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# A Guide to Federal Programs for the Film and Video Sector

June 2000

Canada 

# A Guide to Federal Programs for the Film and Video Sector

June 2000

**Copies of this document are available from the:**

**Department of Canadian Heritage  
Cultural Industries Branch  
4th Floor, 15 Eddy Street  
Hull, Quebec K1A 0M5**

**Telephone: (819) 997-5690**

**Facsimile: (819) 997-5709**

**Internet: <http://www.pch.gc.ca>**

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## Introduction

This guide has been prepared in response to ongoing requests for information on the film and video industry in Canada from the general public and from the industry itself. It provides a brief overview of the various federal government financial support programs available to the independent film and video industry in Canada. Please note that the information included in this document is subject to change without notice.

### **Challenges Faced by the Canadian Film and Video Sector**

Despite the successes of the last 30 years, Canadian film and television producers still face formidable odds in bringing their works to audiences. The basic market realities of film and video production make it difficult for Canadian producers to raise financing given the small Canadian market. Canadian feature films have a difficult time competing directly with the high-budgeted and widely-publicized foreign feature films that are readily available for Canadian screens. Imported television programming can be acquired for a fraction of the cost of producing it domestically. Furthermore, the film and video distribution sector in Canada is largely controlled by foreign-owned companies. Historically, these firms have not demonstrated an interest in distributing Canadian productions. This situation reduces the opportunities for Canadian productions to be effectively distributed.

This small Canadian film and video market is further fragmented into two distinct markets: Anglophone and Francophone. The Francophone film and video market in Quebec has traditionally been quite distinct from that of the rest of Canada, mainly because a larger percentage of the province's population view Quebec films; however, the audience share for these films fluctuates each year. Like their Canadian English-language counterparts, these films are also being squeezed out of the marketplace by non-Canadian products. Furthermore, Quebec films that achieve success within the province rarely do so outside of it mainly because most French-language films are minimally distributed in the rest of Canada.

### **Federal Government Response**

Since the late 1960s, the Canadian government has responded to these basic market realities by creating an incentive - rather than a restrictive - approach to encouraging domestic production through its various policies and programs. Federal policies for the film and video industry have been traditionally developed within a framework that encourages the growth of domestic production and distribution without restricting access to foreign productions. Minimum Canadian content programming requirements for broadcast companies have helped create a demand for domestic production.

Until the late 1980s, both federal and provincial film policies focussed largely on production and less on distribution and exhibition. Increasingly now, both levels of government have focussed attention on how to assist in the distribution and marketing of Canadian productions.



## **About This Guide**

The Government of Canada remains committed to supporting the Canadian film and video industry, which plays an enormous role in our country's cultural and economic life. Consequently, funds have been initiated for this purpose. Six main federal departments/agencies offer financial support programs for the independent film and video industry in Canada:

- Telefilm Canada,
- The National Film Board of Canada,
- The Canada Council for the Arts,
- The Department of Canadian Heritage,
- The Department of Foreign Affairs and International Trade,
- The Canadian International Development Agency.

This document outlines the various support programs offered by each of these government organizations.

Also included in this document is information on the Canadian Television Fund (CTF), a government-industry partnership. Telefilm Canada administers the Equity Investment Program of the Fund while the Licence Fee Program is administered by the CTF itself.

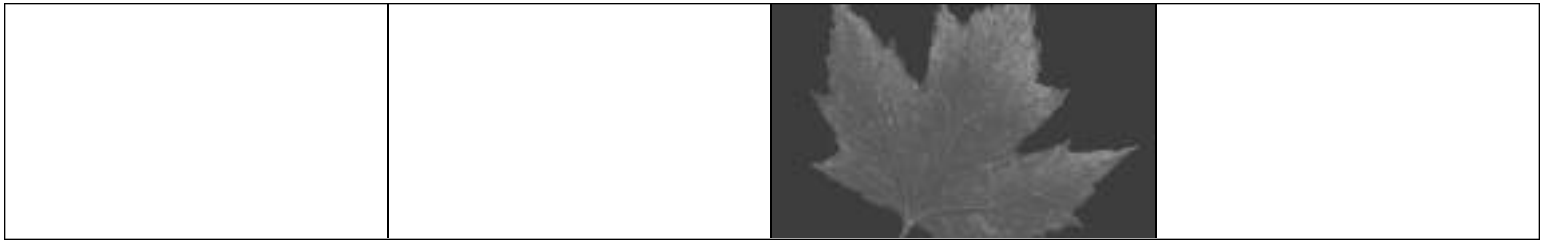
Although the Canadian Independent Film and Video Fund (CIFVF) is an independent non-profit organization, it has been included in this report because it receives all of its money from federal sources.

Finally, the document describes some federal business and export programs and services that may be of interest to those companies operating in the film and video sector, including Team Canada Inc and the Canada Small Business Financing Program of Industry Canada.

Not described in this report are the numerous provincial government and private sector financial support programs pertaining to the independent film and video industry.

## **Getting the Details**

More detailed information on a particular program can be obtained by contacting the relevant organization. To facilitate this process, contact information has been included under each appropriate component and/or at the end of each section.



## Telefilm Canada

A key cultural agency of the Canadian government, Telefilm Canada (the Corporation) is dedicated to the development and promotion of the Canadian film, television and multimedia industry. Telefilm is a cultural investor. Its mission is to provide financial assistance and strategic leverage to the industry to produce high-quality productions that reflect Canadian society, including its linguistic duality and cultural diversity, while ensuring their widest possible distribution in Canada and abroad.

Telefilm administers a number of programs, including the Feature Film Fund, the Feature Film Distribution Fund, the Versioning Assistance Fund, the Canadian Production Marketing Assistance Fund, the Multimedia Fund, the Loan Guarantee Program and the National Training Program in the film and video sector. Under the Canadian Television Fund, Telefilm administers the Equity Investment Program. In administering its programs, Telefilm is guided by Memorandums of Agreement or Contribution Agreements with the federal government.

Applicants to all funds must be Canadian-owned and-controlled production, distribution or foreign sales companies.

### **Canadian Television Fund - Equity Investment Program**

The Equity Investment Program (EIP) is one of two complementary programs under the Canadian Television Fund (CTF). The EIP is administered by Telefilm Canada. The complementary CTF program is the Licence Fee Program (LFP).

See the CTF listing on page 12 for information on both the EIP and LFP.

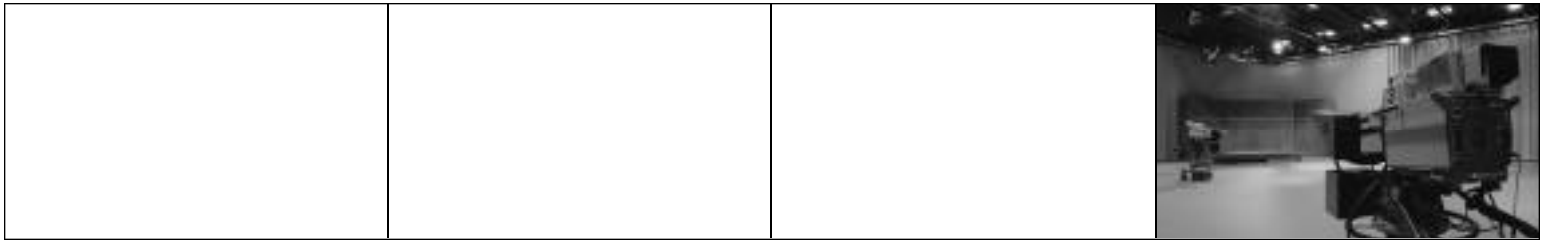
### **Feature Film Fund**

Telefilm Canada may finance up to 49% of a project's production budget and will not normally invest more than \$1.5 million. Telefilm may participate by way of equity investment, secured loans or non-interest-bearing advances.

Eligible productions must have a distribution contract that guarantees the film's theatrical release in Canada within one year of completion. Also, they must have obtained at least 8 points for Canadian content. In the case of a 10-point Canadian content production with a distinctive Canadian point of view or a regional or French-language production, Telefilm may further advance up to 15% of production costs, over and above the maximum investment for these types of projects.

Development assistance levels are the same as those under the CTF - EIP. The total maximum amount allowed under both funds is \$100,000 per project or \$250,000 per production company.





Telefilm also requires that the film be commercially screened in at least three urban centres in the appropriate language market, in Canada, and be offered for sale in foreign markets. Further, the distribution or foreign sales company must be well established, with a proven track record in those markets for which they acquire rights.

At the production stage, Telefilm Canada requires that the applicant submit a marketing strategy developed in consultation with the film's distributor. The producer must also include promotional expenses in the budget. Any delegation of promotional responsibilities to the distributor must be clearly reflected in the distribution contract.

### **Feature Film Distribution Fund**

The Distribution Fund has two components: a Principal Fund which allocates annual lines of credit to established distributors, and an Auxiliary Fund which provides project-by-project assistance to developing distributors.

The Principal Fund may be used to acquire rights to Canadian films, to pay for the marketing of Canadian films and, to a small extent, to secure corporate loans. The films must have obtained at least 8 points for Canadian content.

To be eligible for a line of credit, applicants must have distributed, in the 24 months preceding the application, a minimum of 12 theatrical films in the Canadian market, of which at least two are certified Canadian productions under the criteria of the Canadian Audio-Visual Certification Office (CAVCO) or the Canadian Radio-television and Telecommunications Commission (CRTC), or are official co-productions.

Of the eligible Canadian productions, at least half must have been produced by an arm's-length company. The applicant must also have signed agreements to distribute no fewer than two eligible Canadian productions within 18 months of filing the application.

English-language Canadian feature films must have been distributed to at least three urban centres in three provinces. French-language feature films must have been distributed to at least three urban centres in Quebec.

Once a distributor has qualified for a line of credit, at least half of all films for which assistance is requested must be produced by arm's-length companies.

To be eligible for the Auxiliary Fund, a distributor must, in the 24 months preceding the application, have been deemed eligible to trigger Telefilm's Feature Film Fund. The distributor must also have distributed two eligible Canadian films produced with Telefilm's participation (or other federal or provincial agencies) in at least three Canadian urban centres or have acquired the rights to two arm's-length productions financed under the Feature Film Fund, that are in production or ready for release at the time of the application.



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The Corporation will provide 70% of the net admissible marketing costs (net of any other participation than that of the distributor) for distributing Canadian films and Canadian co-productions in the Canadian Francophone market, and will provide 75% of the net admissible marketing costs for distributing Canadian films and Canadian co-productions in the Canadian Anglophone market.

For all these films, half of Telefilm Canada's participation will be provided via a grant that will not be recouped by either the Corporation or the distributor.

### **Versioning Assistance Fund**

Telefilm Canada may advance up to 100% of the costs of dubbing or subtitling Canadian productions into one or both of Canada's official languages (English and French). All productions must have obtained at least eight points for Canadian content. Telefilm expects to recoup 40% of its advance for Canadian film productions and 50% for Canadian television productions.

Only Canadian private-sector distribution and foreign sales companies are eligible to apply, except in the case where the rights to a dubbed or subtitled version of a production are covered by a pre-sale agreement at the production stage. In such cases, Canadian private-sector producers may apply, providing they remove pre-sale revenues from the financing structure, to ensure repayment to Telefilm of the advance made for dubbing.

