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2017-2018  
Report on  
the Talent Fund

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# Investing in the Next Generation of Canadian Talent

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“When I made this movie and saw roughly 40 people of colour on set, that’s the day I really felt I was doing what I need to be doing. A program like *Talent to Watch* allows you to not only be the artist you want to be, but be the artist you need to be.”

– **Cory Bowles** –  
Writer-Director, *Black Cop*

## About the Talent Fund

Telefilm Canada created the Talent Fund in 2012. Since then, it has raised more than \$15 million to primarily support the discovery and development of emerging content creators. The Fund draws on the financial investment from private companies—notably from contributors Bell Media and Corus Entertainment—as well as on the generosity of individual donors.

### VISION

The Talent Fund ensures that emerging Canadian talent is increasingly visible across the globe. Additionally, it offers Canadian filmmakers access to stable, reliable, and permanent sources of funding.

### MISSION

The Talent Fund primarily supports the discovery and professional development of emerging Canadian talent in the audiovisual industry.

### OBJECTIVE

The goal of the Talent Fund is to raise \$25 million over five years for the production and promotion of Canadian works by both promising, emerging talent, and by renowned, established filmmakers.

## Governance

The Talent Fund:

- Has an Advisory Committee, chaired by Hartley T. Richardson, which is comprised of 11 distinguished Canadian entrepreneurs and philanthropists from across the country
- Is integrated into the funding programs administered by Telefilm, namely the Talent to Watch Program
- Is subject to management costs of 5%
- Provides information on its activities in Telefilm's annual report and to major donors

## Talent Fund Advisory Committee

The Fund is led by a committee made up of business and community leaders from across the country and chaired by Hartley T. Richardson. Committee members have demonstrated their profound dedication to the Fund's success, for which Telefilm and its stakeholders are truly grateful. The following are the members of the Committee:



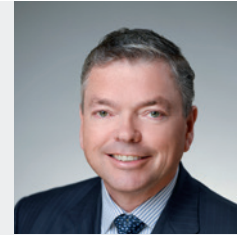
**Hartley T. Richardson**  
C.M., O.M., LL.D  
Chair, Talent Fund  
Advisory Committee  
President & CEO,  
James Richardson  
& Sons, Limited  
(Manitoba)



**David Aisenstat**  
Owner & CEO,  
Keg Restaurants Ltd.  
(British Columbia)



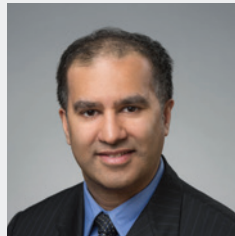
**John Bitove**  
CEO, Obelysk Inc.  
(Ontario)



**Mark Dobbin**  
Founder & President,  
Killick Capital Inc.  
(Newfoundland  
and Labrador)



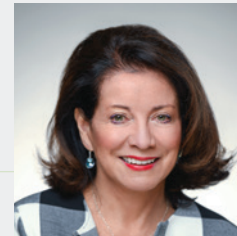
**Margaret Anne Fountain**  
Philanthropist and  
art activist  
(Nova Scotia)



**Dr. Anil Gupta**  
Medical Director of  
Clinical Cardiology,  
Trillium Health Centre  
(Ontario)



**Vincenzo Guzzo**  
President and CEO,  
Cinemas Guzzo  
(Québec)



**Carol R. Hill**  
Director of  
Communications,  
Harvard  
Developments Inc.,  
A Hill Company  
(Saskatchewan)



**Christine Magee**  
Co-Founder & Co-Chair,  
Sleep Country Canada  
(Ontario)



**Michael Phelps**  
Chairman,  
Dornoch Capital Inc.  
(British Columbia)



**Sandi Treliving**  
Philanthropist and board  
member of the Centre  
for Addiction and Mental  
Health Foundation  
(British Columbia)

## How the Fund Supports Talent

The Fund promotes the discovery and career development talent in three ways:

# 1

## FUNDING FOR A FIRST FEATURE FILM

The Talent Fund supports the production of first feature films and narrative web series through Telefilm's Talent to Watch Program. This innovative program was designed to ignite the careers of emerging talent from every region of the country. The major goals of the program, which now receives the majority of its funding from the Talent Fund, are to support innovation; encourage the use of digital platforms and online audience engagement tools; and help emerging talent in the development of their professional portfolio with a particular interest in creators from Indigenous and official-language minority communities, as well as other under-represented communities.

