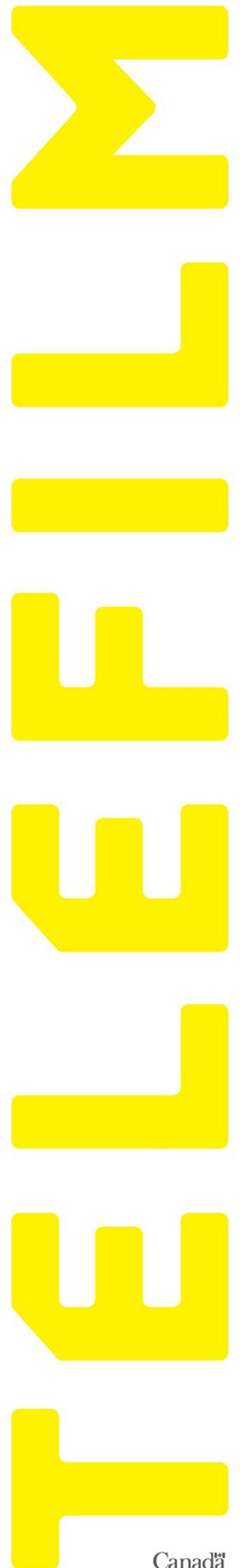


COVID-19 EMERGENCY RELIEF FUND – TELEFILM ALLOCATION

PHASE 2 – AUDIOVISUAL TRAINING AND
DEVELOPMENT PROGRAM

GUIDELINES

APPLICABLE AS OF JULY 29, 2020



1. COVID-19 EMERGENCY RELIEF FUND – TELEFILM ALLOCATION: PHASE 2 – AUDIOVISUAL TRAINING AND DEVELOPMENT PROGRAM

1.1. Program Intent and Objectives

The [COVID-19 Emergency Support Fund for Cultural, Heritage and Sport Organizations](#) announced by the Prime Minister on April 17, 2020 (the “**Emergency Support Fund**”) is an additional temporary relief measure created to help alleviate the financial pressures faced by cultural, heritage and sport organizations due to the COVID-19 pandemic. The objectives of the Emergency Support Fund are to maintain jobs and support business continuity for organizations that have been negatively impacted by the COVID-19 pandemic. The Emergency Support Fund complements other measures by the Government of Canada to help Canadian workers and employers impacted by the COVID-19 pandemic.

On May 8, 2020, the Government of Canada announced that a two-phase approach would be used for the Emergency Support Fund and that Telefilm Canada (“**Telefilm**”) would distribute, during the first phase, \$27 million of the \$500 million Emergency Support Fund (the “**Telefilm Relief Fund**”). These funds have since been allocated and disbursed to eligible Telefilm clients, the whole in accordance with the terms set forth in the Telefilm Relief Fund [guidelines](#).

On July 7, 2020, the Government of Canada unveiled the final components of the second and last phase of the Emergency Support Fund, including namely an additional investment of \$1,000,000 to be distributed by Telefilm for audiovisual training and development partners that have not already received funding under the Emergency Support Fund (the “**Telefilm Relief Fund for Training and Development**”).

The success of Canada’s screen-based industries and its stakeholders is at the heart of Telefilm’s operations. The objectives of the Telefilm Relief Fund for Training and Development are to:

- support the business continuity of companies that act as training and development partners in the audiovisual industry and help them be in a better position to recover once the pandemic subsides;
- address the financial needs of these companies so that they can retain their employees;
- complement – and not duplicate – other existing measures by the Government of Canada, recognizing that companies that act as training and development partners in the audiovisual industry may not be eligible to the different relief funds previously offered; and
- foster the development of the expertise of audiovisual professionals.

2. ELIGIBLE APPLICANTS¹

Funding under the Telefilm Relief Fund for Training and Development is allocated to the active parent corporation (the “**Applicant**”) of a Corporate Group, either through the Training and Development Activities Stream or the Training School Stream. For the purposes of these guidelines, a Corporate Group is defined as the Applicant and its Related Parties².

