



**SECTOR  
DEVELOPMENT  
SUPPORT**  
GUIDING  
PRINCIPLES  
2020-2021

## Interpretation, Application, Disclaimer, and other Important Information

These Guiding Principles are for the information and convenience of Applicants to the Canada Media Fund (CMF). They provide an overview of the objectives of the CMF, the manner in which the CMF is administered, and information on typical administrative practices of the CMF. Compliance with these Guiding Principles is a prerequisite to eligibility for any CMF funding.

The CMF has full discretion in the administration of its funds, and in the application of these Guiding Principles, to ensure funding is provided to those projects that contribute to the fulfillment of its mandate. In all questions of interpretation of these Guiding Principles the CMF interpretation shall prevail.

Projects that receive CMF funding in a given year are subject to the CMF policies and practices in effect for that fiscal year. To be clear, changes to CMF Guiding Principles and/or policies made in a subsequent fiscal year will not apply retroactively, unless specifically stated. The CMF fiscal year is April 1 to March 31.

*Please note: These Guidelines may be changed or modified as required, without notice. Please consult the CMF website at [www.cmf-fmc.ca](http://www.cmf-fmc.ca) for the latest Guideline news and documentation.*

## Sector Development Support

### *Eligible Projects*

The CMF's Sector Development Support is designed for specific initiatives which have the potential to positively impact the diversity of Canada's audiovisual production ecosystem and address identified areas of improvement for:

- Canada's regions<sup>1</sup>, with a special focus on northern communities;
- Indigenous representation and access;
- Gender balance;
- Diversity (including but not limited to ethno-diversity, persons with disabilities, LGBTQ+);
- Discoverability.

through activities such as:

- Mentorship;
- Training;
- professional development opportunities; and
- capacity building.

### *Eligible Costs*

Eligible Costs must be related to specific initiatives that are incurred directly for the project and enable the building of capacity within Canada's screen-based industries. Such costs may include, but are not limited to, expenses for:

- Research and preparation of learning materials;
- Consulting fees;
- Honoraria for mentors;
- Travel and accommodation;
- Coordination;
- Translation;
- Venue rental and hospitality;
- Marketing and promotion;
- Other technical and administrative expenses.

For clarity, core business operations or capital expenditures, such as rent, purchase of real estate, and maintenance costs, will not be considered Eligible Costs for the purposes of Sector Development Support.

### *Eligible Applicants*

Eligible Applicants for Sector Development Support must either be:

- a Canadian-controlled corporation as defined in sections 26 to 28 of the *Investment Canada Act*; or
- a Canadian accredited educational institution expressly authorized to grant degrees by a federal or provincial agent that by law has the power to confer degree-granting authority on an educational institution.

---

<sup>1</sup>"Regions" are defined as any part of Canada more than 150 km by the shortest reasonable roadway route from Toronto and more than 150 km by the shortest reasonable roadway route from Montreal.

### *Nature and Amount of Contribution*

Projects are awarded funding on a selective basis and the amount awarded to each project will be paid in the form of a non-repayable contribution directly to the Applicant by the CMF. Typically, the maximum contribution will be no more than \$50K, but the CMF may consider a higher request if necessary (and if the Sector Development Support budget allows).

Once selected for funding, the Applicant and the CMF will enter into an agreement which will include the details of the project, key deliverables and reporting requirements.

### *How to Apply*

Before submitting a formal proposal for their project, Eligible Applicants should identify and prepare the following before contacting the CMF:

- Description/objectives of the project;
- Organization that will apply to Sector Development Support and implement, lead and report on the project;
- Professional experience of the applicant organization principal in relation to the project;
- Problem or gap in the industry the project is seeking to address;
- Targeted applicant pool for the project;
- Timeline for implementation of the project;
- Project budget;
- Financing request to Sector Development Support and financial structure of the project;
- Deliverables and reporting data at the end of the project.

Once this outline of the project has been determined, Eligible Applicants may contact Nathalie Clermont, the CMF's Vice President, Programs and Business Development to determine the CMF's level of interest and suitability of the initiative for Sector Development Support.

Nathalie Clermont: (514) 808-8003