

# **Sector Development Support Program 2025-2026 Frequently Asked Questions (FAQs)**

Updated April 2025

The FAQs below are intended to help applicants understand key aspects of the 2025-2026 [Sector Development Support Program](#), to help facilitate the application process, and act as an accompanying document to the Program's Guidelines, [available here](#).

For any questions or concerns not addressed below or in the guidelines, please contact a member of the Growth & Inclusion team: [industries@cmf-fmc.ca](mailto:industries@cmf-fmc.ca).

## **TIMELINE OF CRITICAL DATES FOR SECTOR DEVELOPMENT SUPPORT APPLICANTS**

- **May 1, 2025:** Sector Development Guidelines Posted
- **May 1, 2025:** Sector Development Spring Intake Applications Open
- **May 15, 2025:** Sector Development Spring Intake Application Close
- **June 2025:** Spring Intake Application Decisions Released
- **November 4, 2025:** Sector Development Fall Intake Applications Open
- **November 20, 2025:** Sector Development Fall Intake Applications Close
- **January 2026:** Fall Intake Application Decisions Released

## **1. PROGRAM OVERVIEW**

### **What is Sector Development Support?**

The Sector Development Support Program aims to foster industry growth by supporting creators and professionals from diverse communities, including:

Indigenous, Black, Racialized Communities, Women or Gender-Diverse Individuals, People with Disabilities/Disabled Persons, 2SLGBTQ+ communities, Official Language Minority Communities, and Regions.

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.

### **What are the main objectives of the Sector Development Support Program?**

The Sector Development Support Program aims to support not-for-profit organizations with industry initiatives that demonstrate the potential to positively impact Canada's screen sector ecosystem. These initiatives address gaps in distinct and identified areas, with priority being given to projects led by, and addressing the needs of, Indigenous, Equity-Deserving, and regional communities.

Successful projects must lead to measurable, tangible benefits (i.e. career advancement, skills building, mentorship, training, sales, promotion, export, financing and other related results) for multiple members of the screen-based sector and cannot primarily benefit any one creator, organization or company.

The Program aims to support organizations to develop and deliver innovative, high-impact activities that build capacity and maintain resilience within the Canadian audiovisual sector; foster new economic opportunities and promote greater equity within the media sector; and encourage all Canadians to appreciate the rich diversity of the population through media, arts, and culture that accurately reflect diverse voices and experiences.

### **What is the maximum funding amount available per project?**

The Sector Development Program contribution will be up to \$50,000 for projects with a regional, or provincial/territorial reach.

Contributions will be up to \$100,000 for projects with a national reach, defined as having dedicated and meaningful engagement of participants from at least three (3) provinces and/or territories.

The maximum contribution from the CMF will not exceed 75% of the project's Eligible Costs.

### **What are the expected outcomes of the Sector Development Support Program?**

Expected outcomes include increased professional development opportunities and greater participation for Indigenous, Equity-Deserving and Regional communities in the audiovisual sectors, and a more inclusive and representative industry.

## **2. ELIGIBILITY**

### **Who is eligible to apply for Sector Development Support?**

Canadian controlled non-profit corporations with a primary mandate in the Canadian screen-based industries, such as Linear and experimental content, including but not limited to series, mini-series, documentary, immersive digital media ("IDM"), Simulated Reality ("SR"), VR ("Virtual Reality"), Augmented Reality ("AR) and gaming.

Organizations must be incorporated at the time of application and in good standing with the CMF (i.e. not in default, meaning all final reporting materials have been approved), and with no current projects active in the same stream in which they intend to apply.

### **What costs are eligible or ineligible for funding?**

Please refer to [Program guidelines](#) for a list of eligible and ineligible costs.

### **What types of projects are eligible for funding?**

Eligible categories for funding under this program include Capacity Building and Market Access.

Activities and initiatives must meaningfully advance opportunities for participants, build skills and capacity to advance their individual company or career growth and participation in the industry or for participants to realize commercial opportunities and/or finance projects.

For a list of eligible and ineligible projects and activities, please consult the Sector Development Guidelines for 2025-2026.

**Can I reapply for Sector Development Support if my project was not selected in a previous intake?**

Applicants may reapply with an unsuccessful project at future Sector Development Support Program intakes and are encouraged (but not required) to request feedback on their new application prior to reapplying at [industries@cmf-fmc.ca](mailto:industries@cmf-fmc.ca).

**What types of activities are considered ineligible for funding?**

Please refer to the [Program's guidelines](#) for eligible and ineligible activities.

**Can for-profit organizations apply for Sector Development Support?**

For-profit organizations are not eligible to apply for Sector Development Support. However, for-profit organizations can partner with an eligible non-profit organization as the lead applicant in the delivery of a project.

**How long does a non-profit need to be in operation before applying to the Sector Development Program?**

There is no minimum length of time during which a non-profit needs to be in operation before applying to the fund, however their mandate does need to be primarily in the screen-based industries.

**Are projects that have already started eligible for funding?**

No, projects that have already launched or meaningfully commenced before decisions are shared (between eight (8) to ten (10) weeks after the application intake closes) are not eligible for funding.

**Is a faculty member and/or department in a Canadian university eligible to apply for Sector Development Program Support, provided the audiovisual sector is the primary focus of their research or teaching?**

Academic institutions are not eligible for this program as their primary mandate lies outside of the audiovisual industry.

**Can individuals be supported through Sector Development Support?**

No, the fund is meant for non-profits and not to support individuals or to benefit one individual company.

