



nunavut film development corporation  
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# ANNUAL REPORT 2011-2012

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The Nunavut Film Development Corporation (NFDC) is a non-governmental organization, established by the Government of Nunavut to provide training and funding through various programs for the production and marketing of film, television and digital media. In meeting its mandate, NFDC's vision is to position Nunavut as a competitive, circumpolar production centre, where Nunavummiut and guests can create quality production that is marketed and distributed to both the domestic and global market. Our policies and programs reflect the six guiding principles of Inuit Quajimajatuqangit.

## **OUR MANDATE**

The mandate of the Nunavut Film Development Corporation is to increase economic and artistic opportunities for Nunavummiut in the film television and digital media industries and to promote Nunavut as a world-class circumpolar production centre.

## **CORE RESPONSIBILITIES**

The Nunavut Film Development Corporation embraces and accepts that it is responsible to:

- Ensure that all activities undertaken by the organization will be carried out under the principals of Inuit Quajimajatuqangit (IQ)
- Work with the community to sustain and grow a competitive Nunavut owned and controlled film, television and digital media industry.
- Enable Nunavut production companies to foster existing relationships and to equip same with the tools and resources necessary to establish new relationships with national and international co-financing partners.
- Assist and enhance the ability of the Nunavut film, television and digital media industry to secure development, production, distribution and marketing financing.
- To utilize best management practices to administer territorial funding programs in an open, equitable and effective manner.
- Commit to a regular and open consultation with the industry on no less than a quarterly basis.
- Work effectively with the private sector, government and other agencies to secure resources to enhance the programs and initiatives required to grow and foster the industry.
- Provide timely and accurate program and policy advice.

## **GOVERNANCE**

The Nunavut Film and Development Corporation in 2011-2012 was governed by a Board of Directors currently comprised of the following individuals:

Madeleine d'Argencourt, President and Chairperson  
Qajaaq Ellsworth, Vice-President  
Graham Dickson, Interim Secretary-Treasurer

Alethea-Ann Arnaquq-Baril  
Charlotte DeWolff  
Harry Gkulkin  
Bernadette Dean  
Jakob Gearheard

Ex-officio  
Ryan Oliver/Karen Kabloona  
Douglas Stenton

The Board has four Standing Committees:

- Finance
- Human Resources
- Governance and Nominating
- Policy and Incentives

The composition of the Board of Directors is guided by a directive outlined in the Film, Television, and Digital Media Development Contribution Policy. NFDC reports to the Minister of Economic Development and Transportation through its Board. The Board delegates day-to-day leadership and management to the CEO and monitors performance.

The Board of Directors carries out its duties and responsibilities guided by the following principles:

- IQ: All policies and programs must reflect the six guiding principles of IQ.
- Continual Learning: All programs must support the development of the Nunavummiut workforce.
- Transparency: All decision making processes will be fair, explicit and without conflict of interest. Any and all information on which decisions are based will be available to the public.
- Cultural Support: All policies and programs must promote and enhance the indigenous culture and official languages of Nunavut.
- Accountability: All management procedures must ensure that public funds from whatever source and used in a responsible manner.
- Partnerships: All partners must work together in a consultative and supportive manner.

In the discharge of their responsibilities members of the Board follow and adhere to the following code of conduct:

- Each Board Member will act honestly, in good faith and in the interests of the Nunavut Film Development Corporation.
- Each Board Member will exercise care, skill and diligence in the process of decision-making.
- Each Board Member will follow the upmost in ethical standards in order to avoid any real or apparent conflicts of interest between private interests on the interest of NFDC.

## **CORE BUSINESS OPERATION**

Our funding programs for fiscal year 2011-2012 were designed to offer a continuum of both training and opportunity to Nunavummiut and be responsive to the various levels of experience within the industry:

Entry-level Experience Fund: This program was designed to provide opportunities for Nunavummiut who were interested in exploring the potential for employment in the film, television and digital media industry. Entry-level individuals had the opportunity to explore, engage and educate themselves on the various career opportunities available.

First Short Film Fund: This program provided an opportunity for emerging filmmakers to participate in a production program which offered professional mentoring support from established industry leaders over the course of the production of a short film in their own community.

First Half Hour Fund: Working with the support and mentoring from established industry professionals, emerging filmmaker participants in this program could develop and produce a half hour production in their own community.

Nunavut Spend Incentive Program: By far our largest funding program, the Nunavut spend Incentive Program was an initiative that awarded production companies a rebate on the total eligible costs of goods and services purchased and consumed in Nunavut on eligible film, television and digital media productions. Productions that had majority Nunavut ownership could receive a rebate of up to 30% of eligible costs. Equal or minority Nunavut owned co-productions could receive a rebate of up to 20%.

Creative Content Development Fund: Available to Nunavut production companies, this program offered grants for the development of creative content for future film, television and/or digital productions.

