



Canadian
Heritage

Patrimoine
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Book Publishing
Policy and Programs



Collective Initiatives Application Guide 2009-2010



Canada



Table of Contents

1.0 About the Collective Initiatives Component	3
1.1 Objectives and expected outcomes	3
1.2 Application deadlines for all five sub-components	4
1.3 Emphasis on industrial/commercial project outcomes	5
1.4 Green initiatives	5
1.5 Enhanced support	5
2.0 How to Apply to the Book Publishing Industry Development Program	6
2.1 Online application data forms	6
2.2 Submitting your application	7
2.3 Project assessment	7
2.4 Where to send your application	8
2.5 How to reach us for further information	8
3.0 The Collective Initiatives Sub-Components	9
3.1 Marketing and promotion	9
3.2 Professional development	12
3.3 Industry research	14
3.4 Business planning	15
3.5 Publishing internships	16
4.0 Reporting Requirements	19
4.1 Release of first payment	19
4.2 Release of subsequent payments	19
4.3 Release of final payment	20
5.0 General Conditions of Government Assistance	21
5.1 Minister's discretion and decisions	21
5.2 Applicable legislation	21
5.3 Public information	22
5.4 Acknowledgement of support	22
5.5 Limits on Government assistance	23
5.6 Repayment of Government assistance	23
5.7 Audits of recipients	23
5.8 BPIDP evaluations	24
5.9 Studies	24
6.0 Definitions	25
7.0 Frequently Asked Questions	27

More questions? Call the departmental toll-free number 1-866-811-0055.

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1.0 About the Collective Initiatives Component

1.1 Objectives and expected outcomes

The Collective Initiatives component of the **Book Publishing Industry Development Program (BPIDP)** supports the Canadian book publishing industry in two key areas: marketing and promotion of Canadian-authored books, and strengthening the infrastructure of the industry.

Raising awareness of Canadian-authored books through marketing and promotion projects will result in higher demand for, and sales of, these books in Canada. Strengthening the infrastructure of the Canadian book publishing industry will build capacity and increase sustainability, resulting in a more competitive, strategic and informed Canadian book industry. Together, these two key areas of activity will help BPIDP to fulfill its objective of ensuring readers everywhere have access to a diverse range of Canadian-authored titles.

Applicants to the Collective Initiatives component are invited to submit project proposals under any of five sub-components: **Marketing and promotion**, **Professional development**, **Industry research**, **Business planning**, and **Publishing internships**.

First-time applicants are strongly urged to **contact the BPIDP** to discuss their project ideas well in advance of the **application deadline**.

1.2 Application deadlines for all five sub-components

The Collective Initiatives component has implemented bi-annual application deadlines.

Applicants should be aware that the following schedule applies to all five sub-components of the Collective Initiatives component. To be considered for funding, completed applications must be post marked no later than the deadline dates indicated.

Release of guidelines	Application deadline	Project start date
September 2008	October 31, 2008	Between April 1, 2009 and August 31, 2009
	April 30, 2009	Between September 1, 2009 and March 31, 2010

Submitting incomplete applications may render your project ineligible and therefore your proposal may be rejected on that basis alone. Applicants are advised to carefully read the application checklist found at the bottom of page two of each sub-component application data form, and to contact BPIDP in advance of the deadline should questions arise. BPIDP continues to reserve the right to request additional information and/or clarifications at any time. Please also note that applications received in advance of the application deadline are appreciated and most welcome.

1.3 Emphasis on industrial/commercial project outcomes

The Collective Initiatives component of the BPIDP continues to improve alignment between its own project funding and those supported by other federal programs to ensure that BPIDP funding is well-aligned with its mandate.

As a result of these efforts, the Collective Initiatives component has increased its focus on projects that build industry capacity and encourage the development of a competitive, strategic and informed Canadian book industry.

1.4 Green initiatives

Adopting environmentally friendly business practices and initiatives, such as switching to sustainable paper practices, is a priority for the Books directorate, both in terms of our own operations as well as our program components.

We encourage BPIDP applicants to incorporate green considerations into the projects they undertake through the Collective Initiatives sub-components. Applicants are also encouraged to propose new projects that have an environmental focus. These may include research projects or professional development seminars on aspects of sustainable development affecting book publishers, business planning projects with research or plans to incorporate sustainable development business practices, or marketing initiatives that promote the environmentally friendly aspects of Canadian-authored titles. In developing your proposals, please keep in mind that such projects are subject to the same eligibility criteria as other projects and must therefore demonstrate a clear link to program objectives. Applicants are advised to contact us during the development of their proposals.