**Does Sector Development Support fund artistic practices outside of the screen sector?**

Only screen-based initiatives that are eligible as per the [Program's guidelines](#) will be considered.

**Are projects for youth or students eligible?**

This fund is not intended for students or student projects.

**Are fine arts, music, podcasts or video journalism projects eligible for Sector Development Support?**

Only audiovisual activities are eligible for this fund.

**3. APPLICATION**

**What is the deadline for Sector Development Support applications?**

The Spring Intake deadline is: Thursday May 15, 2025, at 11:59pm ET.

The Fall Intake deadline is: Thursday November 20, 2025, at 11:59pm ET.

**How do I apply for Sector Development Support?**

Applications must be submitted through the Dialogue online application portal, available [here](#).

Applicants will be asked to provide a PERSONA-ID number for each board member and key personnel associated with the project and application. For more information about PERSONA-ID, please see [here](#).

**Do you accept applications or supporting material via email?**

Unless previously requested by the CMF, no applications or supporting material will be accepted via email.

**I'd like to submit updated supporting material after the intake deadline, where can that be sent?**

No missing or updated supporting material will be accepted after the intake deadline has passed.

**Do you grant extensions for applications not submitted by the intake deadline?**

No requests for extensions will be accepted after the intake deadline has passed.

## **What documents do I need to submit with my application in Dialogue?**

To complete your application, the following documents are required to be uploaded to Dialogue in the “Required Documents” section of your application:

- a. Activity Proposal – signed and saved as a PDF (only Activity Proposals using the CMF’s template will be accepted\*)
- b. Budget – signed and saved in .xlsx format\*
- c. Certificate of incorporation, proving current non-profit status
- d. Applicant organization’s bylaws, including voting privileges of board members
- e. Third-party support documentation – optional, if applicable
- f. Project Timeline (no more than 4 pages), optional

\*Templates of the Activity Proposal and Budget are available under Application Resources on the CMF’s Sector Development Support Program page, found [here](#).

## **Can an organization have a PERSONA-ID or can an individual use someone else’s PERSONA-ID?**

PERSONA-IDs are non-transferrable and attributed to individuals, not organizations. More information about PERSONA-ID can be found [here](#).

## **What is the financial structure on the application?**

Located in the budget template on the Sector Development Support Program page, the financial structure tab lists the revenue sources that will offset expenses outlined in the project budget. This template also requires applicants to indicate the revenue’s status, either confirmed or not confirmed.

## **How do you find an application again once you’ve started it?**

Once signed in to Dialogue, click on Actions, then select the application you’d like to continue.

## **Who can I contact for technical support with my Dialogue account?**

For help with creating or updating your Dialogue account: [enr@telefilm.ca](mailto:enr@telefilm.ca)

For help with document submission: [cmf.fmc.coordination@telefilm.ca](mailto:cmf.fmc.coordination@telefilm.ca)

## 4. EVALUATION AND SELECTION

### What are the key criteria for project selection?

- a. **Need/Rationale** - *Has the Applicant clearly described the proposed activity? Have they identified the barrier, need or opportunity and what community or communities this would benefit?*
- b. **Proposed Activity** - *Is the proposed activity appropriate and effective? Are the proposed facilitators/leaders/experts/markets appropriate or effective?*
- c. **Feasibility** - *Can this Applicant feasibly undertake this initiative with the time and resources proposed? Does this Applicant have relevant experience to deliver all the elements of their proposal?*
- d. **Third-Party Support** - *Is there third-party support? Is this support confirmed? Are support agreements, letters or contracts included in the application?*
- e. **Inclusion and Accessibility** - *Does the Applicant have an accessible and meaningful approach to inclusion in the initiative? (i.e. Support services, representation, details about the selection processes etc.)*
- f. **Collaboration, Positioning and Engagement** - *Has the Applicant addressed their relationship to the proposed participants, community/communities and project? Are the proposed collaborators appropriate for the activity? (Understanding of critical issues, connection to community or communities of focus)*
- g. **Impact** - *What is the intended impact of this Project? How does this project advance change or growth for the industry, and specifically for members of the communities for which the barrier, need or opportunity was identified?*
- h. **Budget Clarity and Completeness** - *Do the line items support proposed activities? Are payments, rates and fees clearly identified and explained? Do budget categories respect the maximums outlined? Are funding sources clearly identified as confirmed or not confirmed?*

### What types of projects are prioritized for Sector Development Support funding?

Projects that provide significant and measurable impacts and benefit multiple members of the screen industry which are led by, and addressing the needs of, Indigenous, Equity-deserving communities and regional communities, are prioritized.

### Who evaluates the applications?

The applications are juried by CMF staff and third-party industry professionals from a wide range of diverse and intersecting communities.

### How long does it take to receive a decision on my application?

Decisions are provided approximately eight (8) to ten (10) weeks following the application deadline.

## **5. FUNDED PROJECTS**

### **What are the reporting requirements for funded projects?**

Once the project has been completed, successful applicants must submit a completed Final Report Questionnaire (sent during the month the activity is scheduled to be completed), final cost report, invoice and any other deliverables specified in the project agreement through their Dialogue account. A participant exit survey may also be required for internal tracking purposes.

### **How will the Sector Development Support Program measure the success of funded projects?**

The Sector Development Support Program will measure success through various performance indicators, including the number and profile of funded projects, the number of realized activities, and the impact on the audiovisual industry and Indigenous, Equity-Deserving and regional communities.