2.1. General Eligibility Criteria for all Applicants

The Applicant and its Related Parties benefiting from funding under the Telefilm Relief Fund for Training and Development must meet all of the following eligibility criteria:

- have not received funding under the Emergency Support Fund, including the Telefilm Relief Fund;
- be Canadian controlled entities, as determined under sections 26 to 28 of the [Investment Canada Act](#);
- have their head offices in Canada and carry out their activities in Canada;
- not be insolvent or bankrupt, or in the course of the reorganization of their businesses within the meaning of the [Bankruptcy and Insolvency Act \(Canada\)](#), and have not taken steps and no steps are taken against them for their winding-up or dissolution, and no receiver or trustee has been appointed for their property;
- be able to **affirm and attest** that they:
 - have been negatively impacted by the COVID-19 pandemic, which has resulted in financial hardship to their operations, and are therefore in need of funding to ensure the continuity of their operations and to protect jobs;
 - can demonstrate a projected negative financial impact of at least 25% as a result of the COVID-19 pandemic;
 - meet the specific eligibility criteria of either the Training and Development Activities Stream or the Training School Stream and intend to continue to meet such criteria for the foreseeable future;
 - submitted to Telefilm a single application for their Corporate Group under the Telefilm Relief Fund for Training and Development;
 - have not received funding under the Emergency Support Fund, including the Telefilm Relief Fund, and will not submit an application for emergency support funds to either the Canada Media Fund, the Canada Arts Council and/or Canadian Heritage;

¹ Public bodies, government organization or crown agencies are not eligible Applicants.

² “Related Parties” are defined as parties that are related within the meaning of the CPA Canada Handbook, as that definition may be amended, completed or replaced from time to time, and as that definition may be adapted by Telefilm to the context of the film and television industry.

- are not receiving funding from other federal sources to cover the same costs (e.g., Canada Emergency Wage Subsidy, Temporary Wage Subsidy, Business Credit Availability Program, Canada Emergency Business Account and Canada Emergency Commercial Rent Assistance for Small Businesses);
- will use the funds received under the Telefilm Relief Fund for Training and Development according to these guidelines, and that where relevant, funds shall be used to support workers such as the self-employed and freelance workers, artists, and creators; and
- will maintain their Canadian-controlled status for at least 12-months following receipt of any funding under the Telefilm Relief Fund for Training and Development.

2.2. Additional Eligibility Criteria

In addition to the general eligibility criteria, the Applicant and its Related Parties benefiting from funding must meet the following eligibility criteria:

a) if applying under the Training and Development Activities Stream:

- are not-for-profit organizations that are active in the audiovisual sector³;
- have held at least once in the last three (3) fiscal years⁴ one or more significant and comprehensive training and development activities that:
 - are distinct from other activities or events organized by the Corporate Group;
 - take place over a certain period of time;
 - require a substantial financial and human resources commitment;
 - involve participant enrolment or a participant selection process; and
 - are intended to lead to professional opportunities; or

b) if applying under the Training School Stream:

- are a not-for-profit training school for film and television⁵;

³ The following organizations are not eligible Applicants under the Training and Development Activities Stream: traditional academic institutions such as universities, colleges and CEGEPs, not-for-profit training schools, other for-profit educational institutions, as well as unions and guilds.

⁴ Telefilm's fiscal year is from April 1st to March 31st; the fiscal years covered are 2019-2020, 2018-2019 and 2017-2018.

⁵ The following organizations are not eligible Applicants under the Training School Stream: traditional academic institutions such as universities, colleges and CEGEPs, other for-profit educational institutions, and unions and guilds. Please note that film festivals, audiovisual production cooperatives, artist-run centres, centres of excellence and other similar organizations are also not eligible under the Training School Stream, although they may be eligible under the Training and Development Activities Stream.

