effective administrator.

The Program is aligned to Telefilm Canada’s second objective. Telefilm Canada has identified three key strategies for achieving its second objective:

- 1) Increase awareness and accessibility of Canadian talent and content to audiences in Canada and abroad;
- 2) Increase foreign sales and financing opportunities for production, distribution and sales companies;

- 3) Increase the accessibility of the various funds and programs administered by Telefilm Canada to new talent and diverse voices through practical training opportunities to hone their talents and skills.

2.2 Priorities

To guide applicants in their applications, Telefilm Canada has also identified seven priority areas. All events supported through this Program will contribute to achieving Telefilm Canada's three key strategies in one or more of the following seven priority areas.

- 1) Increase audience awareness and diversification and/or foster the development of future audiences by showcasing Canadian content.
- 2) Increase the opportunity for Aboriginal and visible minority writers, directors and producers in the feature film, new media and television sectors.
- 3) Increase learning opportunities for writers, directors and producers working in feature film through training, coaching and mentorship activities that will further the development of their business and / or projects.
- 4) Increase networking to improve the "packaging" of projects such as matchmaking, marquee talent and financing.
- 5) Increase the diversity and quality of genres within the portfolio of Canadian content through targeted skills development initiatives.
- 6) Increase access to international partnerships, sales and financing for the feature film, new media and television sectors through initiatives that will attract and provide access to key international decision-makers.
- 7) Improve the corporate business skills of small companies, particularly those working in a multiplatform environment.

3. EXPECTED OUTCOMES

The expected outcomes of the Program are the following:

- In the short term to provide financial support to events that are aligned to Telefilm's second objective and successfully achieve its performance targets.
- In the medium term to increase awareness of Canadian talent and content and enhance Telefilm Canada's production investment portfolios to include greater diversity of genre, emerging talent and underrepresented voices.
- In the long term to increase awareness for Canadian content in Canada and abroad.

4. ELIGIBILITY

4.1 Eligible Applicants

To be eligible, applicants must meet all the following eligibility criteria:

- Be a Canadian-owned and controlled company as determined under Sections 26 to 28 of the [Investment Canada Act](#);
- Have a head office based in Canada and the company's activities should take place in Canada;
- Board members and key members of the organization must be Canadian citizens, within the definition of the [Citizenship Act](#), or permanent residents, within the definition of the [Immigration and Refugee Protection Act](#);
- Provide evidence of the company and event's financial stability (including not running consistent or significant deficits);
- Provide evidence of the company and event's commitment and approach to ensuring good governance;
- Must be able to demonstrate the required expertise to successfully complete the event; and
- In addition, in the cases of festivals, they must be in existence for at least 3 years.

4.2 Eligible Events

- Both Canadian festivals and professional development events are eligible activities under this Program.
 - An eligible applicant may request funding for either one or multiple activities as long as the activities are aligned to the priorities of the Program.
- Certain other promotion activities aimed at the fostering and advancement of the audio-visual industry in Canada may potentially be eligible for limited financial support. Such eligibility will be determined by Telefilm Canada on a case-by-case basis as described above in 2.2. For more information applicants must contact their local Telefilm Canada office.
- Telefilm Canada will prioritize its funding to regional events it may have already supported in the past. However, the support would be subject to a positive evaluation of a new application, the availability of resources and the achievement of performance targets as defined in the applicant's previous contribution agreement with Telefilm Canada.

4.3 Eligible Costs

Eligible costs shall be limited to those related to the production of the event and that have been identified in the proposal approved by Telefilm Canada, taking into consideration that:

- Normally, only expenses incurred in Canada are eligible for financing assistance. However, Telefilm Canada will consider the eligibility of international expenses when comparable services are not available within Canada and they are integral to the success of the event.

- As the focus of the Program is on supporting specific events, core business operations or capital expenditures of the recipients, such as rent, purchase of real estate, and maintenance costs, will not be eligible; however, event-specific administrative expenses are eligible.

5. SELECTIVE PROCESS & EVALUATION CRITERIA

The Program has an annual budget which is distributed across Telefilm Canada’s four local offices for local decision making and may change from year to year. Events are in competition with other events taking place in the same region. Local offices will prioritize events best aligned to the unique needs of their region.

