



# Development Program

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Survey results

# TABLE OF CONTENTS

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1	CONTEXT AND METHODOLOGY
2	KEY FINDINGS
3	QUESTIONS

# CONTEXT & METHODOLOGY

# CONTEXT AND METHODOLOGY

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- **Telefilm has launched the first phase of its pan-Canadian consultations with three online surveys aimed at members of the film industry.**
- **The Development Program survey was for everyone, not just for actual beneficiaries.**
- **Responses received between September 18 to September 27, 2020**
- **Of the 301 completed surveys, 267 are considered as complete. This presentation is based on the responses of the 267.**

# KEY FINDINGS

# UNDERSTANDING OF THE PROGRAM

Q8: How well would you say that you understand the Telefilm Development program?

*By submission of an application or not (Q9)*

LEVEL OF UNDERSTANDING	TOTAL	APPLICATION	
		YES	NO
EXCELLENT	23%	32%	3%
FAIRLY WELL	51%	54%	43%
NOT VERY WELL	18%	10%	37%
NOT WELL AT ALL	6%	3%	13%
NO RESPONSE	3%	2%	4%

# ELIGIBLE EXPENSES

Q12: Are the eligible expenses listed adequate to allow you to develop your projects in a satisfactory manner?

*By having received funding or not (Q10)*

ELIGIBLE EXPENSES ADEQUATE	TOTAL	FUNDING	
		YES	NO
YES	35%	45%	22%
NO	32%	44%	17%
DON'T KNOW	27%	9%	50%
NO RESPONSE	6%	3%	10%

# ELIGIBLE EXPENSES

*Q12: Are the eligible expenses listed adequate to allow you to develop your projects in a satisfactory manner?*

## Main comments

- **Broaden the range of eligible expenses (legal fees, travel, research, etc.)**
- **Difficulty to pay WGC/SARTEC salaries at the level of funding provided;**
- **Difficulty for the producer to be remunerated at this level of funding;**
- **Covering the costs of hiring script advisors;**
- **Adapt the program to some distinct realities such as animation, regional companies, under-represented communities, etc.**



# FUNDING AND NUMBER OF PROJECTS

Q13: *Should we maintain the same level of selective assistance per project and per production company or increase the allocation per project and per production company by reducing the number of projects supported?*

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PREFERRED OPTION	TOTAL	EASTERN	QUEBEC	ONTARIO	WESTERN
MAINTAIN	49%	52%	64%	44%	39%
MORE SUPPORT, LESS PROJECTS	25%	20%	15%	28%	34%
NO OPINION	20%	24%	11%	22%	25%
NO RESPONSE	6%	4%	11%	6%	2%

# RECENT CHANGES

Q14: On August 6, Telefilm announced changes to the Development program. What do you think of these changes?

CHANGE	VERY OR FAIRLY PLEASSED	NOT VERY OR NOT AT ALL PLEASSED	NO OPINION
PREMIERE AT A FESTIVAL AS A TRIGGER	78%	18%	5%
INCREASE OF THE NUMBER OF PROJECTS PER COMPANY IN SELECTIVE	74%	17%	9%
CREATION OF THE STREAM FOR RACIALIZED PERSONS	68%	17%	15%
HIGHER THRESHOLD FOR AUTOMATIC STREAM	51%	35%	15%

# INCORPORATION REQUIREMENT

*Q16: Only incorporated production companies are eligible for the Development program. Is this incorporation requirement an obstacle to entry?*

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**68% of respondents consider that incorporation is not a barrier to entry and 32% think it is a barrier.**

## Main comments (Among “Yes”)

- Some see it positively as a way to ensure a certain level of experience for beneficiaries;
- Some see it negatively as a financial barrier and administrative burden, especially for under-represented communities;
- There are also issues related to copyright and ownership by the writer.

# TRAINING AND MENTORSHIP

Q18: Should part of the Development program budget be allocated to a new training or mentorship component to reinforce projects supported by the program?