Applications must be accompanied by a marketing strategy and a letter of commitment to broadcast or theatrically release the production within one year. In the case of productions to be dubbed, a standardized dubbing budget must also be included.

Versioning assistance for series will be limited to 65 Canadian episodes (a maximum of 26 per year). Versioning must be done in Canada by Canadian private-sector companies. The cap per company is \$200,000.

### **Canadian Production Marketing Assistance Fund**

Telefilm Canada may assist Canadian private-sector distribution or foreign sales companies in marketing certified Canadian productions or official co-productions. Eligible applicants must hold all necessary rights for maximum distribution of the production in Canada and/or abroad and have a proven track record in those markets. Applicants may contract a subdistributor to distribute in secondary or foreign markets where they do not have the required expertise. In such cases, qualified Canadian foreign sales companies must first be offered the right to distribute the project.

The Fund consists of a national component for companies distributing within Canada and an international component for foreign sales companies. Under the national component, Telefilm may finance the following activities:



- Promotion and advertising - costs for launching a Canadian feature film or official co-production. Telefilm Canada's assistance is at the following levels: 75% of the launching costs of eligible English-language productions; and 70% for eligible French-language productions.
- Test marketing - costs for test marketing a Canadian theatrical film in the Canadian market. In this case, Telefilm may advance up to 50% of the costs of marketing tests.

Telefilm may also support other special marketing activities for Canadian productions in the Canadian market.

Distribution companies that have been granted a line of credit through the Distribution Fund do not have access to the national component of the Marketing Assistance Fund unless they have expended their line of credit.

Under the international component, Telefilm Canada may finance the following activities:

- Campaign creation - costs of creating and producing advertising and promotional materials for use at foreign markets; and
- Advertising - costs of placing advertisements in international newspapers, magazines and trade publications or on closed circuit television at international markets; corporate advertisements are not eligible.

Telefilm Canada's assistance consists of a non-recoupable advance of up to 50% of the costs. The cap per company is \$50,000.

### **Loan Guarantee Program**

This program is designed to provide Canadian financial institutions with loan guarantees and expert appraisal of loan applications submitted by Canadian production, distribution and foreign sales companies.

Telefilm Canada will use its industrial expertise to compliment the financial expertise of the banking institutions by supplying an evaluation of the risks associated with each project and of the borrower's ability to repay the loan. The Loan Guarantee Program is intended primarily for companies or projects that otherwise would be unable to obtain loans in the private sector.

Telefilm Canada can guarantee up to 85% of the maximum amount of the loan, not to exceed \$1 million per project or per application. Any loan guaranteed by Telefilm Canada must be fully secured by firm receivables owed to the borrower.

The total amount of Telefilm Canada's outstanding guarantees at any one time will not exceed \$25 million.



### **Production Revenue Sharing Program**

The Production Revenue Sharing Program was introduced in 1990 to reward production companies that provide Telefilm Canada with an above-average rate of recoupment. The Program allows eligible production companies to obtain 50% of the revenues earned by Telefilm Canada from its investments for use as a development advance or as a complement to the production financing of projects in which Telefilm Canada is participating. A project may be eligible even though it has not received previous Telefilm Canada funding provided the project is certified as Canadian.

### **Official Co-Productions**

The official co-production agreements signed between Canada and other countries enable Canadian and foreign producers to pool their resources in order to co-produce films and television programs that enjoy national production status in each of the countries involved. Canada's official co-productions are carried out within the framework of 46 film and television co-production agreements (with 54 countries).

Telefilm administers all international agreements governing official co-productions on behalf of the Government of Canada. In this capacity, the Corporation's role is twofold:

- it receives and evaluates applications for certification of projects as official co-productions; and
- it receives applications for financial assistance under the Canada-France mini-treaties and the English-Language Cinema Plan.

### **Canadian Participation in International Film Events**

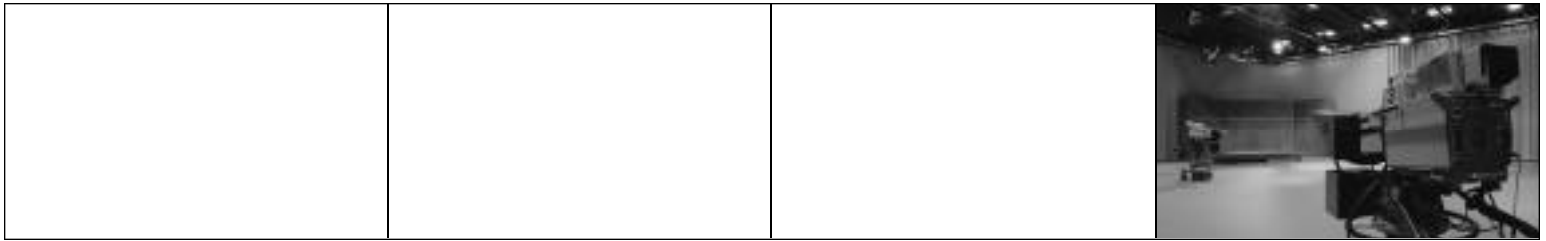
Telefilm Canada's Festival Bureau coordinates Canadian participation in festivals and organizes several film weeks, retrospectives and special screenings internationally every year.

The Bureau offers various services to producers wishing to participate in a festival and to directors and exporters whose productions are selected. It facilitates the submission of films to festivals, pays the costs of shipping materials and covers the travel expenses of filmmakers whose works are selected for official competition or for an important category in a major festival.

### **Canada Showcase**

Telefilm Canada provides funds to Canadian festivals that meet the following objectives:

- position Canadian films front and centre in select Canadian festivals;
- encourage the promotion and marketing of Canadian productions in the target territory; and
- promote an awareness of the quality of Canadian cinema.



The amount of Telefilm Canada's subsidy will be based on a number of factors, including how well the event meets the objectives of the Fund.

### **Industrial and Professional Development Fund**

Through grants, Telefilm Canada participates in a number of activities that contribute to the above-the-line professional development in the Canadian film, television and multimedia industry. For example, Telefilm Canada helps to fund seminars, lectures and workshops in which Canadian and international experts in the field offer their knowledge and experience in the areas of financing, creation, production and distribution.

### **Multimedia Fund**

The Multimedia Fund has three main objectives:

- support financially the development, production and marketing of high-quality, original, interactive Canadian multimedia works in both official languages intended for the general public;
- provide Canadian consumers with greater access to Canadian cultural multimedia products; and
- assist in the growth and development of a Canadian multimedia production and distribution industry that is competitive in national and international markets.

### *Eligible Productions*

Telefilm will provide financial assistance for the production of original, entertainment, educational and edutainment products, published on any format or distributed through on-line services, and directed at the general public. Productions must be interactive and contain at least three of the following elements: text, sound, graphics, still images, and live-action video or animation.

In general, the following products will not be eligible: those with a specific corporate, industrial or promotional focus, as well as games intended for the video-arcade market. In addition, productions containing excessive violence, sexual violence or sexual exploitation will not be eligible. Telefilm reserves the right to apply its final judgement in this regard.

In all cases, Telefilm will try to foster close cooperation between the producer-publisher and the distributor, as early as possible in the project's development. At the development stage, Telefilm will give priority to projects which have obtained a letter of intent regarding distribution.

To obtain financial assistance for production or marketing/distribution, a company applying for assistance must already have secured a contractual commitment from an established distributor (if applicable).



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### *Eligible Applicants*

Canadian multimedia development, production and publishing companies are eligible.

Companies must be financially sound and possess the required expertise to successfully complete the project; however, priority will be given to small and medium-sized companies.

### *Financial Participation*

Telefilm will provide development financial assistance in the form of an advance that will not exceed the lesser of the following: 50% of the development budget or \$75,000. Telefilm's support is provided for the production of a prototype, the drafting of the final version of a storyboard, and the development of a marketing strategy.

Telefilm will provide production and marketing financial assistance in the form of an interest-free, unsecured loan for an amount that may not exceed the lesser of the following:

- 50% of the production budget or \$250,000; and
- 50% of the marketing budget or \$150,000.

Telefilm's production support is provided for the production of a final, market-ready version of the product, including localization of the product. Telefilm's participation in marketing is intended primarily for the creation of national or international marketing campaigns (design costs, creating and market testing of advertising, Internet sites, etc.); promotion and publicity for launches or in international trade publications; localization of the product; and marketing-specific initiatives. For productions that will be distributed by an on-line service, operating, maintenance and updating expenses will be allowed for the first twelve months of on-line distribution.

Recognizing that some applicants will be unable to fulfill the Fund's corporate analysis criteria or demonstrate on a corporate level their ability to repay their loan, Telefilm has created an envelope for assistance to production and marketing projects by these companies. A maximum of 15% of the Multimedia Fund will be available for such projects. These loans will not exceed \$100,000 per production project, or \$60,000 per marketing project, and applicants will be required to meet the repayment and royalty terms for production and marketing assistance as described in these guidelines.

Generally, in addition to the repayment of its production or marketing loan, Telefilm will collect royalties on projects earning more than \$100,000 in net revenues. Telefilm's royalties on the project's net revenues over \$100,000 will be equal to the Fund's percentage participation in the project's final production costs. These royalties will not exceed 20% of Telefilm's total financial participation in the project.



### **Kick Start**

Kick Start is administered jointly by the Directors Guild of Canada - British Columbia District Council and Telefilm Canada. The program is designed to assist emerging filmmakers.

The program awards \$10,000 to each of five winning directors for the production of a ten-minute dramatic film or video. The projects must be completed within a year and have a maximum cash budget of \$25,000. Applicants must be Canadian citizens or landed immigrants residing in British Columbia, Alberta, Saskatchewan, Yukon, Northwest Territories or Manitoba.

#### **For more information, please contact:**

Crawford Hawkins  
Directors Guild of Canada, British Columbia District Council  
430 - 1152 Mainland Street  
Vancouver, British Columbia V6B 4X2

Telephone: (604) 688-2976  
Facsimile: (604) 688-2610

OR

Shelley Nowazek  
Communication Consultant  
Telefilm Canada  
350 - 375 Water Street  
Vancouver, British Columbia V6B 5C6

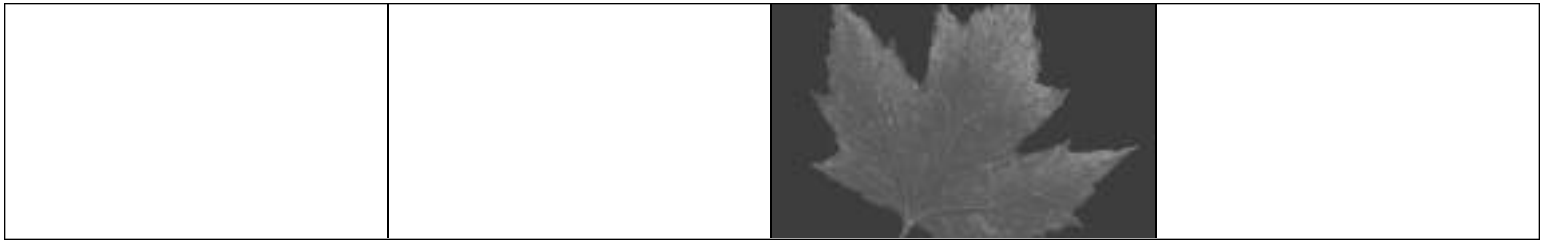
Telephone: (604) 666-1566  
Telephone: 1 800 663-7771 (toll free)  
Facsimile: (604) 666-7754

### **Emerging Filmmakers Program**

The Emerging Filmmakers Program is designed for up-and-coming directors from New Brunswick, Newfoundland and Labrador, Nova Scotia and Prince Edward Island who are looking for an opportunity to launch their careers.