1.5 Enhanced support

The Department of Canadian Heritage recognizes the additional infrastructure challenges faced by official language minority and Aboriginal applicants and for small-scale, specialized cultural activities. To help offset these challenges, the Department may, at its own discretion, fund project proposals at a higher level of financial support.



2.0 How to Apply to the Book Publishing Industry Development Program

This Application guide is designed to help you prepare and submit a complete application, which, in turn, will help BPIDP to process your funding request as quickly as possible.

2.1 Online application data forms

The 2009-2010 Collective Initiatives — Application data forms are available at www.canadianheritage.gc.ca/bpidp.

- 1) **Marketing and promotion**;
- 2) **Professional development**;
- 3) **Industry research**;
- 4) **Business planning**; and
- 5) **Publishing internships**.

Applicants without access to the online forms are invited to contact BPIDP to request a paper copy.

2.2 Submitting your application

- > Each sub-component has its own application data form. Application data forms must be completely filled out and all supporting documentation must be provided on or before the application deadline. A checklist of required supporting documents can be found at the bottom of page 2 of each application data form.
- > **NEW!** All late applications will be refused.
- > Financial statements, where relevant, submitted with the application should be recent and cover a financial year ending within the last 18 months.
- > If a representative of the applicant firm or organization other than its president or owner signs the application form, a letter from the president or owner authorizing that person to submit the application must be provided.
- > Expenses incurred by applicants before BPIDP receives the project application will not be reimbursed by the program.
- > Once an application has been received, applicants who incur expenses on their project prior to approval, do so at their own risk.
- > To facilitate more efficient processing, applicants will be advised that subsequent requests for information must be responded to within two weeks. Applicants who fail to provide either the information or a reasonable explanation for the delay within that timeline, will be advised that their file has been set aside and given a lower priority.
- > **NEW!** If delays persist beyond four weeks, the file will be closed.

2.3 Project assessment

Projects will be evaluated on merit and assessed on the following:

- > Degree to which the project meets the objectives of the Collective Initiatives component;
- > Demonstrated industry need for the project;
- > Degree to which the project demonstrates incremental and sustainable growth;
- > Scope of the project with respect to language, region, participation, strategic alliances/partnerships, etc.;
- > Impact of the project on the Canadian book publishing industry, including clarity of expected results and performance measures;
- > Degree to which the project demonstrates collective efficiencies and partnerships with other industry stakeholders;
- > Degree of involvement and assistance or financial commitment from other sources;
- > Suitability of the budget to the scale of the project; and
- > Demonstrated capacity of the applicant to undertake the project.

If the project is submitted by an organization that represents professionals involved in a wide range of professional activities, the degree to which the project benefits primarily book industry stakeholders will be considered.

In addition, each application will undergo review and approval to ensure compliance with Program requirements and government policies, as well as to ensure consistency and transparency of process and best use of public funds. Applications are compared with other applications and are prioritized in relation to the funds available. Prior to releasing the first payment of a new contribution agreement, recipients may be requested to submit any outstanding reports due to the Department, and/or to make any outstanding repayments due to the Receiver General.

2.4 Where to send your application

Original, signed, and completed application forms should be mailed, faxed or emailed to:

Collective Initiatives component
Book Publishing Industry Development Program (BPIDP)
Department of Canadian Heritage
15 Eddy Street, 15-4-D
Gatineau, Quebec K1A 0M5

Fax: 819-997-4169

Email: BPIDP_PADIE@pch.gc.ca

DEADLINE REMINDER

Mailed applications must be postmarked no later than the appropriate deadline listed below:

October 31, 2008

April 30, 2009

Although we will accept complete applications by fax and by email, an original signed copy of the Application Data Form must follow by mail within five business days.

2.5 How to reach us for further information

Applicants with questions about departmental procedures are encouraged to contact us as early as possible in the application process.

Please take advantage of the departmental toll-free number: 1-866-811-0055.



3.0 The Collective Initiatives Sub-Components

3.1 Marketing and promotion

3.1.1 FUNDING OBJECTIVE

BPIDP funds collective marketing and promotion projects that increase the number of opportunities by which Canadian-owned and -controlled organizations can market and showcase Canadian-authored books. Increased marketing and promotion will result in increased access and choice of a diverse range of Canadian-authored books in Canada and abroad.

3.1.2 ELIGIBLE CANDIDATES

Eligible candidates are Canadian-owned and -controlled organizations and professional associations involved in book publishing, distribution, wholesale and retail sectors or representing Canadian authors. Individual book publishers, authors or retailers are not eligible.