# 2

## RECOGNITION FOR PROJECTS OF MERIT

Feature film and narrative web projects of merit that demonstrate in an exemplary way Telefilm's fundamental objective to "See bigger" are selected from across the country.



"I've been launched into a career that I did not know I could have five years ago"

– **Molly McGlynn** –  
Writer-Director, *Mary Goes Round*

# 3

## SUPPORT FOR THE PROMOTION OF CANADIAN CONTENT AND TALENT

The Talent Fund promotes Canadian content and talent by encouraging the use of innovative marketing and multiplatform distribution strategies in order to best showcase emerging talent at home and on the international stage. The Fund's support helps to establish new initiatives that focus on creating awareness for Canadian talent and maximizing the impact of existing promotional activities. Furthermore, Telefilm's social media platforms serve to reinforce these efforts.

## Message from Chair of the Advisory Committee

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As Chair of the Talent Fund Advisory Committee, it is a great honour and a privilege to help contribute to a strong and vibrant film industry.

The Talent Fund has made tremendous strides in the last six years having raised more than \$15 million for Canada's next generation of talent.

The Fund represents a unique opportunity for all Canadians to help support homegrown talent. By providing emerging talent support and that invaluable vote of confidence at the beginning stages of their careers, the Fund helps foster the Canadian audiovisual industry and has a positive impact not only culturally, but also economically across the nation.

To that end, I'm pleased to report that we have welcomed new partners this year, including Québecor, and we are more determined than ever to continue this momentum.

I would like to thank the members of the Advisory Committee for their significant contributions, and for their dedication to the Talent Fund. We warmly welcome our newest member, M. Vincenzo Guzzo, President & CEO of Cinemas Guzzo.

A special thanks to our major partners, Bell Media and Corus Entertainment for their ongoing support. I am also grateful for the generous contributions from patrons and dedicated companies that share our values and help us support emerging talent. Their significant contributions have allowed Canada's gifted creators to reach for the stars.

On a closing note, this year was my last year as Chair of the Committee. I look forward to continue my work with the Fund as an Advisory Committee member, and I wish the best of luck to Ms. Christine Magee, who has graciously agreed to take up the challenge in my stead. I know that under her stewardship the Talent Fund will continue to grow and support Canada's audiovisual talent.

**Hartley T. Richardson**  
Chair of the Advisory Committee



## Message from the Acting Chair of the Board of Telefilm Canada

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Telefilm Canada has a fifty-year track record of success in the growth and development of Canada's audiovisual industry.

By supporting the discovery of promising new creators, the Talent Fund directly encourages and stimulates this thriving sector. For Telefilm Canada, these emerging talent represent the future of our industry – and the future is bright!

I'm very proud of our work with Talent Fund and am appreciative of the support from our contributors and partners.

With the Fund, Canada's philanthropic community can invest in emerging talent and support innovation, creativity and passion. This unique opportunity to support the next generation of homegrown talent, is also an investment that positively contributes to both our nation's culture and economy.

Finally, a heartfelt thank you to the Talent Fund Advisory Committee members, its outgoing Chair Hartley T. Richardson, as well as its incoming Chair Christine Magee for their work and dedication to our cause.