- have a sole focus on providing formal training programs and initiatives for audiovisual professionals;
- have an educational approach that takes into account the shifting needs and trends of the audiovisual industry;
- generally secure funding for their institution through the donations or grants of public and private organizations that are related to the audiovisual industry; and
- have physical facilities and infrastructures that are dedicated to the training school and its programs.

3. ELIGIBLE COSTS

The financing provided by Telefilm under the Telefilm Relief Fund for Training and Development must be used to cover the following costs:

- costs necessary to ensure business continuity;
- additional costs relating to training and development projects, programs or activities that have been suspended, canceled or postponed due to the COVID-19 pandemic; and
- payments to support workers, including the self-employed and freelance workers, as well as artists and creators.

The costs financed by Telefilm under the Telefilm Relief Fund for Training and Development must not be covered by the financing received from any other governmental entity or program.

4. TERMS OF FUNDING

Telefilm's financial participation will take the form of a base participation under either the Training and Development Activities Stream or the Training School Stream, with the possibility of an additional participation for Regional Companies⁶ and Underrepresented Groups⁷. The financing provided by Telefilm under the Training School Stream will be granted on a first come, first served basis, until the available funding is exhausted.

⁶ "Regional Company" is defined as a company whose head office is in any part of Canada that is more than 150 km by the shortest reasonable roadway route from Toronto or Montreal.

⁷ "Underrepresented Groups" are defined as the following groups in the audiovisual industry: indigenous, LGBTQ2+, official language minority communities, persons with disabilities, racialized persons and women.

4.1. Amount of Telefilm Financing

4.1.1. Base Financial Participation

4.1.1.1. Training and Development Activities Stream

For Applicants under the Training and Development Activities Stream, Telefilm's base financial participation will take the form of a fixed non-repayable contribution of \$5,000.

4.1.1.2. Training School Stream

For Applicants under the Training School Stream, Telefilm's base financial participation will take the form of a non-repayable contribution in an amount equal to the lesser of (i) 15% of the total amount of the incurred and projected negative financial impact of the COVID-19 pandemic on the Applicant and its Related Parties that will benefit from funding during the period from March to December 2020, or (ii) \$250,000.

4.1.2 Additional Financial Participation

Telefilm shall grant an additional financial participation of \$11,000 to eligible Applicants who are Regional Companies or whose Corporate Group is composed of companies that are majority-owned and controlled by persons identifying as members of Underrepresented Groups. This additional participation is provided on top of the base participation and will also take the form of a non-repayable contribution.

5. APPLICATION PROCESS

5.1. How to Apply

Under the Telefilm Relief Fund for Training and Development, only one application per Corporate Group will be processed.

All Applicants must apply online using [Dialogue](#) and as such, must have a Dialogue account. Applicants must submit the appropriate application form, together with the attestation (available on Telefilm's website) duly completed and signed, via Dialogue. All subsequent documentation, if any, must be submitted online through Dialogue. If you have technical difficulties, please contact us at services@telefilm.ca.

Before submitting an application, please consult the Essential Information Guide with respect to the Telefilm Relief Fund for Training and Development on the [Telefilm Relief Fund webpage](#).

6. GENERAL INFORMATION

While compliance with the guidelines is a prerequisite to eligibility for funding, compliance does not guarantee entitlement to Telefilm funds. Telefilm may adjust its guidelines and application forms from time to time as required. Telefilm has full discretion in the application and interpretation of these guidelines and the exceptions thereto. In all questions of interpretation of either these guidelines, or

the spirit and intent of the Telefilm Relief Fund for Training and Development, Telefilm's interpretation shall prevail.

Any information, in any form, provided, obtained, created, or communicated in connection with an application is subject to the [Access to Information Act](#) and the [Privacy Act](#).

The Telefilm Relief Fund for Training and Development is subject to the availability of funding from government and other sources.