3.1.3 ELIGIBLE PROJECTS

Eligible projects must:

- > Take a collective commercial approach to marketing, advertising and promoting Canadian-authored books published by Canadian-owned and -controlled publishers;
- > Be innovative and well-targeted; and
- > Include an evaluation framework that states a minimum of three clear and attainable objectives that respond to the Marketing and promotion sub-component objective 3.1.1 and the strategic marketing and/or promotion goals of the applicant. Each of the three objectives should:
 - include a statement on the expected project results;
 - identify the measures that will be used to indicate the success of each result. Examples of measures and indicators that may be requested of the applicant include reporting on the sales of books, including unit sales, measuring audience attendance numbers, describing activities that provide buyers with opportunities to purchase Canadian-authored books and/or negotiate new commercial relationships and opportunities for business.
- > Be able to show that the majority of Canadian authors present are published by Canadian-owned and -controlled publishers, and that the majority of works being promoted are Canadian-authored books, recently published by Canadian-owned and -controlled firms; and
- > Be limited to promoting/advertising the work of nominees or award-winners for the purpose of increasing the sales of nominated or winning works.

Priority will be given to projects that:

- > Are expected to impart a *significant* national, regional, or sector-specific impact on the Canadian book industry;
- > Are submitted by professional organizations that encourage closer ties among the various segments of the industry;
- > Foster greater public awareness of Canadian cultural diversity;
- > Provide opportunities to publishing professionals from Aboriginal and official language minority communities and from eligible organizations engaged in small-scale and specialized cultural activities;
- > Have an environmental focus, incorporate sustainable development business practices, or promote the environmentally friendly aspects of Canadian-authored books; and
- > In the case of promotional events, trade shows and salons du livre, include activities designed to achieve a measurable commercial/industrial benefit for the Canadian book industry.

Note: * Projects that promote the books or authors of a single publisher are not eligible.

* Projects linked to events need to include information on the programming of the event's activities.

3.1.4 ELIGIBLE EXPENSES

The following expenses are eligible:

- > Design, printing and distribution of promotional materials, such as catalogues, promotional magazines and tabloids on Canadian publishers, authors and books;
- > Purchase, design and placement of advertisements in print and electronic media;
- > Hiring of professional services, paying honoraria;
- > The salary portion of the employee related to time directly devoted to the project, applicants will be required to provide supporting documentation for the time allocated;
- > Collective sales representation or book marketing projects by professional industry associations;
- > Research, analysis and market studies related directly to the project;
- > Event production costs when a significant expected outcome of the event is to achieve increased sales and promotion of Canadian-authored books;
- > Author-related expenses may be eligible if the project is expected to result in sales of Canadian-authored books published by Canadian-owned and -controlled publishers - in this instance, costs related to travel and accommodation of authors will be in line with [federal travel and accommodation policies](#);
- > Rental and management of *collective* industry stands at book trade shows; and
- > General administration costs, up to 15 percent of eligible expenses, excluding administration expenses.

Expenses associated with receptions, banquets, catering services or other similar activities are not eligible.

3.1.5 FUNDING LEVEL

The level of support is based on the scope of the project, the anticipated benefits for the industry and the overall funding designated to Collective Initiatives. The level of funding is generally less than 50 percent of the eligible expenses of the project.

Funding for the project will be paid in instalments according to a schedule established by the BPIDP, taking into account the cash flow requirements of the project, total contribution amount, and duration.

- The maximum annual contribution per project is generally \$250,000.

3.1.6 [REPORTING REQUIREMENTS](#) [Click here](#)

3.2 Professional development

3.2.1 FUNDING OBJECTIVE

BPIDP funds professional development projects that will help Canadian book industry professionals acquire skills and knowledge on all aspects of the book industry. Professional development will improve capacity in the Canadian book industry, leading to greater overall industry stability and sustainability. Projects may include the delivery of formal training, workshops, mentoring and other innovative, information-sharing opportunities.

3.2.2 ELIGIBLE CANDIDATES

Canadian-owned and -controlled organizations, professional associations and firms involved in the book publishing, distribution, wholesale and retail sectors. Organizations representing Canadian authors and Canadian teaching institutions, with a specialization in the book industry, are also eligible.

Organizations representing Canadian authors must demonstrate that proposed professional development projects will result in a strong industrial impact for the book publishing industry.

3.2.3 ELIGIBLE PROJECTS

Eligible projects must:

- > Foster a better understanding of the book industry;
- > Meet identified industry needs; and
- > Include an Evaluation framework that states a minimum of three clear and attainable objectives that respond to objective 3.2.1 of the Professional development sub-component and the targeted professional development goals of the applicant. Each of the three objectives should:
 - include a statement on the expected project results;
 - identify the measures that will be used to indicate the success of each result.