### **Grant Machum**

Acting Chair of the Board, Telefilm Canada

## Message from the Executive Director of Telefilm Canada

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In this era of digital transformation, the discovery and development of the next generation of creators is more important than ever. Today's filmmakers are experimenting across a new array of screens and technologies. The opportunity for Telefilm to support risk-taking and creative evolution through the Talent Fund has never been more relevant and exciting.

I'm delighted to see that more and more of the projects supported by the Talent Fund offer a greater diversity of voices and stories. Our Talent to Watch Program offers a distinct slate of projects that boasts parity between men and women creators, diversity of language and culture.

Since my arrival at Telefilm about 100 days ago, I have heard the enthusiasm and excitement about the program from key partners and stakeholders from right across the country. On behalf of Telefilm, a sincere thank you to the program's major Talent Fund partners, Bell Media and Corus Entertainment, our 55 designated educational partners, as well as program ambassadors Matt Johnson, Matt Miller, and Niv Fichman.

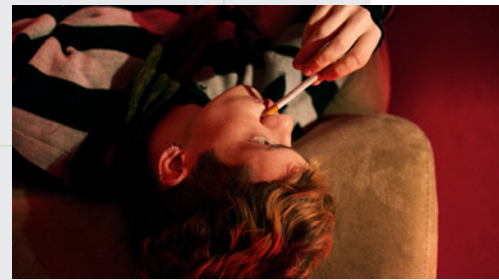
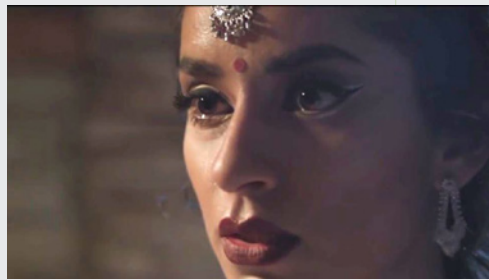
Looking towards the future, the Talent Fund will continue to support the creativity, daring storytelling, and unique perspectives that resonate so clearly with audiences around the world.

The Talent Fund supports our Canadian talent in doing what they do best: inspiring and entertaining us as they bring our culture to life.

**Christa Dickenson**  
Executive Director, Telefilm Canada





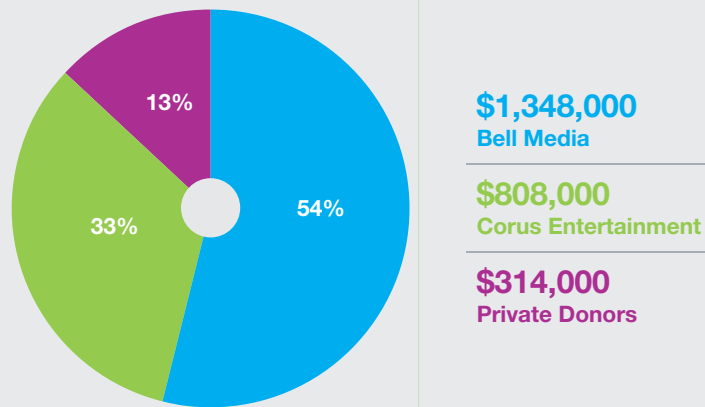


## Investments, Successes and Results

### INVESTMENTS: REFLECTING DIVERSITY AND GENDER PARITY

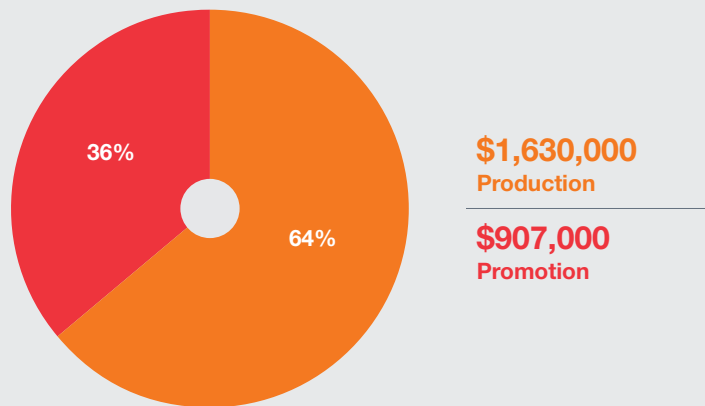
In fiscal 2017-2018, the Talent Fund generated revenues of \$2,470,000 through the support of Principal Partners Bell Media and Corus Entertainment, as well as private donors. Bell Media's contribution represented 54% of all investments, Corus' contribution represented 33%, and the contribution from private donors represented 13%. (see Figure 1)

