

**INDIGENOUS CONSULTATION: OUTCOMES OF MARCH 3rd, 2017 MTG
AND NEXT STEPS**

COMMITMENT: Telefilm is increasing its financing, for creators from Canada's Indigenous communities, to \$4 million annually over the next five years (an average expenditure goal). This is effective April 1, 2017.

- 1. Definition of an Indigenous production:** For purposes of reporting, and for access to the Indigenous expenditure stream of financing, an Indigenous production is defined as follows: of the three key creative positions of director, writer and producer, any two of these three positions must be held by an Indigenous person. In addition, the copyright ownership (at least 51%) should be held by an Indigenous company¹.

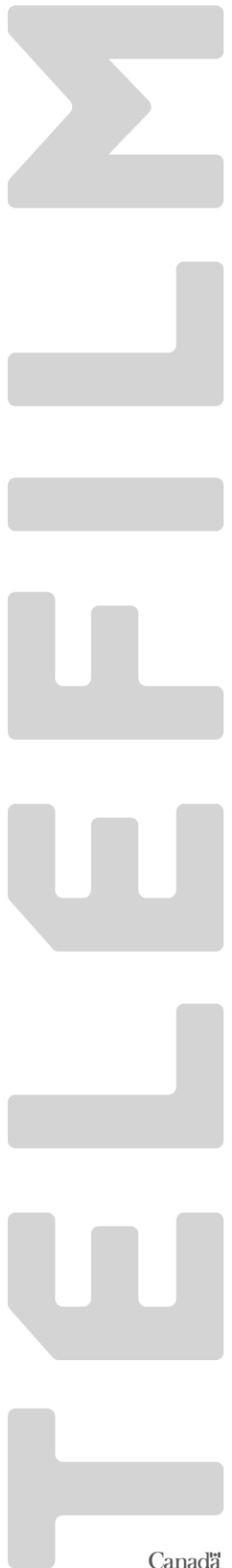
The understanding and desired goal is that there will be capacity building in all three of these key creative roles.

- 2. Jury – For Production Applications:** If the project is identified as Indigenous, the project will be assessed by a jury comprised of Indigenous creators and experts from the community and industry (at least 75% of the jury will be Indigenous).

Project Evaluation: Production projects are evaluated on the following criteria, as outlined in the Telefilm guidelines:

- creative elements including the originality, quality and production-readiness of the script, and the director's vision for the film or the quality of the footage (rough-cut applications)
- market interest (for projects with budgets of \$2.5M or more)
- the overall financial viability of the project
- the production company's track record
- the feature film track record of the creative team, primarily the producer, director, screenwriter
- the global promotion strategy

¹ We will consider an Indigenous company to be a company whose majority shareholder is an Indigenous producer.



Guidance in decision-making:

The above criteria will serve as a guide, and no specific weighting will be attributed to each of the components. The importance of each criterion will vary depending on the size of the budget and the amount requested from Telefilm. In addition, decision making will take into account Telefilm's objective for the Indigenous expenditure stream to foster Indigenous creative voices, ensuring Telefilm funds a balanced portfolio of productions reflecting a variety of genres, budget and company sizes, regions across the country, and different viewpoints.

3. **Application Process:** Applicants to the Indigenous stream should provide a PRODUCER'S STATEMENT that outlines the project's development origin and the team attached to the project. [Harold Greenberg's application was referenced as an example of this].

4. **Promotion of Indigenous talent:** In its annual reporting, Telefilm will seek to promote and identify Indigenous talent, if the Indigenous creators voluntarily provide this information. Telefilm will look to promote the Indigenous talent in the three creative roles that are attached to projects supported by Telefilm, i.e. written by, directed by, produced by.