Telefilm Canada will provide investments of up to \$15,000 (to a maximum of 49% of the budget) for production or post-production completion of new works from emerging filmmakers residing and working in the Atlantic provinces.

The Program consists of an annual competition juried by a panel of four renowned professionals, one from each of the four Atlantic provinces, who work in the audiovisual industry.



**For more information, please contact:**

Ralph Holt  
Regional Director, Atlantic Region  
Telefilm Canada  
3rd Floor, 1684 Barrington Street  
Halifax, Nova Scotia B3J 2A2

Telephone: (902) 426-8425  
Facsimile: (902) 426-4445

**Telefilm Canada Contact Information**

For more information, please contact one of the Telefilm Canada offices below:

Head Office: Telefilm Canada  
7th Floor, 360 Saint Jacques Street  
Montréal, Quebec H2Y 4A9

Web site: <http://www.telefilm.gc.ca>

Telephone: (514) 283-6363  
Telephone: 1 800 567-0890 (toll free)  
Facsimile: (514) 283-8212

Toronto: 22nd Floor, Bloor Street West  
Toronto, Ontario M4W 3E2

Telephone: (416) 973-6436  
Telephone: 1 800 463-4607 (toll free)  
Facsimile: (416) 973-8606

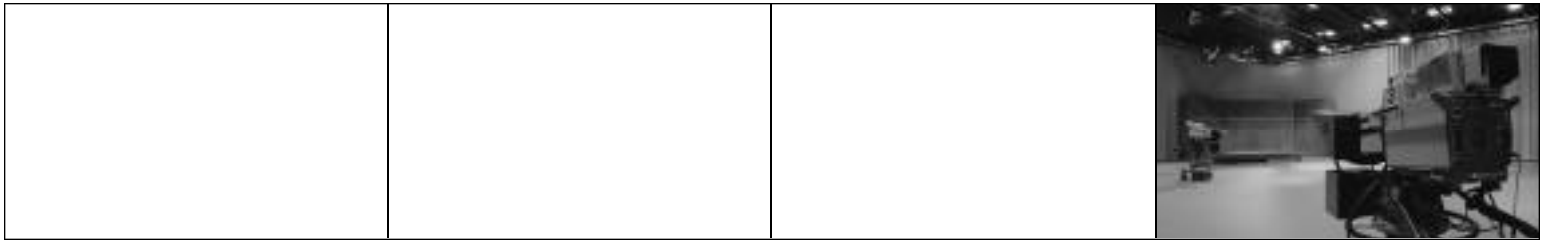
Halifax: 3rd Floor, 1684 Barrington Street  
Halifax, Nova Scotia B3J 2A2

Telephone: (902) 426-8425  
Telephone: 1 800 565-1773 (toll free)  
Facsimile: (902) 426-4445

Vancouver: 310 - 440 Cambi Street  
Vancouver, British Columbia V6B 2N5

Telephone: (604) 666-1566  
Telephone: 1 800 663-7771  
Facsimile: (604) 666-7771





## Canadian Television Fund

The Canadian Television Fund (CTF) was created in 1996 to increase the quality and quantity of distinctly Canadian programming available to Canadian viewers and to enhance the broadcast system's capacity to produce and distribute such programming. The CTF assists in the production of distinctly Canadian programming in the under represented categories of drama, variety, children's shows, documentaries and performing arts in English, French and Aboriginal broadcast markets. All productions must have a Canadian broadcaster commitment to schedule the program in prime time within two years of completion.

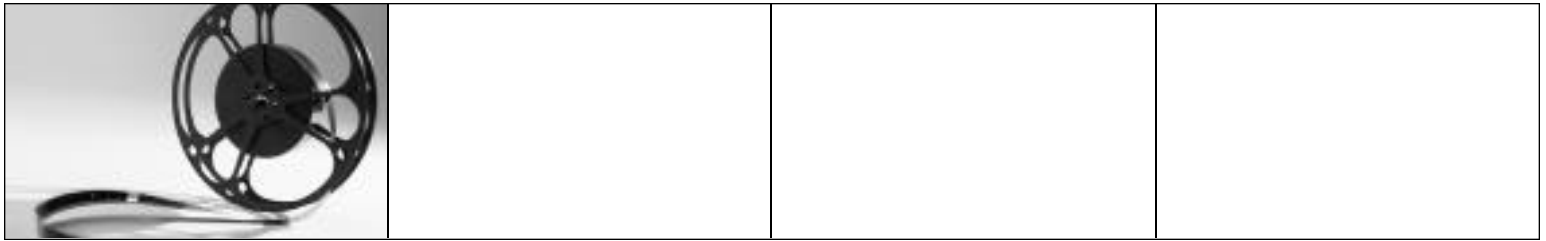
The Fund operates as an independent, non-profit corporation, governed by a Board of Directors composed of members from the television, cable, production and film and video distribution industries, as well as from Canadian Heritage and Telefilm Canada.

Since its creation, the demand has outstripped the available resources of the Fund. In response to this continued oversubscription, the CTF Board refocused the Fund and introduced more stringent Canadian content requirements in keeping with its cultural mandate. As a basis for entry to the Fund, a project must meet the CTF's Essential Requirements, which are as follows:

- the project speaks to Canadians about and reflects Canadian themes and subject matter;
- the project has 10/10 points on the CAVCO scale, or the maximum number of points applicable to the project (treaty co-productions are also eligible);
- underlying rights are owned, and significantly and meaningfully developed, by Canadians; and
- the project is shot and set in Canada.

All eligible productions must be under Canadian ownership and Canadian executive and creative control and have received a commitment from a licensed Canadian television broadcaster to be broadcast during prime time within two years of their completion. "Prime time" for most genres of programming is between 7 p.m. and 11 p.m., although for children's programming, "prime time" is defined as the time when the largest audiences of children are available, while for youth programming, "prime time" is between 4 p.m. and 11 p.m. Aboriginal-language productions are eligible, provided they meet certain criteria.

The CTF has two complementary funding programs: the Licence Fee Program (administered by the Canadian Television Fund) and the Equity Investment Program (administered by Telefilm Canada). Eligible projects may apply to and receive funding from either program, or both.



### **Licence Fee Program**

The CTF's Licence Fee Program (LFP) is a market-driven funding initiative that contributes to distinctly Canadian television productions using objective and transparent criteria to determine production eligibility. The program is a "top-up" fund that supplements the cash licence fees paid by Canadian broadcasters for eligible programs. As such, the LFP's contribution forms a part of the total licence fees used in the financing of Canadian television productions. This licence fee top-up may be supplemented by one or more of the bonuses for regional productions and French-language productions.

### **Equity Investment Program**

The Equity Investment Program's (EIP) assistance takes the form of direct cash investments, which result in undivided copyright ownership in eligible productions (including treaty co-productions). The EIP may take an equity participation of up to 49% of an eligible production, though its average investment in recent years has not exceeded 30%. In certain cases, the EIP may also participate in productions through loans, advances and contributions (however, the combination of equity and non-equity participation will not exceed 70% of the production costs). The EIP's participation in eligible series and made-for-television movie production is subject to caps.

The EIP also assists the development of Canadian television programs through non-interest bearing advances of up to 50% of eligible costs, to a maximum of \$100,000. A financial contribution of at least 20% (drama) or 15% (other genres) is required from a broadcaster.

### **Canadian Television Fund Contact Information**

Information for both LFP and EIP may be obtained on-line at the Canadian Television Fund's Web site at the following address:

Web site: <http://www.canadiantelevisionfund.ca>

For information regarding the LFP, please contact:

Garry Toth  
Executive Director  
Canadian Television Fund - Licence Fee Program  
802 - 45 Charles Street East  
Toronto, Ontario M4Y 1S2

Telephone: (416) 975-0766  
Telephone: 1 877 975-0766 (toll free)  
Facsimile: (416) 975-2680



For information regarding the EIP, please contact:

François Macerola  
Executive Director  
Canadian Television Fund - Equity Investment Program  
c/o Telefilm Canada  
7th Floor, 360 Saint-Jacques Street  
Montreal, Quebec H2Y 4A9

Telephone: (514) 283-6363  
Telephone: 1 800 567-0890 (toll free)  
Facsimile: (514) 283-8212

Information may also be obtained from any of Telefilm's regional offices, which are located in Halifax, Toronto and Vancouver. See the Telefilm listing on page 11 for the address and telephone numbers of the regional offices.



## National Film Board of Canada

The National Film Board of Canada (NFB) is a unique centre for the creation of audiovisual materials. It is a producer and distributor of Canadian audiovisual materials rather than a funding agency. Created by an Act of Parliament in 1939, the National Film Board of Canada's mandate is to promote the production and distribution of audiovisual works that interpret Canada to Canadians and to other nations. In its mission statement, the Board expresses its mandate as follows:

"The National Film Board of Canada enriches Canadian society through the production and distribution of audio visual works which: provoke discussion and debate on important topics; explore the creative potential of the audio visual media; and achieve recognition by Canadians and others for excellence, relevance and innovation."

In 1998-99, the National Film Board's parliamentary appropriation amounted to \$56.7 million. The NFB has its own staff filmmakers but works primarily with freelancers or in co-production with private-sector companies in the production of documentaries, animated shorts, productions for children, CD-ROMs and interactive productions. In 1998-99, the NFB produced 64 original NFB productions and 34 original co-productions. Of the 98 original films produced in that year, 62 were English-language productions, 30 were French-language productions and 6 were multilingual productions.

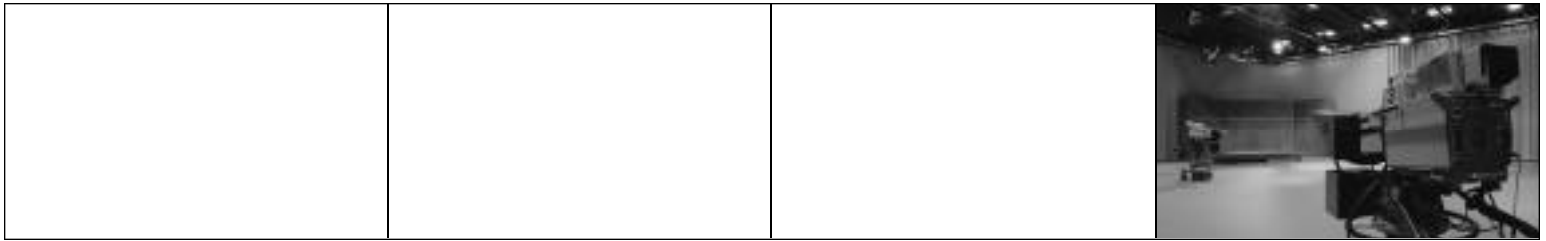
The NFB is composed of two programs:

- the English Program, which assists independent filmmakers through the Filmmaker Assistance Program and the Aboriginal Filmmaking Program; and
- the French Program, which assists filmmakers through the *Aide au cinéma indépendant (Canada)*, the *Cinéastes autochtones* and *Cinéaste recherché(e)* competitions as well as the *Documentaristes résidents* program.