FIGURE 1:  
Revenues Generated by the Talent Fund



In terms of the allocation of funds, the Talent Fund allocated a total of \$2,537,000, dedicating 64% (\$1,630,000) of its funds to production, and 36% (\$907,000) to promotion. (See Figure 2)

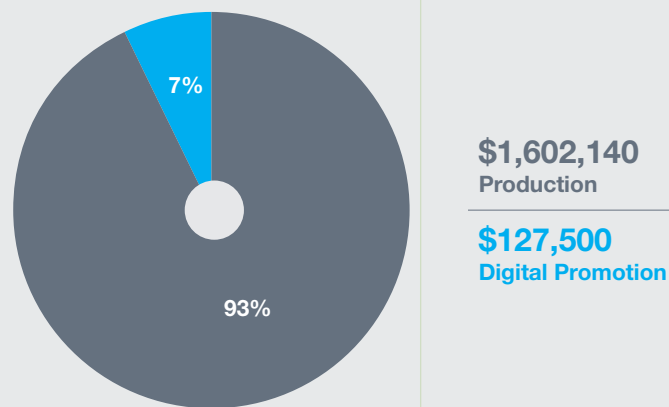
FIGURE 2:  
Allocation of Funds



## PRODUCTION

In the 2017-2018 fiscal year, the Talent Fund financed 85% of Telefilm's Talent to Watch Program for a total amount of \$1,729,640. (see Figure 3)

FIGURE 3:  
The Talent Fund's support to  
the Talent to Watch Program



A total of 17 Talent to Watch Program projects were supported, including 13 first feature films and four narrative web series. Additionally, the Talent Fund supported one animated feature, *Ville Neuve*.

Projects supported reflected a variety of genres including drama, documentary, comedy, and horror. (See Annex 1). What's more, 12 were made in English and five in French, of which one was from an official-language minority community. In 2017-2018, three Talent to Watch filmmakers were from Indigenous communities.

Talent Fund supported projects also achieved national representation, originating from British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, New Brunswick, Prince Edward Island, and Newfoundland and Labrador. For the first time, there was also a project from the Yukon. (See Annex 1)

All projects funded under the Talent Fund are required to be closed captioned, as per Telefilm Canada's program guidelines and business policies. Additionally, as of November 2016, described video is also required, and was therefore applicable to all projects funded in the 2017-2018 fiscal year.

Furthermore, in order to help Canadian audiences discover and enjoy these films, Talent to Watch projects are featured prominently on Telefilm's Rendez-vous Canada promotional iTunes boutique, as well as on the NFB.ca's Emerging Talents channel, and are supported with promotional campaigns that leverage Telefilm's well-established social media presence.

## PROMOTION

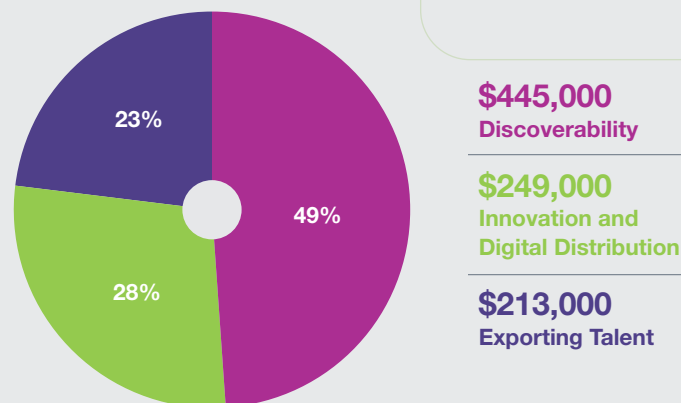
The Talent Fund played a key role in ensuring that Canadian cinematic works, particularly those of emerging filmmakers, are not only produced, but also seen and recognized at home and abroad.

