

Program Administration

For 2011–2012, the Canada Media Fund (CMF) renewed its collaboration with Telefilm Canada for the administration of the CMF’s programs.

The CMF Program Administrator / Telefilm Canada (CMFPA) received a total of 1,834 applications for the 2011–2012 fiscal year, a similar volume as in 2010–2011. Of the applications received, 1,298 applications were approved for funding, an increase of just over 10% from 2010–2011.¹

of applications approved in 2011–2012

		TV	DM	Total
Experimental	Production	n.a.	45	45
	Development	n.a.	39	39
	Marketing	n.a.	6	6
Experimental Total		n.a.	90	90
Convergent	Production	513	181	694
	Development	317	172	489
	Versioning	24	1	25
Convergent Total		854	354	1,208
Grand Total		854	444	1,298

To help clients better understand the CMF’s program guidelines, the CMFPA visited more than 150 producers from Halifax to Vancouver. The CMFPA also held over 100 follow up meetings and calls after the release of decisions in the Experimental Stream to help applicants whose projects had not been selected for funding to better prepare their submissions for future rounds of applications.

¹ The number of approved applications exclude the unfunded DM components that were approved to meet eligibility criteria in the Convergent Stream. There were 194 unfunded DM components approved in 2011-2012 and 182 in 2010-2011.

The CMFPA also continued to provide producers a pre-application consulting service to ensure that all eligibility criteria have been met and to optimize access to one or more CMF funding programs, prior to submitting the actual application for funding.

In its ongoing effort to improve client services, the CMFPA continued to promote its eTelefilm services, through which clients are able to file and sign their funding applications electronically. Through eTelefilm, clients can access and monitor information relating to their applications, as well as the status of their applications’ progress through the file administration process. Of note, the service allows for files to be processed through coordination in half the normal time, accelerating the start of the file analysis.

The CMFPA also continued to offer and promote its direct deposit service to clients. In 2011–2012, more than 260 CMF clients registered with this service, a 63% increase from the 160 CMF clients in the previous year, which expedited the disbursement of funds.

Turnaround times for processing applications in a number of programs have improved during this fiscal year compared to the year before, notably in the Performance Envelope Program, which accounted for the majority of 2011–2012 applications. However, the services level targets have not been entirely met due to the volume of backlog from 2010–2011. This was due to the introduction of new programs, a larger number of applications by producers and the need to work with an entirely new group of clients who were interested in the CMF selective programs. Although several initiatives were undertaken with a view to simplification during 2011–2012, there is still room for further improvement in terms of shorter times for analysis and to ensure that targets set at the start of the year are being met. The CMF and CMFPA will continue to work closely together to simplify procedures and help meet these objectives

Average processing time

	Target based on the Services Agreement		Actual		Better / (worse) than target		
	TV	DM	TV	DM	TV	DM	
Experimental Production	Selective Decision	55		53.7		1.3	
	Contract & 1st payment	30		18		12	
	Beta Version	10		4.5		5.5	
	Final Cost	31				n.a.	
Experimental Development & Marketing	Selective Decision	55		49.6		5.4	
	Contract & 1st payment	20		18.2		1.8	
	Other disbursements	20		28.8		(8.8)	
Performance Envelope Production	Contract & 1st payment	30.5	30.5	37.1	44.8	(6.6)	(14.3)
	Rough cut/ Beta Version	7	7	4.2	4.6	2.8	2.4
	Final Cost	31	31	37.1	40.9	(6.1)	(9.9)
	DM-Unfunded		31		28.6		2.4
Selective Programs Production	Contract & 1st payment	50.5	50.5	40.4	42.5	10.1	8.7
	Rough cut/ Beta Version	7	7	4	3	4	3.6
	Final Cost	31	31	36.7		(5.7)	
	DM-Unfunded		31		42.6		(11.6)
English Development Envelope	Contract & 1st payment	24	24	47	53.3	(23)	(29.3)
	Other disbursements	6	6	8.4	7.2	(2.4)	(3.9)
	DM-Unfunded		24		42.1	(1.2)	(18.1)
French Selective Development	Contract & 1st payment	41.5	41.5	40.4	43.1	1.1	(1.6)
	Other disbursements	6	6	8.8	9.2	(2.8)	(7.4)
	DM-Unfunded		41.5		35.3		6.2
Versioning	Contract & 1st payment	15.5	15.5	18.5	12	-3	3.5
	Other disbursements	6	6	14.1		(8.1)	