The following co-production policy of the NFB applies to both the English and French Programs.

### Co-Production Policy

Independent producers interested in co-producing high-quality films, videos and multimedia projects with the NFB are encouraged to submit their projects. The NFB participates in co-productions as a full partner - contributing



creatively to a film's editorial vision and providing financial resources and/or technical and human resources.

According to its mandate as a public distributor and, depending on its level of financial participation, the NFB negotiates appropriate Canadian and/or international distribution rights. Canadian independent producers can co-produce with any of the English and French production centres located in Vancouver, Edmonton, Winnipeg, Toronto, Montréal, Moncton and Halifax.

When selecting projects, the NFB will exercise its judgement in choosing productions that meet its goals and mandate. Proposals should generally be submitted at the development phase but the Board will also consider projects in production. Television series and industrial, promotional, training and sponsored productions are not eligible.

### **English Program's Filmmaker Assistance Program**

The NFB also plays a valuable role in encouraging the development of the next generation of filmmakers. It does so by providing talented young people with the means to complete their films and thereby gain recognition in the film community. The English Program's Filmmaker Assistance Program (FAP) offers assistance for the production of films from all over Canada.

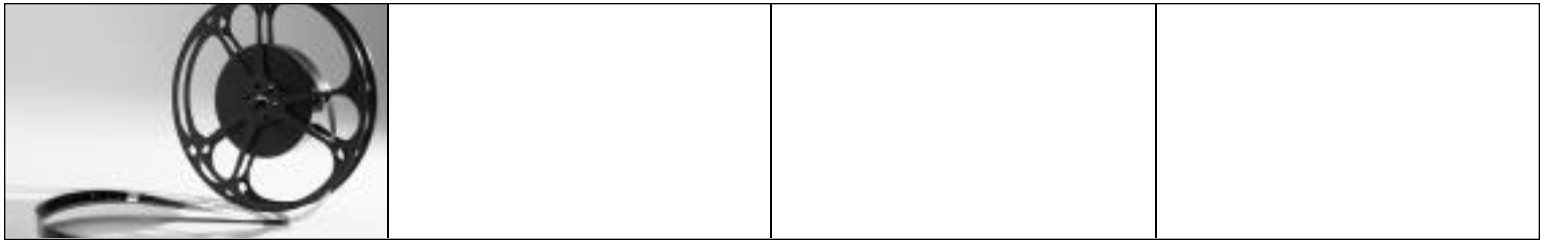
Applicants to FAP must be Canadian citizens or landed immigrants. FAP is available to emerging filmmakers (excluding film students) who have made fewer than four films (excluding student films). Documentaries, short dramas and animation films are eligible for the Program. Generally, FAP offers assistance toward the cost of processing, printing and post-production services.

### **English Program's Aboriginal Filmmaking Program**

The English Program Branch also administers the Aboriginal Filmmaking Program. The NFB has earmarked \$1 million a year to be used exclusively for NFB productions or co-productions with independent Aboriginal filmmakers. The overall goal of the Program is to provide Aboriginal filmmakers with more equitable opportunities to make films - thus ensuring a more diverse spectrum of perspectives, visions and stories in Canadian cinema. The Program's main focus is on documentary productions.

### **French Program's *Aide au cinéma indépendant - Canada***

The *Aide au cinéma indépendant - Canada* program provides assistance for the production of French-language films (documentary, animation, drama) from across Canada which are particularly innovative in their form or content and might otherwise not get made.



Assistance is in the form of equipment loans and technical services directly related to the production or post-production of a film or video project.

Film school projects, promotional films, advertisements, public service announcements and educational films are not eligible.

### **French Program's *Cinéaste autochtone***

The NFB's French Program's *Cinéaste autochtone* competition gives French-speaking Aboriginal people a chance to direct their first professional film with the support of a team including an experienced NFB filmmaker during a paid internship of up to 18 months.

### **French Program's *Cinéaste recherché(e)***

*Cinéaste recherché(e)* is a one-year internship program that allows the successful candidate to direct his/her first animated film. This competition takes place on an annual basis.

### **French Program's *Documentaristes résidents***

Under the *Documentaristes résidents* program, six documentary filmmakers are hired as resident directors for a three-year term, during which time they must each direct two documentaries.

### **National Film Board Contact Information**

The NFB has production centres across Canada - in Vancouver, Edmonton, Winnipeg, Toronto, Montréal and Halifax for the English Program, and in Toronto, Montréal, and Moncton for the French Program. Filmmakers and producers should contact the regional production centre closest to them for further information on the programs described above. Addresses, contact names, telephone and fax numbers for each regional centre are listed in the annex.

Head Office: National Film Board of Canada  
Constitution Square  
1560 - 360 Albert Street  
Ottawa, Ontario K1A 0M9

Web site: <http://www.nfb.ca>

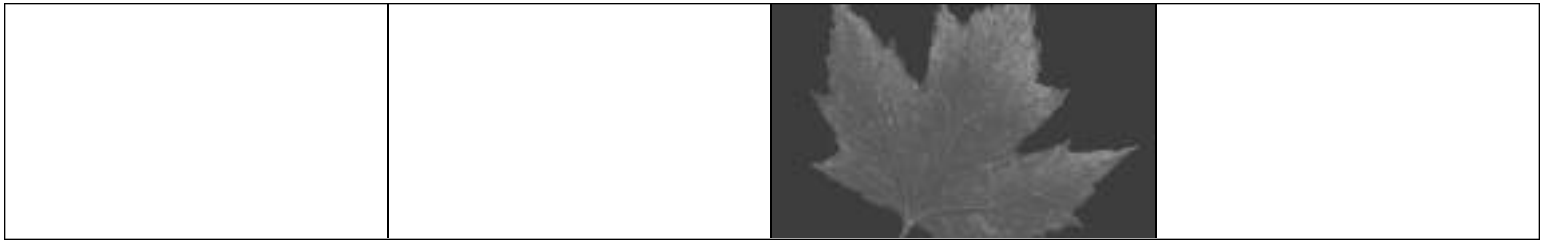
Telephone: (613) 992-3615  
Facsimile: (613) 947-2537



**Operational Headquarters:** Norman McLaren Building  
3155 Côte-de-Liesse Road  
Saint-Laurent, Quebec H4N 2N4

**Postal Address:** P.O. Box 6100  
Station Centre-ville  
Montreal, Quebec H3C 3H5

Telephone: 1 800 267-7710 (toll free)  
Telephone: (514) 283-9000 (Montréal area)  
Facsimile: (514) 283-8971



## Canada Council for the Arts

The Canada Council for the Arts is an arm's length organization created by the Parliament of Canada in 1957 to foster and promote the arts. To fulfil this mandate, the Council offers a broad range of grants and services to professional Canadian artists and arts organizations. Established as part of the Canada Council in 1983, the Media Arts Section is intended to encourage professional artists to work innovatively and experimentally with communications technologies and related media.

Individual applicants to the Media Arts Section must be Canadian citizens or permanent residents of Canada and professional artists who have committed themselves to the disciplined process of making art. Incorporated, non-profit Canadian media arts organizations or artist-run centres must have a board of practising artists and an established administrative structure. They must also have demonstrated a serious, ongoing commitment to the presentation, distribution or production of Canadian independent media artworks.

Some Media Arts programs changed in the spring of 2000. Please contact Marilyn Burgess, Media Arts Section Officer, at the telephone number listed on page 25 for information on program changes.

### **Grants to Individual Artists in Media Arts**

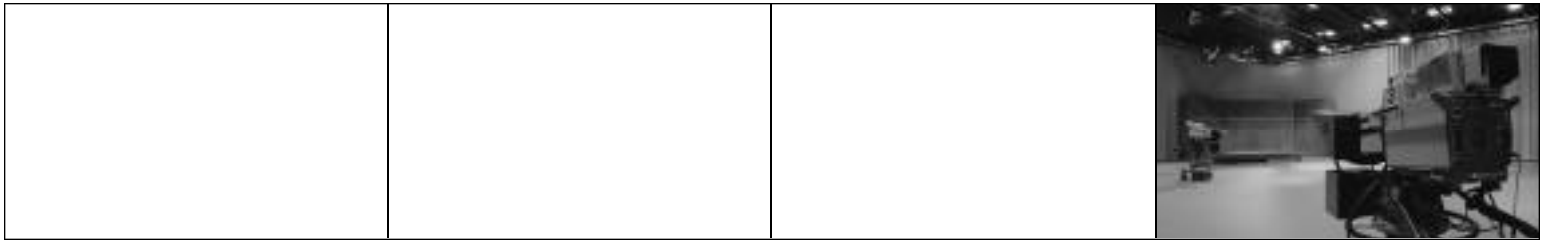
Grants to Individual Artists in Media Arts assist independent artists working with media art forms as mediums of creative expression. The grants are intended to support artistic expression through innovation and experimentation with form, content or technology in a variety of genres. This support is available to professional media artists through the following programs:

- Grants to Video Artists;
- Grants to Film Artists; and
- Grants to New Media and Audio Artists.

Each of these three programs provides Creative Development Grants and Production Grants. While both directors and scriptwriters may apply for a Creative Development Grant, only directors may apply for a Production Grant.

Creative Development Grants support artists to undertake a program of work that advances their individual creative development. Eligible activities include professional development, project development, research, scriptwriting, concept development, workshops with actors, experimentation with techniques and travel. Production Grants support the direct costs of production of a specific film, video, new media or audio project.





Eligible costs include subsistence to a maximum of \$2,000 per month in all programs. Applicants to the Creative Development Grants may request up to \$20,000. Production Grants applicants may request grants of up to \$50,000 for video, \$60,000 for film, \$35,000 for new media and \$15,000 for audio.

**Deadline Dates for Film and Video:** April 1, November 1

**Deadline Date for New Media and Audio:** November 1

**Program Officers:** Film - Marilyn Burgess

Video - TBA

New Media and Audio - TBA

### **New Media Residencies**

New Media Residencies encourage creative collaboration and knowledge exchange between artists and other sectors of society that are working with new or emergent technologies. This program component also assists artists in developing professionally through exposure to a range of expertise. The residencies initiative supports projects that provide mutual benefit to artists and host organizations.

Support is available to professional media artists for the following:

- Research Residencies: The grant pays for expenses related to a program of work that advances individual creative expression and growth as a practitioner.
- Production Residencies: The grant pays for the direct costs of production of an independent media artwork, and includes some research and development costs.

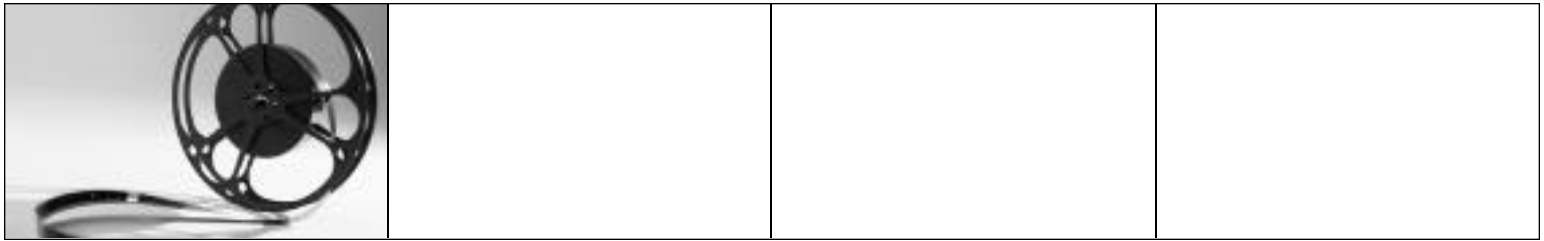
**Deadline Date:** November 1

**Program Officer:** TBA

### **Grants for First Productions in Media Arts**

The program supports emerging media artists' first independent professional film, video, audio or new media productions. Applicants must have completed basic training in the production of media arts work, either formally or informally (e.g., production courses, workshops). The program is open to artists who are self-taught in media arts or who have been involved in the creative process in the media arts (e.g., scriptwriters, directors of photography, multimedia designers) but have not completed their own first independent professional media art production.