This year, the Talent Fund invested \$907,000 in 21 promotional and marketing activities both nationally and internationally. These activities focused on discoverability, innovation and digital distribution across Canada, as well as on initiatives that promoted the export of talent to markets abroad.

Of that investment, 49% of all funding supported discoverability initiatives, 28% innovation and digital distribution, and 23% talent export initiatives. (See Figure 4) Among some of the more noteworthy initiatives were:

- **Sprint Gala Québec Cinéma:** For the past three years, Telefilm and the Talent Fund have been the main partners of the Sprint Gala Québec Cinéma, which helps to increase the discoverability of Quebec films among Canadian audiences across the country. In 2018, the various digital platforms generated 400,000 views, compared with 47,410 in 2017 and 20,000 in 2016. Several new broadcast partners took part in the project this year, including Bell Fibe, Cogeco, Illico, iTunes, EyeSteelFilm, Maison 4:3, Les Films du 3 Mars and Kfilms Amérique, as well as the NFB, ICI Tou.tv Extra, Super Écran and Plein(s) Écran(s).
- **Rendez-vous Canada on iTunes:** Through support from the Talent Fund, Telefilm was able to offer a selection of 150 Canadian films specially curated for iTunes on its Rendez-vous Canada (formerly Canada First) promotional boutique. The Talent Fund's contribution made it possible to subtitle, encode and dub many of these films so as to make them available to all Canadians in both official languages.
- **Canadian Screen Awards/Prix Écrans canadiens:** The Talent Fund helped celebrate and promote the finalists of the Canadian Screen Awards/Prix Écrans canadiens at a special event in Montreal. What's more, a social media video campaign followed, which generated nearly one million views. The Talent Fund logo was clearly visible on these video clips, on the red carpet and throughout the event.

FIGURE 4:  
Allocation of Funding to Promotion



## SUCCESSES: FROM COAST TO COAST AND BEYOND

The Talent Fund has helped nurture talented creators from all regions of the country, who have delighted audiences and received accolades both at home and around the world. The Talent Fund-supported Talent to Watch Program feature films continue to succeed in Canada and internationally, screening at festivals, winning awards, and earning well-deserved recognition.

Supported projects offer a greater diversity of voices and stories than ever before—close to half of the selected projects, for example, are either produced, directed, or written by women. The Program now includes targeted streams for Indigenous and official-language minority communities, and it has also been especially successful in its support of women and other underrepresented voices, including from visible minority and LGBTQ communities.

Here are some examples:

#### International acclaim for *Fake Tattoos (Les faux tatouages)*

*Fake Tattoos (Les faux tatouages)* made the rounds in the international festival circuit way.

Directed by Pascal Plante, *Fake Tattoos* is a love story set to a punk soundtrack about a one-night stand that turned into so much more. The film captures adolescent turmoil on the margins of society. To date, the film has received the 2017 Focus Québec/Canada Grand Prize presented by Post-Moderne at the Festival du nouveau de cinéma de Montréal, the 2018 Best Screenplay for a Canadian film at the Vancouver Critics Film Circle, and an honourable mention at Slamdance 2018.



“The Talent Fund’s support has further shined the spotlight on the emerging film community in the Northwest Territories, and the success of *The Sun at Midnight* is now an example of what is possible for other NWT filmmakers.”