Priority will be given to projects that:

- > Are expected to impart a significant national, regional, or sector-specific impact on the Canadian book industry;
- > Foster greater knowledge about how to market and promote Canadian authors and books;
- > Foster greater awareness of Canada's cultural diversity;
- > Provide opportunities to publishing professionals from Aboriginal and official language minority communities and from eligible applicants engaged in small-scale, specialized, cultural activities;
- > Foster greater awareness of the need for succession planning in the industry and contribute to the capacity of the book industry to develop succession plans;

- > Have an environmental focus, incorporate sustainable development business practices, or promote the environmentally friendly aspects of Canadian-authored books; and
- > Encourage the acquisition of increased professional skills of eligible Aboriginal, official-language minority and small-scale, culturally-specialized applicants.

3.2.4 ELIGIBLE EXPENSES

The following expenses are eligible:

- > Organizational fees for a training program (hiring specialists, travel for specialists, renting rooms, training, etc.) conducted by professional associations and teaching institutions;
- > Registration or tuition fees for courses offered by specialized teaching institutions relevant to the applicant's specific sector of the industry;
- > Expenses related to travel and accommodations for participants taking courses or seminars, up to limits as discussed with the Program (applicants must demonstrate that travel is principally for attending the professional development event);
- > Expenses related to course materials; and
- > General administration costs, up to 15 percent of eligible expenses, excluding administration expenses.

Expenses associated with receptions, banquets, catering services or other similar activities are not eligible.

3.2.5 FUNDING LEVEL

The level of support is based on the scope of the project, the anticipated benefits for the industry and the overall funding designated to Collective initiatives. The level of funding is generally 50 percent or less of the eligible expenses of the project.

When a project includes the subsidization of expenses for participants, a maximum of two employees from a given firm or organization may receive a financial contribution to attend the same professional development event.

Funding for the project will be paid in instalments according to a schedule established by the BPIDP, taking into account the cash flow requirements of the project, total contribution amount, and duration.

- The maximum annual contribution per project is generally \$100,000.

3.2.6 [REPORTING REQUIREMENTS](#) [Click here](#)

3.3 Industry research

3.3.1 FUNDING OBJECTIVE

BPIDP funds industry research projects and feasibility studies in order to encourage a competitive, strategic and informed Canadian book industry.

3.3.2 ELIGIBLE CANDIDATES

Eligible candidates are Canadian-owned and -controlled organizations, professional associations and firms involved in the book publishing, distribution, wholesale and retail sectors. Organizations representing Canadian authors and Canadian research centres with a specialization in the book industry are also eligible.

3.3.3 ELIGIBLE PROJECTS

Eligible projects must:

- > Foster a better understanding of the Canadian book industry or the environment in which the industry's activities are conducted;
- > Lead to the development of tools that will help industry professionals undertake strategic planning on behalf of the industry;
- > Meet identified industry needs; and
- > Include an Evaluation Framework that states a minimum of three clear and attainable objectives that respond to the Research sub-component objective 3.3.1 and the information requirements and research goals of the applicant. Each of the three objectives should:
 - include a statement on the expected project results;
 - identify the measures that will be used to indicate the success of each result.

Priority will be given to projects that:

- > Are expected to impart a significant national, regional, or sector-specific impact on the Canadian book industry;
- > Are intended to improve the infrastructure of the industry;
- > Reflect the information needs of publishing professionals from Aboriginal and official language minority communities and of eligible organizations engaged in small-scale, specialized, cultural activities;
- > Have an environmental focus, incorporate sustainable development business practices, or promote the environmentally friendly aspects of Canadian-authored books; and
- > Focus on technologies as applied to the Canadian book industry sector.

3.3.4 ELIGIBLE EXPENSES

The following expenses are eligible:

- > Expenses for research, analysis and studies related directly to the project;
- > Expenses related to the communication and dissemination of research findings;

- > The salary portion of the employee related to time directly devoted to the project - applicants will be required to provide supporting documentation for the time allocated; and
- > General administration costs, up to 15 percent of eligible expenses, excluding administration expenses.

3.3.5 FUNDING LEVEL

The level of support is based on the scope of the project, the anticipated benefits for the industry and the overall funding designated to Collective Initiatives. The level of funding is generally 50 percent or less of the eligible expenses of the project.

Funding for the project will be paid in instalments according to a schedule established by the BPIDP, taking into account the cash flow requirements of the project, total contribution amount, and duration.

- The maximum annual contribution per project is generally \$100,000.

3.3.6 REPORTING REQUIREMENTS [Click here](#)

3.4 Business planning

3.4.1 FUNDING OBJECTIVE

BPIDP funds business planning projects that will assist recipients in adopting strategic approaches to key challenges. Mastering these challenges will improve recipients' capacity to manage business activities and ensure the competitiveness of their organizations.