Applicants may request up to \$16,000 to pay eligible production costs (up to \$10,000 for audio projects).



**Deadline Date:** April 1, November 1

**Program Officer:** Marilyn Burgess

### **Travel Grants for Individual Media Artists**

Travel Grants for Individual Media Artists assist independent media artists to travel on occasions important to the development of their artistic practice or career. The program provides two categories of support:

- presentation travel - allows individuals to travel with their work to festivals or exhibition venues to which they have been invited; and
- professional development travel - allows individuals to attend work shops, residencies, symposia and conferences.

Travel related to the research, development or production of a project is not supported under this program. An amount of \$500, \$1,000, \$1,500 or \$2,000 may be requested, depending on the travel distance.

**Deadline Date:** Anytime

**Program Officer:** Zainub Verjee

### **Project Grants to Production Organizations for Media Arts Development**

This program supports time-limited projects initiated by Canadian non-profit, artist-run organizations, groups or collectives that are intended to provide enhanced opportunities for the production of independent media artworks by Canadian artists. Projects must address specific production needs in the communities that applicants serve or intend to serve. Applicants are encouraged to work in partnership with other organizations, groups, collectives, public institutions and for-profit companies to address these needs.

Applicants may request up to \$20,000 to:

- pay salaries, fees and travel costs for technicians, artists and project administrators;
- rent equipment and facilities; and
- pay for technical services and materials.

Grants may also be used to provide direct financial support to artists.

**Deadline Dates:** May 15

**Program Officer:** Zainub Verjee



### **Media Arts Presentation, Distribution and Development Program: Dissemination Project Grants**

Dissemination Project Grants assist non-profit Canadian arts organizations and groups to undertake innovative, short-term projects. Eligible projects must present and disseminate independent Canadian media artworks in a critical context with a view to developing increasingly knowledgeable, appreciative and committed audiences. Examples might include curated events, broadcasting initiatives, touring exhibitions, and special marketing and development activities.

These grants contribute to costs such as programmers, curators and artists fees, rental of films and videos, costs of writing and publishing critical commentary to accompany presentations, and marketing and audience development costs. Applicants may request up to \$20,000 for presentation, circulation, audience development or market development/distribution projects and up to \$10,000 for publication projects.

**Deadline Dates:** May 15, November 15

**Program Officer:** Zainub Verjee

### **Annual Assistance for Programming**

Annual Assistance for Programming assists Canadian non-profit, artist-run organizations that present and disseminate independent Canadian media artworks to the public through an annual, ongoing program of presentation. These grants contribute to the direct costs of research, presentation, curatorial text and audience development. There are no minimum or maximum grants that may be requested or received, but this program can cover only the costs of programming independent media artworks produced by Canadian artists.

**Deadline Date:** May 15

**Program Officer:** Zainub Verjee

### **Annual Assistance to Distribution Organizations**

The Canada Council offers annual assistance to Canadian non-profit, artist-run media arts distribution organizations. Organizations must demonstrate a serious commitment to the distribution needs and interests of Canadian artists producing independent film, video, new media and audio artworks by:

- making their work accessible to the public, and
- providing them with a financial return from the sale, rental and licensing of their work.



The annual grant level approved by the Canada Council is normally maintained for two years. Assistance contributes to the direct costs of distribution activities and services (including acquisition), promotional activities and services, as well as administration.

**Deadline Date:** November 15

**Program Officer:** Zainub Verjee

### **Annual Assistance to Media Arts Festivals**

Annual Assistance to Media Arts Festivals supports festivals to advance the development, understanding and appreciation of Canadian, independent media artworks by publicly presenting these works within a critical context, with a view to developing increasingly knowledgeable and committed audiences. These grants contribute only to the direct costs associated with presenting independent Canadian media artworks at the festival occurring in the calendar year following the application deadline. There are no minimum grants but grants normally fall in the range of \$5,000 to \$25,000.

**Deadline Date:** November 15

**Program Officer:** Zainub Verjee

### **Annual Assistance to *Cinémathèques***

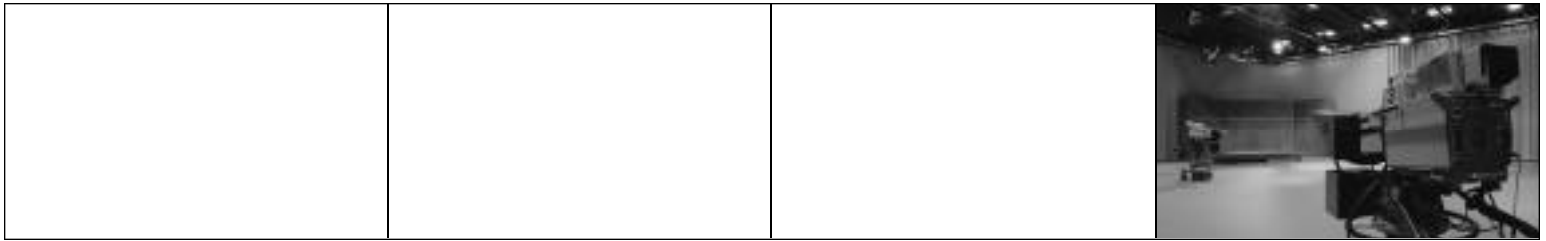
Annual Assistance to *Cinémathèques* supports the work undertaken by these institutions to advance the development, understanding and appreciation of Canadian independent media artworks. Grant support is specifically directed at the activities carried out by the cinémathèques that relate to independent work by Canadian media artists. There are no minimum or maximum grants that may be requested or received. Applicants may receive less than the full amount requested. The annual grant level approved by the Canada Council is normally maintained for two years.

**Deadline Date:** November 15

**Program Officer:** Zainub Verjee

### **Annual Assistance to Media Arts Production Organizations**

This is a multi-year program offering operating and equipment acquisition assistance to Canadian non-profit, artist-run media arts organizations. Operating assistance helps pay the costs of administration; access to equipment and technical services; production and co-production programs; production funding programs; artist-in-residence programs; professional



development activities; research and analysis activities; newsletters; and other services, facilities or activities that advance Canadian artists' creation and production of independent media artworks. Equipment acquisition assistance helps pay the costs of acquiring media arts production and post-production equipment. There are no minimum or maximum grants that may be requested or received. The level of annual operating assistance approved by the Canada Council is normally maintained for two years.

**Deadline Date:** October 1

**Program Officer:** David Poole

### **Aboriginal Media Arts Program (Pilot)**

The Aboriginal Media Arts Program is a pilot project that offers grants to individual Aboriginal artists to develop their career as media artists and to help produce independent media artworks. This program offers two components: Creative Development Grants and Production Grants.

Established artists who have directed at least one non-student, professional media artworks may request the following:

- Creative Development Grants up to \$20,000; or
- Production Grants of up to \$60,000 for film production; up to \$50,000 for video production; up to \$15,000 for audio production; or up to \$35,000 for new media production.

Emerging artists who have not directed a non-student, professional media artwork but have completed basic training in media arts production (formally or informally) or have an experienced mentor or creative team who has agreed to work on their production, may request the following:

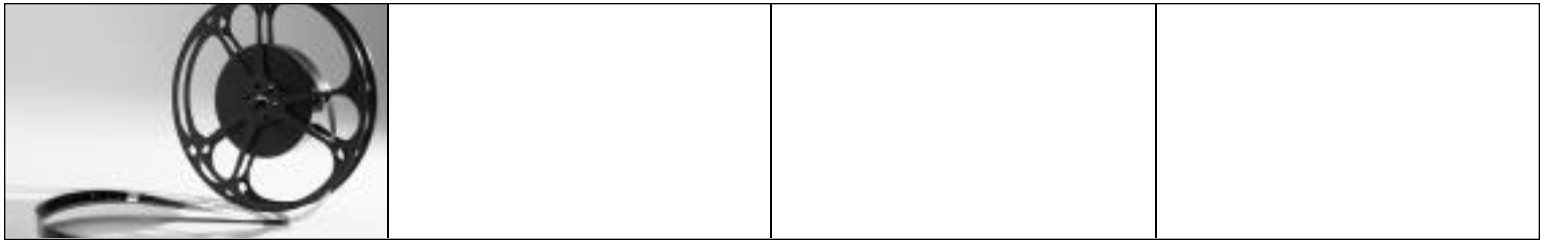
- Creative Development Grants in the amount of \$3,000 or \$5,000; or
- Production Grants of up to \$16,000 for a production in film, video or new media; up to \$10,000 for an audio production.

**Program Officer:** Ian Reid

### **Canada Council Contact Information**

Canada Council for the Arts  
350 Albert Street  
P.O. Box 1047  
Ottawa, Ontario K1P 5V8

Web site: <http://www.canadacouncil.ca>



Telephone: 1 800 263-5588 (toll free)  
Telephone: (613) 566-4414 (Ottawa area)  
Facsimile: (613) 566-4409

**Contacts**

David Poole, Head, Media Arts Section  
Extension: 4250

Marilyn Burgess, Media Arts Section Officer  
Extension: 4252

TBA, Video and New Media, Media Arts Section Officer  
Extension: 4251

Zainub Verjee, Media Arts Section Officer  
Extension: 4253

Ian Reid, Aboriginal Peoples Officer  
Extension: 4428



## Department of Canadian Heritage

The Department of Canadian Heritage was created in June 1993 to consolidate national policies and programs that maintain Canada's cultural sovereignty and promote Canadian identity. The Department is responsible for arts and heritage, broadcasting, cultural industries, Canadian identity, multiculturalism, national parks and national historic sites, official languages and sport.

### Canadian Film or Video Production Tax Credit

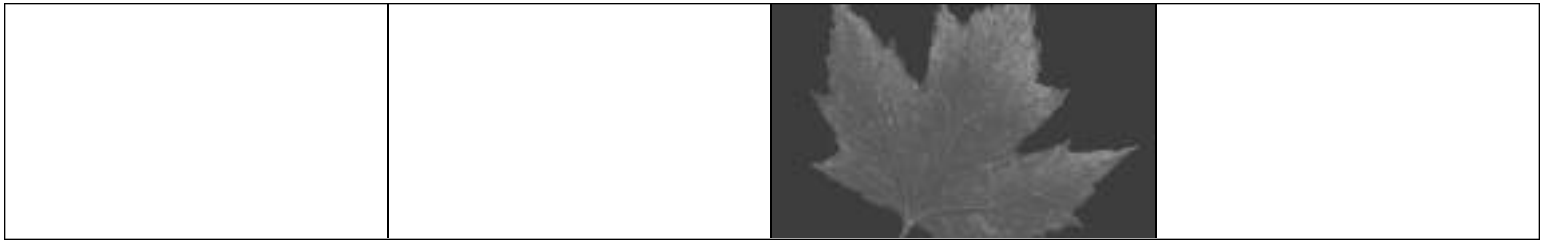
The Canadian Audio-Visual Certification Office (CAVCO) co-administers the Canadian Film or Video Production Tax Credit (CPTC) with the Canada Customs and Revenue Agency. The CPTC is a fully refundable tax credit for eligible films and videos produced and owned by qualified taxable Canadian corporations and is available at a rate of 25% of eligible salaries and wages expended after 1994. Eligible salaries and wages qualifying for the tax credit may not exceed 48% of the cost of the production, net of assistance, as certified by the Minister of Canadian Heritage. The tax credit can provide assistance for up to 12% of the cost of a production, net of assistance.