– Kristen Carthew –  
Director, *The Sun at Midnight*

#### A strong debut for Halifax filmmaker Cory Bowles

Halifax filmmaker Cory Bowles’ first feature – about a black man conflicted about his role as a police officer – has been picked up for distribution in the U.S., where he says audiences are eager for honest depictions of the modern black experience. The film has already screened in about a dozen U.S. cities on the festival circuit, and won best narrative feature at the St. Louis International Film Festival. The film, which premiered at TIFF, has gone on to win the John Dunning Discover Award at the Canadian Screen Awards.

“Thank you to the Talent Fund and Telefilm who supported this. The Micro-Budget filmmaking has really changed the game in this country. It’s really proof that everyone that’s putting out these exceptional movies that have been ripping the critics and festival circuit – it’s a real testament to our stories as Canadians, and our voice as Canadians and I share this with everyone out there that’s grinding, making our movies from \$50,000 to \$250,000 and really proving that we can do these things” – Cory Bowles, writer and director, *Black Cop*

### IMPACT: A YEAR OF OUTSTANDING RESULTS

In the last year, the Talent Fund had long-lasting impact. Most notably:

- Thanks to the Talent Fund, Telefilm has committed to more than doubling its commitment to emerging talent and will fund 50 projects annually through the Talent to Watch Program.
- Talent Fund supported initiatives, both at home and abroad, focused on increasing the discoverability and export opportunities for Canadian talent as part of the Canada 150 celebrations.
- Talent to Watch projects shone on the national and international scenes, including *Black Cop* by Cory Bowles, which picked up a Canadian Screen Award, and *Les faux tatouages*, by Pascal Plante, which won accolades at the Berlinale, at Slamdance and at the Festival du nouveau cinéma de Montréal.
- The Talent Fund website underwent a significant redesign in order to better communicate the Fund’s role, drive contributions, and best represent Canada’s promising emerging talent.

The following are a sampling of the events and initiatives in which the Talent Fund contributed financially:

- A reception at the Consulate General of Canada in Los Angeles hosted by Consul General James Villeneuve, gathering Canadians nominated at the 2018 Academy Awards, including Canadian nominees from the films *The Breadwinner*, *The Shape of Water*, *Blade Runner 2049* and *Arrival*, in addition to Talent Fund donors and emerging talent.
- Two social media promotional activities were sponsored by the Talent Fund, one featuring Canadian Screen Award finalists and the second Canadian talent featured at the Berlin International Film Festival, which drew 1 million and 200,000 views respectively.
- The Via Rail On Board Entertainment initiative, created by Via Rail and partners Les films Seville, Telefilm and the Talent Fund, resulted in Canadian films viewed 150,000 times.
- The Sprint pre-gala discoverability initiative for films in nomination at the Gala Québec Cinéma, where films were viewed nearly 50,000 times.
- The *Gala Prends ça court*, which received support for the first time and awarded 46 prizes to homegrown talent.

## In Production: Diverse Canadian Voices



“The Talent to Watch Program offers our partners an ideal opportunity to take part in an amazing journey and share a passion we care deeply about: fostering the discovery of emerging Canadian talents and their career progression.”

– **Hartley T. Richardson**, Chair of the Talent Fund



“This is a great opportunity to highlight micro-budget productions, a stream that, we believe, will play an increasingly important role in the feature film category, especially in the comedy genre.”

– **Eli Batalion**, writer-director and producer, *Appiness* (Québec)

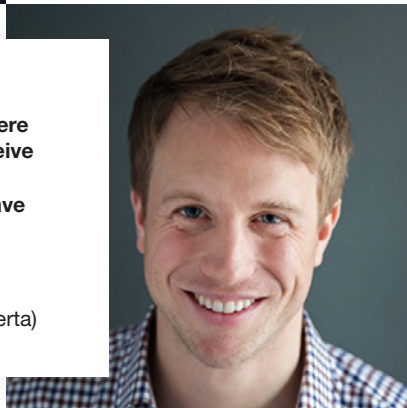


“Having access to funding through Telefilm’s Talent Fund is priceless. But the most important thing is having the chance to support one another, for filmmakers and creators to share ideas in a personal way.”