3.4.2 ELIGIBLE CANDIDATES

Publishing firms eligible for either Aid to Publishers in 2008-2009 or 2009-2010, or the most recent year of the book publishing support programs of the Canada Council for the Arts, with the exception of those supported by the Flying Squad, for the same or a comparable project are eligible to apply for funding. National and regional associations representing the book industry are also eligible.

3.4.3 ELIGIBLE PROJECTS

Eligible projects must:

- > Contribute to the development of a business plan, a strategic plan related to targeted initiatives (for example, the exploration of new markets), or a succession plan;
- > Foster the acquisition and application of skills relating to the publishing, marketing and promotion of books as well as the management of a publishing firm or book industry association; and
- > Include an Evaluation framework that states a minimum of three clear and attainable objectives that respond to the Business planning sub-component 3.4.1 and the strategic business goals of the applicant. Each of the three objectives should:
 - include a statement on the expected project results;
 - identify the measures that will be used to indicate the success of each result.

Priority will be given to projects that:

- > Are designed to significantly improve the performance and viability of a publishing firm or book industry association;
- > Are proposed by Aboriginal, official language minority, and/or small-scale, specialized, cultural book publishers or book industry associations;
- > Have an environmental focus, incorporate sustainable development business practices, or promote the environmentally friendly aspects of Canadian-authored books; and
- > Are designed to facilitate succession planning.

3.4.4 ELIGIBLE EXPENSES

The following expenses are eligible:

- > Expenses associated with research and analysis performed by an independent consultant;
- > Executive training related to the development of a business, strategic or succession plan; and
- > General administration costs, up to 15 percent of eligible expenses, excluding administration expenses.

3.4.5 FUNDING LEVEL

The level of support is based on the scope of the project, the anticipated benefits for the publishing firm or book industry association and the overall funding designated to Collective initiatives. The level of funding is generally 50 percent or less of the eligible expenses of the project.

The maximum annual contribution per project is generally \$50,000.

Funding for the project will be paid in instalments according to a schedule established by the BPIDP, taking into account the cash flow requirements of the project, total contribution amount, and duration.

3.4.6 REPORTING REQUIREMENTS [Click here](#)

3.5 Publishing internships

3.5.1 FUNDING OBJECTIVE

BPIDP funds internships that provide valuable on-the-job training, thereby contributing to the development of the next generation of Canadian book industry professionals. In turn, these individuals will accomplish useful tasks that the host firm might not otherwise have the resources to carry out.

3.5.2 ELIGIBLE CANDIDATES

Publishing firms eligible for either Aid to Publishers in 2008-2009 or 2009-2010, or the most recent year of the book publishing support programs of the Canada Council for the Arts, are eligible to apply for funding. National and regional associations representing the book industry are also eligible.

Proposed interns should be either registered in or recent graduates of post-secondary educational programs in a field relevant to the book publishing industry, or have related work experience. It is preferred that applicants identify candidates and a training plan at the time of application; however, if this is not possible, applicants may apply with a training plan only on the understanding that an intern must be proposed within 60 calendar days of Departmental approval. Further, first payments will be paid out only upon program approval of the proposed intern.

Publishing firms with total sales revenue of own titles greater than one million dollars are not eligible to apply for the Publishing internships component.

The recruitment and hiring of interns is the sole responsibility of the applicant.

3.5.3 ELIGIBLE PROJECTS

Eligible projects must:

- > Demonstrate the capacity of the applicant to provide a productive training environment for the intern;
- > Provide opportunities for the intern to contribute to the development of the publishing firm or industry association;
- > Assign the intern useful roles that the applicant organization could not otherwise undertake due to a lack of human or financial resources;
- > Provide the intern with structured professional development and training; and
- > Include an Evaluation Framework that states a minimum of three clear and attainable objectives that respond to the Publishing Internship sub-component's objective 3.5.1 and the professional goals of the intern. Each of the three objectives should:
 - include a statement on the expected project results;
 - identify the measures that will be used to indicate the success of each result.

Priority will be given to projects that:

- > Foster greater awareness of Canadian cultural diversity;
- > Have an environmental focus, incorporate sustainable development business practices, or promote the environmentally friendly aspects of Canadian-authored books; and
- > Provide opportunities to internship candidates representing official language minority, Aboriginal, or visible minority communities.

To provide opportunities for more young professionals to intern, internships will be limited to one year.

3.5.4 ELIGIBLE EXPENSES

The following expenses are eligible:

- > The salary of the intern; and
- > For interns from Aboriginal, visible minority or official-language minority communities, in addition to salary, expenses related to participation of an intern in professional development or publishing industry events, including travel and accommodation.