The following evaluation criteria serve as a guide for applicants in their application:

Business Plan	<ul style="list-style-type: none"> • Overall contribution to Telefilm Canada’s three key strategies • Alignment to one or more of Telefilm Canada’s seven priority areas • Alignment to the unique needs of the region
Visibility	<ul style="list-style-type: none"> • The event’s ability to raise the profile of Telefilm Canada and its financial support to the industry
Performance Measures	<ul style="list-style-type: none"> • The identification of measurable performance criteria for the event and their capacity to track and report on achievement
Team	<ul style="list-style-type: none"> • The track record of the team in the delivery of a similar event in size, scope and nature
Financial stability	<ul style="list-style-type: none"> • Financial stability of the organization and good governance

Telefilm Canada recognizes the unique challenges for smaller regions outside the major centers and new events. On a case by case basis, each local office will have discretion to consider exceptional circumstances in the application of these guidelines as best meets the building capacity needs of their region.

All potential applicants should consult the regional priorities listed in the “[Business Development Programs](#)” section of Telefilm Canada’s website for more information. Applicants are also encouraged to contact their local office PRIOR TO submitting an application.

6. FINANCIAL PARTICIPATION

Telefilm Canada will provide financial assistance in the form of a contribution. The specific terms of the contribution will be detailed in the event’s agreement with Telefilm Canada.

The higher the financial request to the Program the greater will be Telefilm Canada’s expectation that the event will:

- 1) be aligned to one of the key strategies and to one or more of the seven priorities;
- 2) provide visibility to Telefilm Canada; and
- 3) build capacity in the industry to succeed at reaching audiences.

Telefilm Canada's financial participation will be in the form of a contribution and may not exceed the lesser of 49% of the total approved activity budget or \$ 125,000.

Telefilm Canada's financial support is provided for **one year** only. Should the applicant decide to apply again for the following year, Telefilm Canada's support would be subject to a positive evaluation of a new application, the availability of resources and the achievement of performance targets as defined in the applicant's previous contribution agreement with Telefilm Canada. Applicants should develop their business plans in a manner that will reduce the level of support required from Telefilm Canada.

As demand for funding always exceeds available resources, any applicant that proceeds to incur costs prior to receiving confirmation of Telefilm Canada's financial participation does so at their own risk.

7. HOW TO APPLY

7.1 Application Deadlines

1. French-Language Market

As of 2009-2010, all applications to this Program from within Quebec as well as francophone communities outside of Quebec will be subject to two yearly deadlines. This measure has become necessary as a result of growing funding demands facing the francophone market. For information on the Program's application deadlines, visit Telefilm Canada's [website](#).

2. English-Language Market

Although there are no fixed application deadlines for the English-language market component of the Program, applicants must submit their completed applications at least 10 weeks prior to the opening day of the event for which financial support is being requested and prior to the Program's closing date that takes into account Telefilm Canada end of fiscal date which is March 31. Please consult Telefilm Canada's [website](#) for the closing date.

7.2 Notification of Decision

Applicants will receive written notification of the results of their application. Every effort is made to advise applicants of results with the least possible delay following the submission of their complete application. Decisions are typically issued 10 weeks following receipt of complete applications.

7.3 Where to Apply

Applications are submitted to the local office in the region where the event will take place, regardless of the head office of the applicant.

In exceptional situations where an applicant is delivering the same event to multiple regions, they may apply to the local office where their head office is located.

Apply on-line

To expedite the treatment of applications, Telefilm Canada encourages its clients to submit their applications through eTelefilm[®], a fast, secure and user friendly on-line service. Clients that submit applications via eTelefilm[®] enjoy access to direct deposit for Telefilm Canada funding payments. To register on-line visit: www.telefilm.gc.ca/eTelefilm.

Apply by mail

Applicants must send the application form and Telefilm Canada's standard budget, duly completed with all required documentation, to the applicant's local Telefilm Canada office. Applications should be sent to the attention of the Initiatives and Programs Delivery Officer, Industry Development Operations, as listed on [Telefilm Canada's website](#). Officers are available to answer questions regarding the application and the documents required.

Applications from the Western provinces and the Territories must be directed to Telefilm Canada's office in Vancouver; applications from Ontario and Nunavut must be sent to the Toronto office; the Montreal office covers all French-language applications as well as English-language applications from Quebec; and the Atlantic provinces are served by Telefilm Canada's Halifax office.