## *By submission of an application or not (Q9)*

TRAINING / MENTORSHIP	TOTAL	APPLICATION	
		YES	NO
YES	36%	35%	39%
NO	43%	47%	34%
NO RESPONSE	21%	18%	26%

# APPRECIATION OF THE SCORING METHOD

*Q15: Program funds are allocated automatically based on the applicant's total track record score. Selective Stream funding may be available to applicants whose scores are not high enough to qualify for the Automatic Stream. In your opinion, is the scoring method:*

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- **58% of respondents do not consider the method simple to understand;**
- **64% of respondents do not consider that the method delivers predictable results;**
- **65% of respondents do not consider the method easy to apply for companies;**
- **66% of respondents do not consider the method to be a fair way for automatically funding successful production companies;**
- **76% of respondents do not consider the method to be a fair way to measure success.**

# APPRECIATION OF THE SCORING METHOD AND IMPROVEMENTS

Q15: Program funds are allocated automatically based on the applicant's total track record score. Selective Stream funding may be available to applicants whose scores are not high enough to qualify for the Automatic Stream. In your opinion, is the scoring method:

Q19: What could be done to improve the program?

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## Main comments

- **Move from an automatic process (score) to a selective process (jury), find a better balance between commercial and creative/cultural elements;**
- **Modernize the scoring method to better reflect current marketplace (less importance to theatrical, update festivals list, diversification of screens, etc.);**
- **Abolish the 5-year eligibility window for feature films taken into consideration;**
- **Improve transparency of the scoring and selection process, simplify it;**
- **Better capture and value experience and contribution of certain producers;**
- **Give more consideration to the reality of official language minority communities.**

# QUESTIONS

THANK YOU



# APPENDIX

# THE SAMPLE AT A GLANCE (GENDER AND DIVERSITY)

ON GENDER	
WOMEN	44%
ON DESIGNATED GROUPS	
RACIALIZED COMMUNITY	22%
LGBTQ2+	12%
INDIGENOUS	3%
OFFICIAL LANGUAGE MINORITY COMMUNITY	11%
PERSON WITH DISABILITIES	4%
NONE OF THE ABOVE	56%

# THE SAMPLE AT A GLANCE (LOCATION)

ON LOCATION	
<b>CENTRAL CANADA</b>	<b>69%</b>
GREATER TORONTO (GTA)	<b>30%</b>
GREATER MONTREAL	<b>26%</b>
ONTARIO (OUTSIDE GTA)	<b>10%</b>
QUEBEC (OUTSIDE GREATER MONTREAL)	<b>3%</b>
<b>WESTERN CANADA</b>	<b>22%</b>
<b>EASTERN CANADA</b>	<b>9%</b>
<b>NORTHERN CANADA</b>	<b>0%</b>

# THE SAMPLE AT A GLANCE (PROFESSIONAL)

ON MAIN ACTIVITY		ON MAIN AREA	
PRODUCER	55%	FILM	72%
DIRECTOR	26%	TELEVISION	18%
SCRIPTWRITER	9%	ONLINE PRODUCTION	1%
ON LEVEL OF EXPERIENCE			
3 YEARS OR LESS	6%		
4 TO 10 YEARS	28%		
11 YEARS OR MORE	66%		

# THE SAMPLE AT A GLANCE (TELEFILM FUNDING)

ON TELEFILM FUNDING (OTHER THAN DEVELOPMENT) (>10%)	
PRODUCTION – SELECTIVE	43%
INTERNATIONAL FESTIVALS AND EVENTS	26%
MARKETING	17%
<i>NEVER APPLIED</i>	15%
TALENT TO WATCH	14%
<i>NO APPLICATION APPROVED</i>	12%

# SUBMISSION OF AN APPLICATION AND RECEPTION OF FUNDING

Q9: Have you ever submitted an application to the Development program?

Q10: Have you ever received development funding from Telefilm for one or more projects?

QUESTION	YES	NO
Q9: SUBMISSION OF APPLICATION	71%	28%
Q10: RECEIVING FUNDING	57%	43%

## Main reasons

- Ineligibility;
- Perceived barriers to entry (complexity of program, regional reality, thresholds too high, no ownership of the project, low probability of success).

# UNDERSTANDING OF THE PROGRAM

Q8: How well would you say that you understand the Telefilm Development program?

## By region (Q7)

Level of understanding	EASTERN	QUEBEC	ONTARIO	WESTERN
EXCELLENT	20%	51%	13%	8%
FAIRLY WELL	48%	35%	61%	54%
NOT VERY WELL	28%	9%	17%	25%
NOT WELL AT ALL	4%	4%	6%	8%
NO RESPONSE	0%	0%	5%	3%

# ELIGIBILITY CRITERIA

Q17: Our current eligibility criteria have been developed taking into account the level of experience of eligible production companies. Is the criteria not strict enough, fair, or too strict?