3.5.5 FUNDING LEVEL

Applicants should contact BPIDP for details concerning acceptable intern salaries, which should reflect industry norms.

- The maximum annual contribution per intern project is generally \$10,500 or 50 percent of the salary, whichever is less.

However, for interns from Aboriginal, visible minority or official-language minority communities, the maximum BPIDP contribution is generally 75 percent of a project's eligible expenses, up to a maximum of \$16,000 for the intern's salary. Expenses related to travel and accommodation for participation in professional development and industry events are subject to federal travel and accommodation policies.

Contributions will be paid in instalments according to a payment schedule established by the BPIDP, taking into account the cash flow requirements of the project, total contribution amount, and duration.

3.5.6 REPORTING REQUIREMENTS [Click here](#)



4.0 Reporting Requirements

4.1 Release of first payment

The first payment for an approved project will be issued once the following documents are received and approved by the BPIDP:

- > A signed contribution agreement;
- > A payment request stating the first amount requested and the timeframe that it covers; and
- > A cash flow forecast.

4.2 Release of subsequent payments

Subsequent payments (when applicable) will be issued once the following are received and approved by the Program:

- > An interim report on the progress of the project and activities undertaken to date and any revisions to the project (frequency will be determined by the BPIDP);
- > A payment request stating the amount requested and the timeframe that it covers; and
- > A revised cash flow forecast indicating expenses to date.

4.3 Release of final payment

The final contribution payment for a project will only be issued once a final report has been received and approved by the BPIDP. This report must be submitted no later than 90 days following the last day of the project, as stated in the contribution agreement.

Required for final report:

- > A completed *Final report data form* indicating key results;
- > An evaluation of the project results, based on approved objectives developed in conjunction with the BPIDP;
- > A report on the use of funds, including a budget broken down by government fiscal year from April 1 to March 31, comparing planned and actual revenues and expenses, in a format approved by the BPIDP;
- > **NEW!** For financial support of \$200,000 or more, either audited financial statements for the project or audited financial statements for the organization that carried it out, clearly indicating in an appendix, for example, the revenues and expenses of the project for which assistance was received;
- > **NEW!** For financial support of \$75,000 up to \$199,999, a review engagement report will be required;
- > **NEW!** For financial support of under \$75,000, a financial report prepared by the applicant will be required; and
- > Evidence that the recipient has complied with acknowledgement clauses recognizing the support of the project by the Government of Canada.



5.0 General Conditions of Government Assistance

5.1 Minister's discretion and decisions

- > The eligibility criteria and guidelines of BPIDP will not restrict the discretionary power of the Minister of Canadian Heritage or a representative to refuse a request for financial assistance.
- > The Minister, or a duly authorized representative, at their own discretion, may decide to accept or refuse, in whole or in part, any application submitted. The decision made by the Minister or representative is conclusive.

5.2 Applicable legislation

- > Under the *Access to Information Act*, R.S., 1985, c. A-1, members of the public may request and obtain access to information held in federal government records. Should a request be received for information about an application, the Access to Information and Privacy Secretariat will consult the applicant regarding the disclosure of any information submitted to the Department.
- > In the event of a project approval, recipients will be requested to respect the confidentiality of departmental information to which they may become privy, and to follow the provisions of both the *Access to Information Act*, R.S., 1985, c. A-1 and the *Privacy Act*, R.S., 1985, c. P-21.

- > Recipients of funding will be asked to comply with the spirit and intent of both the *Employment Equity Act*, S.C. 1995, c. 44, and the *Canadian Multiculturalism Act*, R.S., 1985, c. 24 (4th Supp.)
- > In the event of a project approval, any person lobbying on behalf of the Recipient shall be registered pursuant to the *Lobbyists Registration Act*, R.S., 1985, c. 44 (4th Supp.). Please see <http://strategis.ic.gc.ca/lobby> for further guidance.
- > For certain projects that are national in scope, recipients may be asked to comply with the spirit and intent of the *Official Languages Act*, R.S., 1985, c. 31 (4th Supp.).

5.3 Public information

- > All recipients must be prepared to assist the Department of Canadian Heritage in preparing public announcements or promotional events about their project.
- > When funding is approved, the amount as well as the purpose for which the funds were granted, and the names of the recipients, are considered public information. This information is disclosed without consulting the recipients.
- > BPIDP will make public a list of all recipients and their contribution amounts on an annual basis.