In order for a production to qualify as Canadian content for tax credit purposes through CAVCO, the production must meet the following criteria for key creative personnel and project costs. First, the producer - or the individual who controls and is the central decision maker of the production from beginning to end - must be Canadian. Furthermore, a production must receive 6 out of the following 10 points for Canadians in key creative positions:

Director	2 points
Screenwriter	2 points
Lead Performer	1 point
Second Lead Performer	1 point
Director of Photography	1 point
Picture Editor	1 point
Music Composer	1 point
Art Director	1 point
TOTAL	10 points

In addition, either the position of screenwriter or director must be filled by a Canadian. It is also mandatory that either the lead or second lead performer be Canadian.

The cost criteria for a Canadian content production states that not less than 75% of the costs paid to persons for services relating to the film or video must be paid to Canadians. This amount does not include fees paid to the producer and the key



creative personnel. Furthermore, not less than 75% of the aggregate cost of post-production and laboratory work, processing and final preparation must be incurred in Canada. The guidelines for animated productions are very similar to the criteria for live-action productions with some changes made to conform to the practices of animation production.

Some production genres are ineligible for the tax credit, including news programs, talk and game shows, sporting and awards events, reality television, productions that solicit funds, pornography, advertising and industrial or corporate productions.

In addition, the credit may not be claimed where the Film or Video Production Services Tax Credit has been claimed.

### **Contact Information**

Canadian Audio-Visual Certification Office (CAVCO)  
Department of Canadian Heritage  
Les Terrasses de la Chaudière  
6th Floor, Room 113  
15 Eddy Street  
Hull, Quebec K1A0M5

Web site: <http://www.pch.gc.ca/cavco>

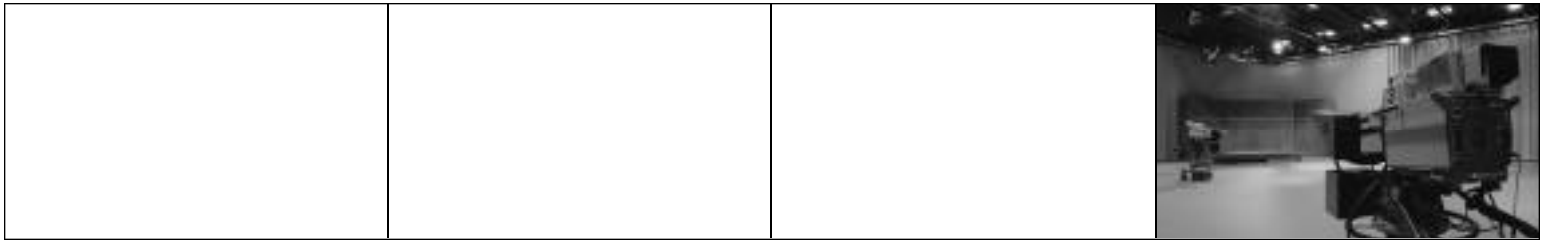
Telephone: 1 888 433-2200 (toll free)  
Telephone: (819) 997-6861 (Ottawa-Hull area)  
Facsimile: (819) 997-6892  
E-mail: [cavco\\_bcpac@pch.gc.ca](mailto:cavco_bcpac@pch.gc.ca)

### **Film or Video Production Services Tax Credit**

The Film or Video Production Services Tax Credit (PSTC) is the second of two programs co-administered by CAVCO and the Canada Customs and Revenue Agency. The PSTC is a mechanism designed to encourage the employment of Canadians by a taxable Canadian- or foreign-owned corporation with a permanent establishment in Canada. The activities of the corporation must be primarily film or video production or production services. The program will make Canada a more attractive place for Canadian and foreign film and video production, which brings significant benefits to the Canadian economy.

The tax credit is equal to 11% of salary and wages incurred after October 1997, paid to Canadian residents - or taxable Canadian corporations for amounts paid to employees who are Canadian residents - for services provided





to the production in Canada. The refundable tax credit has no cap on the amount that can be claimed.

The total cost incurred for the production must exceed CAN\$1 million. In the case of series, the total cost must exceed CAN\$200,000 per episode - except in the case of episodes under 30 minutes, which must exceed CAN\$100,000 per episode.

Some production genres are ineligible for the tax credit, including news programs, talk and game shows, sporting and awards events, reality television, productions that solicit funds, pornography, advertising and industrial or corporate productions.

In addition, the credit may not be claimed where the Canadian Film or Video Production Tax Credit has been claimed.

### **Contact Information**

Canadian Audio-Visual Certification Office (CAVCO)  
Department of Canadian Heritage  
Les Terrasses de la Chaudière  
6th Floor, Room 113  
15 Eddy Street  
Hull, Quebec K1A0M5

Web site: <http://www.pch.gc.ca/cavco>

Telephone: 1 888 433-2200 (toll free)  
Telephone: (819) 997-6861 (Ottawa-Hull area)  
Facsimile: (819) 997-6892  
E-mail: [cavco\\_bcpac@pch.gc.ca](mailto:cavco_bcpac@pch.gc.ca)

### **Cultural Industries Development Fund**

The Cultural Industries Development Fund (CIDF) targets entrepreneurs working in book and magazine publishing, sound recording, film and video production and multimedia. Its objective is to support Canadian cultural production by providing a range of financial services, especially term loans. The Fund was created through capital provided by the Department of Canadian Heritage and is administered by the Business Development Bank of Canada. Since its inception in 1991, the CIDF has helped many entrepreneurs in the cultural field.

The CIDF is a flexible tool intended for dynamic Canadian-owned cultural businesses with a high potential for success and the desire to improve their businesses. In certain cases, this financing could be made in conjunction with a conventional loan from an outside lender or from the Bank. Support offered by the Fund consists of loans ranging from \$20,000 to \$250,000 for working capital, expansion projects and various other initiatives geared to long-term growth and viability.



To be eligible, applicants must be Canadian-owned companies that have been in business for at least two years - or operated by persons with prior pertinent industry experience. Firms must also have adequate financial resources to ensure payment of all debts and loans assumed by the company.

### **Contact Information**

For details on the program, please contact:

Jean-François Venne  
Policy Analyst  
Cultural Industries Development Fund  
Department of Canadian Heritage  
4th Floor, 15 Eddy Street  
Hull, Quebec K1A 0M5

Web site: [http://www.pch.gc.ca/culture/cult\\_ind/cidf\\_e.htm](http://www.pch.gc.ca/culture/cult_ind/cidf_e.htm)

Telephone: (819) 997-4492  
Facsimile: (819) 997-4169  
E-mail: [cidf\\_fdic@pch.gc.ca](mailto:cidf_fdic@pch.gc.ca)

For details on the financial and eligibility criteria, please contact:

Business Development Bank of Canada  
(various regional offices across Canada)

Web site: <http://www.bdc.ca/>

Telephone: 1 888 INFO-BDC / 1 888 463-6232 (toll free)

### **Canadian Studies Program - Film and Audio-Visual Learning Materials Development Program**

The Canadian Studies Program supports the development of Canadian Studies learning tools and materials for use by educators and by the general public. Applicants may request up to 50% of the funds required for the research and development costs incurred to develop audio-visual learning tools

There are two funding components: the Annual Funding Competition and an Annual Call for Proposals. Deadline for receipt of applications made to the Annual Funding Competition is November 1 (postmarked) of each year. On November 1st of each year, the Canadian Studies Program will announce the theme for its Annual Call for Proposals. A different theme will be selected each year in the field of Canadian Studies.



### **Contact Information**

Department of Canadian Heritage  
Canadian Studies Program  
7th Floor, 15 Eddy Street  
Ottawa, Ontario K1A 0M5

Web site: <http://www.pch.gc.ca/csp-pec/>

Telephone: (819) 994-1315  
Facsimile: (819) 994-1314  
E-mail: CSP-PEC@pch.gc.ca

### **Multiculturalism Program**

The Department of Canadian Heritage's Multiculturalism Program is one important means by which the Government of Canada pursues the goals of the federal multiculturalism policy. This program focuses on initiatives to achieve the following five objectives:

- to assist in the development of strategies that facilitate the full and active participation of ethnic, racial, religious and cultural communities in Canadian society;
- to facilitate collective community initiatives and responses to ethnic, racial, religious and cultural conflict and hate-motivated activities;
- to improve the ability of public institutions to respond to ethnic, racial, religious and cultural diversity by assisting in the identification and removal of barriers to equitable access and by supporting the involvement of diverse communities in public decision-making processes;
- to encourage and assist in the development of inclusive policies, programs and practices within federal departments and agencies in order that they may meet their obligations under the Canadian Multiculturalism Act; and
- to increase public awareness, understanding and informed public dialogue about multiculturalism, racism and cultural diversity in Canada.

Under the Multiculturalism Program, the Government of Canada provides funding assistance, in the form of grants and contributions, for projects that:

- address at least one Program objective as listed above;
- emphasize social development; and
- highlight community initiative, partnership and self-help.

Project proposals are assessed and recommended by Canadian Heritage staff for approval by the Secretary of State (Multiculturalism/Status of Women) using the terms and conditions for project funding as set out in the publication, Program Guidelines.



The Program accepts funding applications from non-profit or community-based organizations (including ad hoc committees; multicultural and ethno-cultural organizations, associations or centres; non-governmental organizations; coalitions; umbrella organizations). In addition, public institutions, private enterprises (for specific, limited purposes), as well as individual Canadian citizens and landed immigrants may apply.

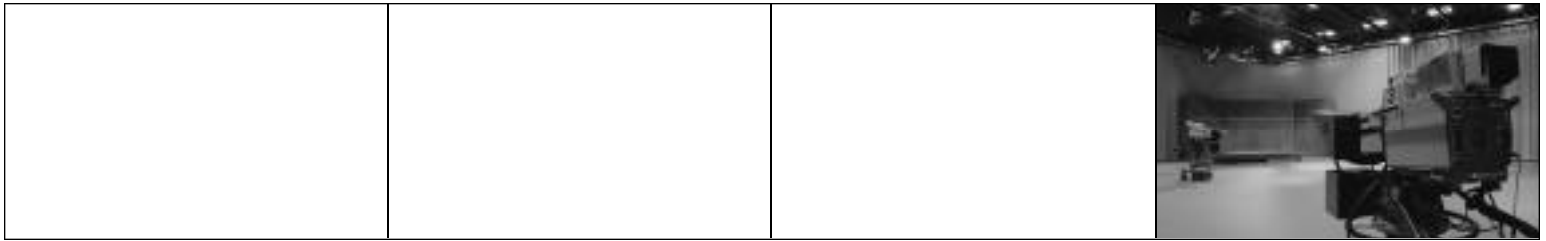
Although the *Program Guidelines* do not specifically mention film and video, such projects which meet the program's objectives may be considered for funding using the current assessment process.