– **Patti Larsen**, director and co-writer, *The Lovely Witches Club* (Prince Edward Island)

“What an inspiring and informative experience! It’s amazing that we were able to bring our art to life and receive so much support throughout the process. We’re very fortunate to have Telefilm by our side! Thank you so much!”

– **Corey Loranger**, producer, *Abigaëlle et le date coaching* (Alberta)



“Support from the Talent Fund allowed us to make *Les faux tatouages* the way we wanted to make it, without having to compromise, with total artistic freedom—it was the ideal creative environment to complete a debut project that fully matched our ambition.”

– **Pascal Plante**, writer-director, *Les faux tatouages* (Québec)



## Financial Review

### REVENUES

During the 2017-2018 fiscal year, the Talent Fund recorded \$2,470,000 in revenues:

- \$1,348,000 from Bell Media and \$808,000 from Corus Entertainment, as per the long-term tangible benefit funding agreements signed with both entities;
- \$314,000 in contributions from 71 private donors.

The following tables, extracted from Telefilm Canada's [audited financial statements](#), present the transactions specific to the Talent Fund:

	Other donors	Bell Media	Corus Entertainment	Total 2018	Total 2017
<b>REVENUES</b>					
Donations	314	–	–	314	416
Contributions received	–	1,357	808	2,165	2,165
Contributions receivable	–	–	–	–	(11)
Deferred revenues	–	(9)	–	(9)	2
	314	1,348	808	2,470	2,572
<b>ASSISTANCE EXPENSES</b>					
Production programs	–	10	18	28	216
Talent to Watch program	381	772	577	1,730	1,229
Promotion program and national promotional activities	–	449	40	489	326
Innovation program – Promotion	–	77	–	77	250
International promotional activities	–	40	173	213	208
	381	1,348	808	2,537	2,229
Surplus (deficit) for the year	(67)	–	–	(67)	343
Accumulated surplus (deficit), beginning of year	242	–	–	242	(101)
<b>Accumulated surplus, end of year</b>	175	–	–	175	242

For fiscal year ended March 31, 2018, the Corporation incurred \$251,600 in expenses related to business development and promotion of the Fund (\$248,500 for the previous fiscal year). The contributions of Bell Media and Corus Entertainment are subject to external restrictions.

	Other donors	Bell Media	Corus Entertainment	Total 2018	Total 2017
<b>DEFERRED REVENUES</b>					
<b>Balance, beginning of year</b>	–	–	–	–	2
Contributions received	–	1,357	808	2,165	2,165
Contractual commitments recognized in revenues	–	(1,348)	(808)	(2,156)	(2,167)
<b>Balance, end of year</b>	–	9	–	9	–
<b>CASH – TALENT FUND</b>					
<b>Balance, beginning of year</b>	230	323	96	649	985
Receipts	339	1,357	808	2,504	2,556
Contractual payments under financial assistance programs	(82)	(1,003)	(603)	(1,688)	(2,892)
<b>Balance, end of year</b>	487	677	301	1,465	649

As at March 31, 2018, the Talent Fund is contractually committed to pay a total amount of \$1,279,235 (\$432,300 for the previous fiscal year).