5.4 Acknowledgement of support

- > All funding recipients must recognize the financial support provided by the Government of Canada by ensuring the “Canada” wordmark appears in all websites and printed material related to the project i.e. public announcements, news releases, advertising, etc. The wordmark is available at www.canadianheritage.gc.ca/logos.
- > Where possible, recipients should also print a statement acknowledging the support of the Government of Canada on all products generated in relation to the project.

The acknowledgement text for English-language projects is:

We acknowledge the financial support of the Government of Canada through the Book Publishing Industry Development Program (BPIDP) for this project.

The acknowledgement text for French-language projects is:

Nous reconnaissons l’aide financière du gouvernement du Canada par l’entremise du Programme d’aide au développement de l’industrie de l’édition (PADIÉ) pour ce projet.

5.5 Limits on government assistance

- > Total government assistance cannot exceed 75 percent of total eligible project expenses; however, for official-language minority, visible minority, or Aboriginal firms and organizations seeking support under the Marketing and promotion, Professional development, Research and Business planning funding sub-components, the limit on total government assistance may increase up to 90 percent of eligible project expenses.
- > In the case of not-for-profit organizations, government assistance may be a maximum of 100 percent of total eligible project expenses. Total government assistance means all federal, provincial, territorial, municipal and band council funding provided for the same purposes and received by a publisher, an association or an organization during the financial year in which it received a BPIDP contribution.
- > Internships are funded at a set level, as described under 3.5.5.
- > Expenses related to travel and accommodation for participation in professional development and industry events are subject to federal travel and accommodation policies.

5.6 Repayment of government assistance

- > The policy of the Treasury Board of Canada with respect to the repayment of government assistance does not apply where the contribution is less than \$100,000, or benefits the Canadian book industry generally, or the recipient is a not-for-profit publisher, association or organization.
- > Contributions of \$100,000 or greater to for-profit companies would be subject to repayment if the profit margin for the project exceeds 15 percent.

5.7 Audits of recipients

- > The Department of Canadian Heritage conducts financial audits of BDIDP recipients each year. During the course of an audit, the recipients must make available any records, documents or other information that may be required to perform the audit. The Department will assume the costs of the auditor.
- > A recipient found to have submitted false information must refund the whole or part of any contribution received and may be declared ineligible for assistance for a period of two years thereafter.
- > A recipient must maintain accounting records to meet financial audit requirements of the federal government. Original receipts must be available in the event of an audit. Cancelled cheques, invoices and bank statements must be retained for five years.
- > The accounting records and supporting documents of the recipient must differentiate project costs from ongoing operating costs of the publishing firm or organization. The recipient must also keep detailed records on amounts and values of in-kind goods and services related to the project.

5.8 BPIDP Evaluations

- > Recipients of BPIDP funding must participate in comparative financial studies, trend analysis and other studies supported and funded by the Department, when asked to do so.

5.9 Studies

- > To protect the privacy of individual business information, reporting will be done only on an aggregate, not individual, basis. Should the Department provide comparative reports to publishers and organizations receiving assistance, individual publishing firms and organizations will not have access to the business information of other firms or organizations in any form other than aggregate form.



6.0 Definitions

Aboriginal publisher

A publishing firm owned and controlled by members of the Aboriginal peoples of Canada, which includes Status, Non-Status, Métis and Inuit people.

Audited financial statements

Audit in accordance with Canadian generally accepted auditing standards. Those standards require that the audit be planned and performed to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management.

Book publishing

Professional activity involving the selection, development and editing of manuscripts; contractual agreements with authors or copyright holders; production and marketing of printed books under the imprint of the firm; and the assumption of the risks associated with these activities.

Canadian

- a) A citizen within the meaning of the Citizenship Act who is ordinarily resident in Canada;
- b) A permanent resident within the meaning of the Immigration and Refugee Protection Act;
- c) A Canadian corporation;
- d) A not-for-profit organization in which 75 percent of its members are persons referred to in paragraphs a) or b);
- e) A partnership, trust or joint venture in which a person or any combination of persons referred in paragraphs a), b), c), or d) beneficially own or control, directly or indirectly, interests representing in value at least 75 percent of the total value of the assets of the partnership, trust or joint venture, as the case may be.

Canadian-owned and -controlled firm

A firm:

- a) That is a sole proprietorship, partnership, cooperative or a corporation, for profit or not-for-profit, established under the laws of Canada or a province;
- b) Whose activities are based primarily in Canada;
- c) Whose chairperson or presiding officer, and at least 75 percent of whose directors and other similar officers are Canadian citizens or permanent residents within the meaning of the Immigration and Refugee Protection Act;
- d) That is a corporation with share capital, of which Canadians beneficially own or control, other than by way of shares held only as security, directly or indirectly, in the aggregate at least 75 percent of all the issued and outstanding voting shares representing at least 75 percent of the paid-up capital;
- e) That is a corporation without share capital, of which Canadians beneficially own or control, directly or indirectly, interests representing in value at least 75 percent of the total value of the assets.