### **Contact Information**

Multiculturalism Program  
Department of Canadian Heritage  
11th Floor, 15 Eddy Street  
Hull, Quebec K1A 0M5

Web site: <http://www.pch.gc.ca/multi/>

Telephone: (819) 953-1970  
Facsimile: (819) 997-0880  
E-mail: [multi\\_canada@pch.gc.ca](mailto:multi_canada@pch.gc.ca)



## **Department of Foreign Affairs and International Trade**

The role of the Department of Foreign Affairs and International Trade is to conduct all official international relations on behalf of Canada and to foster the expansion of Canada's international trade. One of the key objectives of Canada's foreign policy is the projection of Canadian values and culture in the world by promoting universal respect for human rights, the development of participatory government and stable institutions, the rule of law, sustainable development, the celebration of Canadian culture and the promotion of Canadian cultural and educational industries.

### **International Cultural Relations Program - Film, Video and Television**

As part of its International Cultural Relations Program, DFAIT provides grants to assist Canadian groups and individuals showcase the best of Canada's culture overseas to foreign audiences.

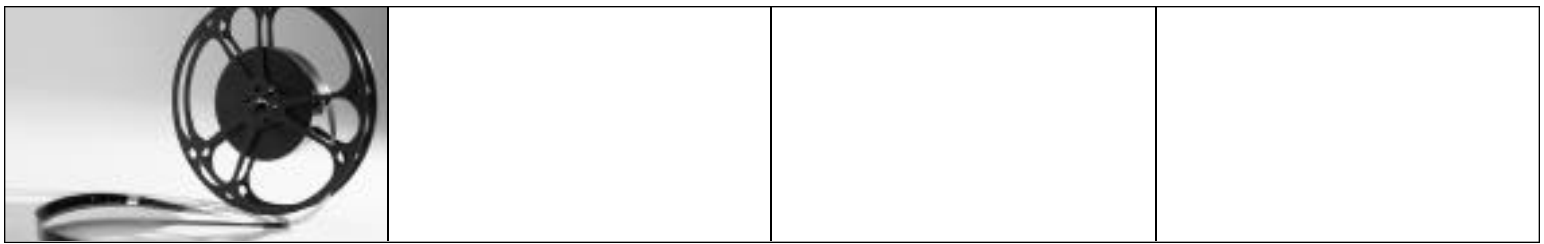
Grants are awarded on the basis of relevance to the three pillars of Canadian foreign policy, as laid out in the Government statement on foreign policy, *Canada in the World*, and particularly to the third pillar: the promotion of Canadian culture and values abroad. The evaluation of projects is based on artistic quality. It also takes into account cost-effectiveness of proposals and the ability of applicants to undertake international work. Grants are awarded subject to the availability of funds and will generally not exceed 30% of the total budget or the cost of international transport. Grants may be applied for under either of the following two categories.

#### *The International Market Development Program*

The International Market Development Program promotes Canadian interests abroad by supporting professionals in the Canadian film, video and television industries. Applicants may request grants to facilitate their participation in international events. Central objectives of the program are the sale of applicants' products abroad, and the stimulation of international co-productions. Preference will be given to projects that will help professionals launch international careers and develop international market potential.

#### *International Marketing Assistance to Canadian Festivals*

The International Marketing Assistance to Canadian Festivals enables Canadian international film festivals to invite foreign buyers. Priority will be given to festivals targeting foreigners affiliated with distribution companies abroad which, by their reputation and marketing experience, can help launch the international distribution of Canadian film, video and television industry products.



## **Contact Information**

Jennifer Rosebrugh  
Deputy Director  
Arts and Cultural Industries Promotion  
Department of Foreign Affairs and International Trade  
125 Sussex Drive  
Ottawa, Ontario K1A0G2

Web site: *<http://www.dfait-maeci.gc.ca/arts>*

Telephone: (613) 996-2156

Facsimile: (613) 992-5965

## **Program for Export Market Development**

The Program for Export Market Development (PEMD) is jointly administered by the Department of Foreign Affairs and International Trade and the Department of Industry Canada. The overall goal of the PEMD is to increase Canadian prosperity and competitiveness in the international marketplace. Specifically, the PEMD aims to increase export sales of Canadian goods and services by sharing the costs of activities that companies normally could not or would not undertake alone, thereby reducing the risks involved in entering a foreign market. Through a partnership-like relationship between government and business, the program encourages long-term focus on target markets with built-in flexibility to respond to changing market conditions.

The PEMD program comprises four major elements: Market Development Strategies (MDS), New-to-Exporting Companies, Capital Projects Bidding and Trade Association Activities.

The key MDS element focuses on assisting companies with the implementation of a simple marketing plan designed to penetrate an international market. Intended for smaller businesses, both experienced and new to exporting, it shares the risk of the international marketing initiatives with the Canadian private sector. The PEMD also provides assistance to companies that are new to exporting to introduce them to export markets without undue financial strain.

The Capital Projects Bidding element of the PEMD supports Canadian companies in bidding for major capital projects outside Canada by contributing to the costs of bid preparation or proposal preparation at the pre-contractual stage.

The Trade Association Activities component supports export market development strategies of national trade and industry associations meeting PEMD eligibility requirements.



The PEMD partnership with Canadian business is an investment in a company's commitment to develop international export markets. It is not a grant, loan or entitlement, but rather a repayable contribution. Repayment of the contribution is based on incremental sales made by the recipient company or contracts obtained.

Although the PEMD does not specifically pertain to the film and video industry, it can help with the export development strategies of companies and associations in this sector.

### **Contact Information**

For more information, contact the International Trade Centre nearest to you. A listing of the International Trade Centres can be found at the following Web site address:

Web site: [http://www.infoexport.gc.ca/section2/PEMD\\_annex-e.asp#1](http://www.infoexport.gc.ca/section2/PEMD_annex-e.asp#1)

OR

Sonya Thissen  
Trade Commissioner (Film & Television)  
Arts and Cultural Industries Promotion Division  
Department of Foreign Affairs and International Trade  
125 Sussex Drive  
Ottawa, Ontario K1A0G2

Web site: <http://www.infoexport.gc.ca>

Telephone: (613) 992-6014  
Telephone: (613) 944-0018 (general enquiries)  
Facsimile: (613) 995-5965

### **Export Development Corporation**

The Export Development Corporation (EDC) is a financially self-sustaining Crown corporation that reports to the Minister of Foreign Affairs and International Trade. This financial services corporation is dedicated to helping Canadian businesses compete and succeed in foreign markets.

The EDC provides a wide range of flexible and innovative financial solutions to exporters across Canada and their customers around the world. For more than 50 years, the Corporation's risk management services - including export-credit insurance, sales financing and guarantees - have become an integral part of the export strategies of many large and small Canadian companies.

Although the EDC does not have any programs that are specific to the film and video industry, it can assist with the exportation of cultural products.



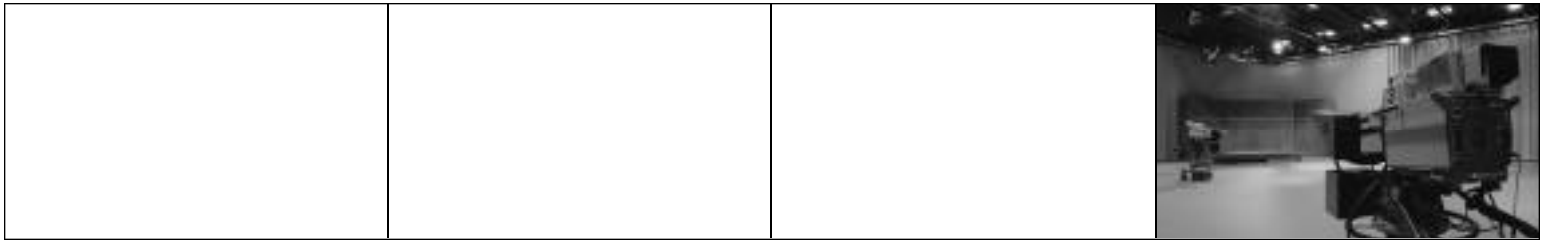
### **Contact Information**

Emerging Exporters Team  
Export Development Corporation  
151 O'Connor Street  
Ottawa, Ontario K1A1K3

Web site: [www.edc.ca](http://www.edc.ca)

Telephone: (613) 598-6697  
Telephone: 1 888 332-3320 (toll free)  
Facsimile: (613) 237-2690





## Canadian International Development Agency

The Canadian International Development Agency (CIDA) is the lead player in delivering Canada's official development assistance program. The Agency supports sustainable development in order to reduce poverty and contribute to a more secure, equitable and prosperous world. Canada, like other industrialized countries, provides development assistance in the form of goods, services, the transfer of knowledge and skills, and financial contributions.

### Development Information Program

The Development Information Program works with non-governmental and private sector organizations to promote awareness and understanding in Canada of international development issues. The Program contributes to innovative communications projects that highlight Canada's role and the unique contributions Canadians make in developing countries and countries in transition.

To be eligible, projects submitted must address a priority international development issue, stress the unique contributions made by Canadians in developing countries and/or countries in transition, and target a Canadian market. The Program supports a wide variety of projects, including TV and radio productions, magazine articles and inserts, newspaper features, exhibits, journalists' exchanges, conferences and new media projects.

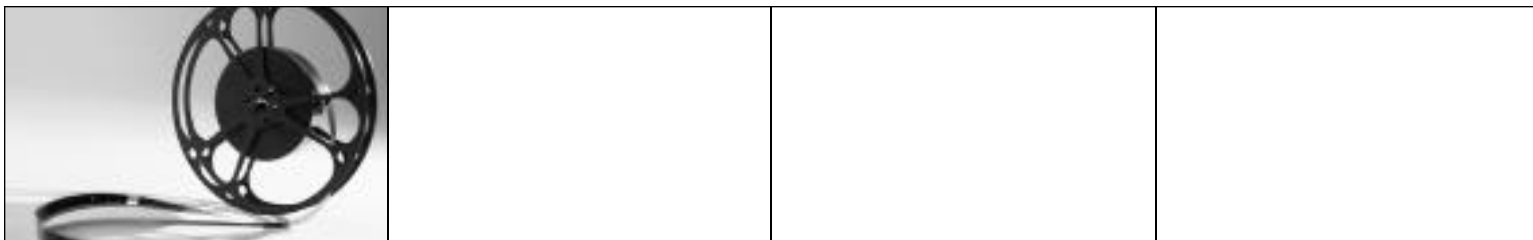
The Development Information Program issues at least one formal Request for Proposals (RFP) every year. Submissions are evaluated by an independent committee that recommends to the Agency the projects that best reflect the Program's mandate. The Program supports projects seeking funding ranging from \$5,000 to \$250,000. However, due to limited funds and the increasing number of submissions, few contributions are made at the maximum level.

