



Canadian Patrimoine  
Heritage canadien



# Support to Sector Associations Program

*A 'Sound' Program*

CANADA MUSIC FUND

Annual Report 2004-05



Canada

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# Support to Sector Associations Program

Since its inception in 2001, the Support to Sector Associations Program (SSAP) continues to assist Canadian not-for-profit associations involved in Canada's sound recording sector. One of eight programs making up the Canada Music Fund (CMF), the SSAP is administered by the Sound Recording Policy and Programs Directorate of the Department of Canadian Heritage.

Drawing on an investment of over \$650,000 in 2004-05, the SSAP assists Canada's sound recording sector associations in their efforts to provide their respective members with professional representation services and continued analysis of public policy initiatives and industry trends and issues. In areas such as songwriting, sound recording, marketing and performing, professional associations represent Canadians who identify their role in the music scene by language, region, genre and craft. The Department of Canadian Heritage is committed to ensuring that its public policy remains relevant to this dynamic and constantly evolving sector.

By offsetting a portion of their operating expenses, the SSAP assists associations in maintaining, if not in improving, their structural capacity. As a result, the program empowers them to better represent their members' interests, and thereby strengthen the Canadian sound recording industry.



# Retrospective

Given the success and value of the program's consultations with sectoral associations in 2004, the Department of Canadian Heritage welcomed and responded to a series of suggestions submitted by the associations.

To ensure that the Support to Sector Associations Program continues to reflect the actual circumstances of industry associations and that funds are provided fairly to the associations it assists, the Department increased funding for the program. The result was that the year 2004-05 saw an increase of 13.8% in funding over the preceding year. Further, the number of recipients rose from 9 in 2003-04 to twelve in 2004-05. To recognize the important role and cultural richness of Aboriginal peoples within the sound recording industry, as well as their diversity, the SSAP provided financial assistance to the National Aboriginal Recording Industry Association (NARIA), based in Winnipeg. The funding helped NARIA to become operational, and to increase its visibility and membership nationwide. The SSAP also provided funding for the first time to the Montréal-based Professional Music Publishers Association (PMPA). The funding enabled PMPA to undertake initiatives for promoting the music publishing profession.

As an innovation, this year the Department introduced a base level for funding awarded in 2004-05. All associations eligible under the program were able to receive a minimum of \$25,000 based on their actual needs. The assistance will help associations achieve more significant results.

In response to suggestions for improving program schedules for payments to associations, the Department took responsibility for distributing payments in the second quarter of 2004-05. The improved procedure allowed the program to better meet the needs of sectoral associations as well as face the reality of the Canadian sound recording industry.

# Financial Data and Statistics

## Financial Breakdown

This year, the program provided financial assistance to twelve sound recording industry associations, for a total of \$650,998. The program received eighteen requests for funding totalling \$1,523,115; of these, it refused 6 for not meeting eligibility criteria. As in previous years, funding was awarded through a competitive process. Each application was evaluated on its own and in relation to the others. The evaluation process included an analysis of the applicant's experience and a comparison of the applicant with the rest of the industry. Funding was thus awarded on the basis of information received from all applicants. Again this year, the program was oversubscribed by a factor of more than two.

The chart that follows illustrates the funding allocations to each association for this past financial year.

## Financial Requests and Awards

Applicant	2004-05 SSAP AWARDS	Amount Awarded
Alliance nationale de l'industrie musicale (ANIM)		\$28,294
Association québécoise de l'industrie du disque, du spectacle et de la vidéo (ADISQ)		\$175,261
Canadian Association for the Advancement of Music and the Arts (CAAMA)		\$22,512
Canadian Country Music Association (CCMA)		\$38,843
Canadian Independent Record Production Association (CIRPA)		\$197,317
East Coast Music Association (ECMA)		\$31,901
Music Managers Forum (MMF)		\$25,000
National Aboriginal Recording Industry Association (NARIA)		\$25,000
Professional Music Publishers Association (PMPA)		\$24,990
Société pour la promotion de la relève musicale de l'espace francophone (SOPREF)		\$22,184
Société professionnelle des auteurs et des compositeurs du Québec (SPACQ)		\$28,291
Songwriters Association of Canada (SAC)		\$31,405
<b>Total</b>		<b>\$650,998</b>

The above financial assistance awarded represents an average of 57.5% of the amount recipients requested.

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