If at any time one or more persons that are not described in any of paragraphs a) to e) of the definition “Canadian” have any direct or indirect influence through a trust, an agreement, an arrangement or otherwise that, if exercised, would result in control in fact of the publishing firm, the firm is deemed not to be Canadian-owned.

Employee

Full and part-time paid staff working directly for the applicant entity. Owners are considered employees unless they have no active role at the firm. Independent contractors are not considered employees.

Fiscal year

The Government fiscal year runs from April 1 to March 31.

Official language minority publisher

Official language minority publisher is a publisher based outside Quebec who publishes primarily in French, or a publisher based in Quebec who publishes primarily in English.

Review Engagement Report

Review made in accordance with Canadian generally accepted standards for review engagements and accordingly consisting primarily of enquiry, analytical procedures and discussion related to information supplied by management. A review does not constitute an audit and consequently does not express an audit opinion on the financial statements.

Sector

Sector-specific refers to the collective interests of various professional groups within the book industry including publishers, associations, distributors, wholesalers, retailers, etc.

Total government assistance

All federal, provincial, territorial and municipal funding provided toward the same eligible expenses.

Travel and accommodation policies

Travel and accommodation policies set maximum allowable rates for accommodation, such as hotel and other lodging arrangements; travel by car, by train, and by airplane; meals including breakfast, lunch and dinner, as well as incidentals. These rates fluctuate according to destination, length of time stayed, and time of year. Rates specific to your project will be assessed according to these policies. Applicants are also invited to contact the BPIDP directly when developing the budget for their proposals.



7.0 Frequently Asked Questions

1. Grants and Contributions – What’s the difference?

A grant is a transfer payment made to an individual or organization, which is not subject to being accounted for or audited but for which eligibility and entitlement may be verified or for which the recipient may need to meet pre-conditions.

A contribution is a conditional transfer payment to an individual or organization for a specified purpose pursuant to a contribution agreement that is subject to being accounted for and audited.

2. What does BPIDP award, grant or contribution?

BPIDP awards contributions, which are pursuant to contribution agreements, as described above.

3. What if I need to spend more money in one category of my budget than planned?

Can I just reduce spending in another category? Do I need approval?

You can move up to 20 percent of funds in a budget category to another eligible category without seeking approval. For amounts greater than 20 percent, you need to contact your program officer and send her or him a revised budget with a justification for your requested change. The officer will approve or not approve this request to you in writing. If you do not obtain approval beforehand, you are at risk that the change will not be accepted and that you will have to pay back the difference.

4. What is the Evaluation framework?

The Evaluation framework is a qualitative and quantitative (percentage/numeric change) reporting tool whereby a program can measure the success of a project through the alignment and comparison of original project objectives with actual results.

EXAMPLE OF AN EVALUATION FRAMEWORK:

Objectives	Indicators and Expected Results
To build the profile of new Canadian-authored books through showcasing new works at Promotional Event 'X'.	Book sales of promoted titles will increase. Event-by-event statistics will track: <ul style="list-style-type: none">• audience numbers• number of Canadian-authored books promoted• sales generated, e.g. \$50,000.
To provide Canadian publishing industry stakeholders with the opportunity to acquire tangible knowledge and techniques for improving their businesses.	A series of 6 workshops will provide information to industry stakeholders.

At the Final report stage, the recipient will be required to report on the results of the activity and how it compares to the expected results.

5. How is general administration calculated?

General administration costs, up to 15 percent of eligible expenses, excluding administration expenses.

EXAMPLE OF THE GENERAL ADMINISTRATION CALCULATION WHEN OUR CONTRIBUTION IS 50% OF ELIGIBLE EXPENSES:

	Total proposed budget	Eligible Costs	BPIDP Support at 50%
Expenses excluding administration costs:			
Expense 1	\$5,000	\$5,000	\$2,500
Expense 2	\$3,000	\$3,000	\$1,500
Expense 3	\$2,000	\$2,000	\$1,000
Total expenses excluding administration costs	\$10,000	\$10,000	\$5,000
Eligible administration costs			
Projected administration costs	\$2,000 (a)		
BPIDP calculation of eligible administration costs: 15% of total eligible expenses excluding administration costs \$10,000 X 0.15 =		\$1,500 (b)	
Eligible administration costs — lesser of (a) or (b) at 50% \$1,500 X 0.50 =			\$750
Total contribution for the purpose of the Contribution agreement	\$12,000	\$11,500	\$5,750