### CIDA Contact Information

Paul Turcotte  
Manager  
Development Information Program  
Communications Branch  
Canadian International Development Agency  
200 Promenade du Portage  
Hull, Quebec K1A 0G4

Web site: <http://www.acdi-cida.gc.ca/dip>

Telephone: 1 800 230-6349 (toll free)  
Telephone: (819) 997-1663 (Hull-Ottawa area)  
Facsimile: (819) 953-4933  
E-mail: [PID\\_DIP@ACDI-CIDA.GC.CA](mailto:PID_DIP@ACDI-CIDA.GC.CA)



## Canadian Independent Film and Video Fund

The Canadian Independent Film and Video Fund (CIFVF) is a national private-sector non-profit organization. The mandate of the CIFVF is to support the development of the non-theatrical industry through the creation of films, videos and new media projects which promote lifelong learning and are produced by Canadian independent producers. The CIFVF provides financial assistance to independent producers for the development and production of English- and French-language films, videos and multimedia programs in a variety of subject areas - using the formats of documentary, docu-drama, drama and animation to inform, educate and/or instruct.

The Fund was established in 1991 to continue the work of the federal government's former Canadian Non-Theatrical Production Fund. To ensure that production in both official languages is promoted through the Fund, no less than one-third of the Fund's money is to assist original French-language productions. Likewise, in an effort to acknowledge that non-theatrical activity is carried on in all parts of Canada, the Fund will endeavour to ensure that one-fifth of its monies is devoted to each of the following regions: Atlantic and Northern Canada, British Columbia, the Prairies, Ontario and Quebec.

### Film and Video Projects

An eligible film, videotape or series must be destined primarily for one or more of the following markets: educational or specialty television, business, education (kindergarten to university level), health, libraries, community groups, cultural or social services. A project must achieve Canadian content status, with no less than eight points out of ten, according to the guidelines of the Canadian Audio-Visual Certification Office.

The applicant to the CIFVF must be the producer of the project. This individual must be a Canadian citizen or permanent resident. As well, the production company or the non-profit production organization must be Canadian-owned and controlled.

The Fund provides partial assistance for up to 49% of the direct costs of a budget for a development or production project in the form of non-equity financial participation (i.e., a grant). For development, the Fund may contribute up to a maximum of 49% of the development budget or \$10,000, whichever is lower. Similarly, in relation to production, the Fund may contribute up to a maximum of 49% of the production costs or \$50,000.

### Multimedia Projects

The CIFVF will provide financial assistance for the development, prototype and production of fully interactive multimedia projects that are educational or informational



in content or edutainment in nature. A significant portion of the product's content must include live-action or animated video images. Games are eligible if they are educational or informational in content.

The eligibility rules as to who may apply are similar to those for films and videos. The applicant or producer must be Canadian as must be the production company or non-profit production organization.

The Fund provides partial assistance, in the form of a grant, up to a maximum of 49% of the direct costs of a budget for a multimedia project at three stages: development, prototype and production. The CIFVF will not award more than \$60,000 in total to one project.

### **CIFVF Contact Information**

Robin Jackson  
Executive Director  
Canadian Independent Film and Video Fund  
203 - 666 Kirkwood Avenue  
Ottawa, Ontario K1Z 5X9

Web site: <http://www.cifvf.ca>

Telephone: (613) 729-1900  
Facsimile: (613) 729-4610  
E-mail: [cifvf@achilles.net](mailto:cifvf@achilles.net)



## Team Canada Inc

Team Canada Inc is a partnership of federal, provincial and territorial governments helping Canadian companies pursue international business activities. Team Canada provides a wide range of services including the following:

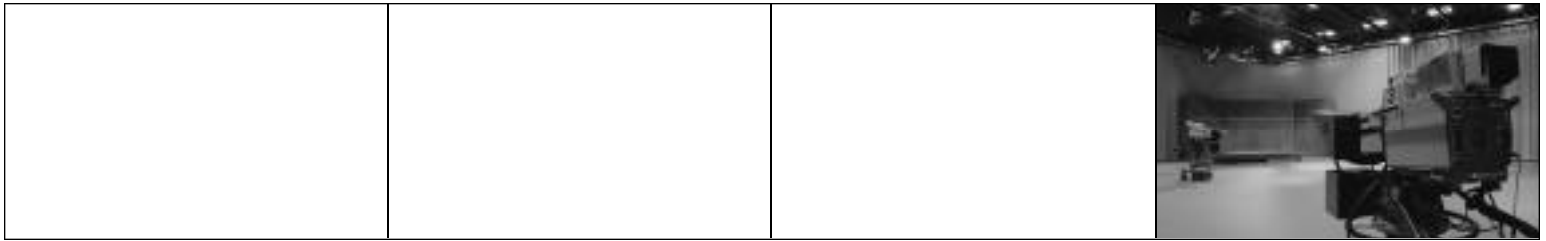
- Skills Development (seminars and workshops on marketing internationally, researching foreign markets, trade financing and trade logistics);
- Market Information (e.g. market studies, sector profiles, market intelligence);
- Counselling and Advice (e.g. export readiness assessment, export plan development, market selection);
- Market Entry Services (e.g. participation in trade fairs, trade missions, partnership development);
- Trade Financing (e.g. market development financing, working capital, foreign buyer financing, insurance); and
- On-the-Ground Support Abroad (e.g. market access, international business contacts, foreign business leads, technology transfer, investment attraction).

### Team Canada Inc Contact Information

Ulla Kourany  
Senior Trade Advisor  
Trade and Investment Branch  
Department of Canadian Heritage  
6th Floor, 15 Eddy Street  
Hull, Quebec K1A0M5

Web site: <http://www.exportsource.gc.ca>

Telephone: 1 888 811-1119 (toll free)  
Telephone: (819) 953-5279  
Facsimile: (819) 953-5367



## Department of Industry Canada

The Department of Industry Canada's mission is to foster a growing competitive, knowledge-based Canadian economy. The Department works with Canadians in all sectors of the economy and in all parts of the country to improve conditions for investment, improve Canada's innovation performance, increase Canada's share of global trade and build a fair, efficient and competitive marketplace. Program areas include developing industry and technology capability, fostering scientific research, setting telecommunications policy, promoting investment and trade, promoting tourism and small business development, and setting rules and services that support the effective operation of the marketplace.

### Canada Small Business Financing Program

The Canada Small Business Financing (CSBF) Program is a loan guarantee program created to help small businesses reach their potential by making it easier for them to get term loans to finance the purchase or improvement of fixed assets for new or expanded operations. Administered under the *Canada Small Business Financing Act* (CSBFA), the program is a joint initiative between the Government of Canada and private-sector leaders.

Most small for-profit businesses, except those in agriculture, starting up or operating in Canada are eligible for CSBF loans, as long as their estimated annual gross revenues do not exceed \$5 million during the fiscal year in which they apply for a loan.

The maximum value of loans a borrower may have outstanding under the CSBF program cannot exceed \$250,000.

### Canada Small Business Financing Program Contact Information

Please contact a local financial institution of your choice to discuss how the CSBF can respond to your specific financial requirements.

National Contact:

Small Business Loans Administration  
Industry Canada  
8th Floor, 235 Queen Street  
Ottawa, Ontario K1A0H5

Web site: <http://www.strategis.ic.gc.ca/csbfa>

Telephone: (613) 954-5540  
Facsimile: (613) 952-0290



## Annex

### National Film Board of Canada - Regional Production Centers

#### *English Program*

Barbara Janes  
Director General - English Program  
National Film Board of Canada  
P.O. Box 6100, Station Centre-ville  
Montreal, Quebec H3C 3H5  
Telephone: (514) 283-9501  
Facsimile: (514) 496-5106

#### *Documentary*

##### **Quebec**

Sally Bochner  
Executive Producer  
National Film Board of Canada  
3155 Côte-de-Liesse Road  
Saint-Laurent, Quebec H4N 2N4  
Telephone: (514) 496-2216  
Facsimile: (514) 283-5487

##### **Atlantic Provinces**

Kent Martin  
Producer  
National Film Board of Canada  
Queen's Court, 2nd Floor  
5475 Spring Garden Road  
Halifax, Nova Scotia B3J 1G2  
Telephone: (902) 426-7351  
Facsimile: (902) 426-8901

##### **Ontario**

Louise Lore  
Executive Producer  
National Film Board of Canada  
150 John Street  
Toronto, Ontario M5V 3C3  
Telephone: (416) 973-6856  
Facsimile: (416) 973-7007

##### **Alberta and Northwest Territories**

Graydon McCrea  
Executive Producer  
National Film Board of Canada  
100-10815 104th Avenue  
Edmonton, Alberta T5J 4N6  
Telephone: (403) 495-3013  
Facsimile: (403) 495-6412

##### **British Columbia and Yukon**

Gillian Kovanic and Selwyn Jacob  
Producers  
National Film Board of Canada  
200 - 1385 West 8th Avenue  
Vancouver, British Columbia V6H 3V9  
Telephone: (604) 666-3838  
Facsimile: (604) 666-1569

##### **Manitoba and Saskatchewan**

Joe MacDonald  
Producer  
National Film Board of Canada  
300 - 136 Market Avenue  
Winnipeg, Manitoba R3B 0P4  
Telephone: (204) 983-3160  
Facsimile: (204) 983-0742

##### **Animation, Children, Interactive**

##### **East**

David Verrall,  
Executive Producer  
National Film Board of Canada  
3155 Côte-de-Liesse Road  
Saint-Laurent, Quebec H4N 2N4  
Telephone: (514) 283-9571  
Facsimile: (514) 283-5487



**British Columbia, Alberta,  
Northwest Territories and Yukon**

Svend-Erik Eriksen  
Executive Producer  
National Film Board of Canada  
200 - 1385 West 8th Avenue  
Vancouver, British Columbia  
V6H 3V9  
Telephone: (604) 666-3838  
Facsimile: (604) 666-1569

**Manitoba and Saskatchewan**

Jennifer Torrance  
Producer  
National Film Board of Canada  
300 - 136 Market Avenue  
Winnipeg, Manitoba R3B 0P4  
Telephone: (204) 983-3160  
Facsimile: (204) 983-0742

***French Program***

Andréanne Bournival  
Director General - French Program  
National Film Board of Canada  
3155 Côte-de-Liesse Road  
Saint-Laurent, Quebec H4N 2N4  
Telephone: (514) 283-9285  
Facsimile: (514) 283-7914

Jean-Daniel Eigenmann  
Assistant Director General,  
Programming 2  
National Film Board of Canada  
3155 Côte-de-Liesse Road  
Saint-Laurent, Quebec H4N 2N4  
Telephone: (514) 283-2733  
Facsimile: (514) 283-7914

Diane Poitras  
Producer, Documentary Studio  
Acadia 3  
National Film Board of Canada  
Heritage Court  
100 - 95 Foundry Street  
Moncton, New Brunswick E1C 5H7  
Telephone: (506) 851-6104  
Facsimile: (516) 851-2246

Jacques Ménard  
Producer, Documentary Studio  
Ontario / West 4  
National Film Board of Canada  
150 John Street  
Toronto, Ontario M5V 3C3  
Telephone: (416) 973-2225  
Facsimile: (416) 954-0775

***Aide au cinéma indépendant -  
Canada (ACIC)  
(for Quebec)***

Monique Létourneau  
ACIC Program  
National Film Board of Canada  
3155 Côte-de-Liesse Road  
Saint-Laurent, Quebec H4N 2N4  
Telephone: (514) 283-9324  
Facsimile: (514) 283-6243