## Annex 1

### Description of Projects Supported in Production

Name of project	Designated partner	Genre	Format	Language	Province
<i>Della &amp; Goliath</i>	Film And Video Arts Society Alberta (fava)	Documentary	Feature Film	English	Alberta
<i>Entropic</i>	New Brunswick Filmmakers Co-operative Limited	Drama	Feature Film	English	New Brunswick
<i>Fall Back Down</i>	Cineworks Independent Filmmakers Society	Dark Comedy	Feature Film	English	British Columbia
<i>Gratteux</i>	Mel Hoppenheim School of Cinema Concordia University	Comedy	Feature Film	French	Québec
<i>Homecoming</i>	Winnipeg Film Group Inc. / On Screen Manitoba	Sci-Fi/Horror	Feature Film	English	Manitoba
<i>Honeymoon</i>	Ryerson University	Psychological Thriller	Feature Film	English	Ontario
<i>How to Bee</i>	Yukon Film Society	Documentary	Feature Film	English	Yukon
<i>Miranda ?</i>	Coop Spira	Documentary	Feature Film	French	Québec
<i>P6HUT</i>	ReelWorld Film Festival Inc.	Drama	Web Format	English	Ontario
<i>Pass Through</i>	Bosa Centre for Film & Animation Capilano University	Drama	Feature Film	English	British Columbia
<i>Pour mieux t'aimer</i>	New Brunswick Filmmakers Co-operative Limited	Drama	Feature Film	French	New Brunswick
<i>Quand l'amour se creuse un trou</i>	Main Film Inc.	Romantic Comedy	Feature Film	French	Québec
<i>Réservoir</i>	Institut national de l'image et du son	Drama	Feature Film	French	Québec
<i>Scattered &amp; Small</i>	Newfoundland Independent Filmmakers Co-Operative	Drama	Feature Film	English	Newfoundland and Labrador/ Ontario
<i>The Warden</i>	National Screen Institute – Canada	Drama	Web Format	English	Quebec & Saskatchewan
<i>Tokens</i>	Creative Women Workshops Association	Comedy	Web Format	English	Ontario
<i>Wharf Rats</i>	The Island Media Arts Co-operative Association, Limited	Comedy	Web Format	English	PEI



## Annex 2

### Projects Supported in Promotion

#### DISCOVERABILITY

- Pixel Animation et Cartoon Connection
- Support for La Course des Régions pancanadienne event
- Promotion of Canadian talent and films on CTVM.info
- Nouveau cinéma de Montréal Film Festival
- *Prends ça court!* Gala
- Canadian Screen Awards promotional campaign
- Sprint Pre-Gala promotional campaign
- Macro Kino and Gala Kino Program
- Ottawa screening of The Great Northern Candy Drop
- Quebec Cinema Prize – CEGEP
- Canadian Screen Awards
- Saguenay Regard sur le court métrage

#### EXPORTING TALENT

- Canadian Toast to the Oscars
- Palm Springs International Film Festival
- Festival international du film d'animation d'Annecy and its market (MIFA)
- Partnership with Unifrance's online My French Film Festival
- South by South West (SXSW)
- European Film Market and Berlinale 2018 promotional campaign from The Destination Office

#### INNOVATION AND DIGITAL DISTRIBUTION

- Talent to Watch Program for emerging talent – digital and social media distribution support
- Canada 150 iTunes initiative – digitization and translation support
- Talent To Watch Program for emerging talent – digital and marketing Bootcamp

## Conclusion

The Talent Fund's mission is to support emerging talent in Canada, and to propel their career growth. Since the inception of the Talent Fund in 2012, talented Canadians from all four corners of the country have emerged into the spotlight, earning international recognition for their projects and launching their careers as filmmakers.

This year-to-year discovery by the Talent Fund of original and diverse Canadian voices is our true indicator of success and the past year is no exception.

There is no doubt that the Talent Fund has become a necessary vehicle in the ecosystem of Canada's funding support for our sector, ensuring its longevity and vitality. In looking to the future, it is our hope that with continued support from our principal partners and donors the Talent Fund will become a permanent fixture of our industry, providing much needed funding support and opportunities for talented Canadians.

# TALENTFUND

FONDS DES TALENTS

PRINCIPAL PARTNERS

**Bell**Media **corus.**

**TELEFILM**  
C A N A D A



TELEFILM.CA  
THETALENTFUND.CA

Canada <sup>100</sup>