

Canadian Heritage releases Nordicity evaluation of the Canadian Feature Film Policy

OTTAWA — September 30, 2005 — The Department of Canadian Heritage has now released Nordicity's evaluation of the Feature Film Policy. This "summative evaluation", conducted in association with Bytown Consulting, is available on the Canadian Heritage website:

www.CanadianHeritage.gc.ca. The evaluation of the "Script to Screen" policy encompasses eight programs with a total budget of \$100 million, delivered mainly by Telefilm Canada but also by The Canada Council for the Arts, the Canadian Independent Film and Video Fund, and Libraries and Archives Canada.

In conducting the evaluation, Nordicity relied on two main lines of evidence: detailed interviews of 50 key stakeholders in English Canada and Quebec, including producers, broadcasters, film distributors, theatrical exhibitors, directors, writers, and performers, and fund administrators; and a review of program strategy documentation and history, an analysis of Canadian theatrical box office data, and other program data from Telefilm, the Canadian Audio-Visual Certification Office (CAVCO), and other sources.

Although meeting its target of 5% of total box office, Nordicity documented the unbalanced success of the French-language feature films versus the challenges still apparent for English-language films. Nordicity was subsequently engaged to support Canadian Heritage's appearance before the Parliamentary Standing Committee on Canadian Heritage, one of the rare cases whereby a summative evaluation has merited such attention.

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