Digital Explorations Fund: This Nunavut Film initiative was designed to provide an opportunity for established film and television production companies to explore the digital landscape, examine the multi-platform potential of its projects,

conduct a creative and corporate needs assessment and create a plan to build its digital capacity.

Market Endowment Fund: Open to individual Nunavut producers this program offered financial assistance for producers to attend international markets, co-production conferences and forums on an annual basis. The program was founded to encourage and support the establishment of business relationships and the marketing of indigenous film, television and projects to buyers, commissioning broadcast editors, and co-financing/co-production partners in Canada and abroad.

### **NUNAVUT FILM COMMISSION**

In addition to the programs above, NFDC provided a service to the Government of Nunavut through the operation of the Nunavut Film Commission. The Commission operated to attract Canadian and International production companies, broadcasters, and studios to choose Nunavut as a location destination for their productions and to provide informational support and logistical connections for such productions.

### **FUNDING RECIPIENTS 2010-2011**

NFDC approved a total of 14 applications for funding for a total of \$560,352. The total value of production/activity for the successful applicants was \$3,852,787 with a total of \$3,292,435 coming from sources outside of ED&T. Major sources of additional funding included the Canadian Media Fund, Federal Tax Credits, and Canadian Television Broadcast Licenses. For Nunavut Spend Incentives Stream I and II only, NFDC funding commitments of \$464,724 triggered production valued at \$3,454,224 with \$2,989,500 coming from outside sources as mentioned above.

All projects submitted to Nunavut Film Development Corporation are reviewed and assessed by an independent review committee. The project must be approved by a majority of the committee to proceed. In order to eliminate any potential conflict of interest the Board of Directors has no involvement in the selection of projects funded by the corporation.

This year's committee was made up of:

#### **Kent Martin-Independent Producer-Halifax:**

Kent Martin is an industry veteran who after 20 years of service to the National Film Board of Canada as Executive Producer and Producer for the Atlantic Region. Currently Kent is an independent producer. Kent is an International and a Canadian multi award winner in both documentary and animation.

#### **Jessie Fraser-CBC North-Iqaluit**

An Iqaluit resident, Jessie is a reporter with CBC North. Her knowledge of Nunavut and her lack of conflict of interest within the Nunavut film industry make her an ideal member of the review committee.

Kevin Glasier -Tactica Interactive-Winnipeg

Kevin is the owner of Tactica Interactive, a digital media company specializing in cross-platform delivery. His company has won numerous prestigious awards, both national and international, for their digital interactive media productions.

The following productions were awarded funds under our programs:

**Entry -Level Experience Fund**

**Making Connections for Youth: Pangnirtung 'Sannirut Youth Photo and Video Camp'-\$5,000**

During this week-long camp, a group of twelve Pangnirtung youth learnt about capturing visual images and sound, editing, and enhancing and producing finished media presentations as a vehicle for personal and collective expression, the telling of stories and the documentation of reality. They had an opportunity to work with professional filmmakers and photographers and were guided in the use of professional equipment. They had access to both community inspiration and the natural environment with working spaces in Pangnirtung and on the island of Sannirut, one hour removed by boat. The camp concluded with public presentations and limited distribution of the finished work.

**First Short Film Fund**

Having not received any applications the money from this program was transferred to the Stories From our Land 2.0 initiative between the National Film Board and the Nunavut Film Development Corporation and to the Nunavut Spend Initiative and the Professional Development Fund.

**First Half Hour Fund-\$40,000**

Having not received any applications the funds from this program were transferred to the Creative Content Development Fund and the Nunavut Spend Initiative. Late in the year the Board of Directors agreed to combine the First Short Film Fund and the First Half-hour Fund to a Short Film fund for the fiscal 2012/13.

**Creative Content Development Fund**

**Piksuk Media Inc. Ikanjunna (Help Me)-\$7,500**

Piksuk Media was awarded a grant of \$7,500 to pursue the development of a six-part documentary series for the Aboriginal Peoples Television Network.. The series chronicles the efforts of a young Inuk mother as she looks for guidance from friends and elders in raising her family according to Inuit values as outside language, norms and habits encroach on their lives.

**Arnait Video Productions Inc.-Portraits of Children-\$7,500**

Arnait Video was awarded a grant of \$7,500 to pursue the development of a one-hour documentary designed to let Nunavut children speak about their identity and how they feel about themselves and the world around them.

**Piksuk Media Inc.-The Interveners-\$7,500**

Development funds were awarded for the development of a six to twelve part series that will explore the efforts of and provide profiles of people who are working to intervene in the lives of those who are struggling with addiction, suicide and violence in Nunavut.

**Qajaaq Communications-Ilinniarnaqsivuuq/Time for School/Ilihaqta-\$7,500**

Development funding was awarded for the development of an interactive storybook/game and language learning application designed for Inuit children aged three to seven. The application will be designed for download to a computer or iPad and invites children to learn about colours, numbers, syllabics, animals, weather, shapes and more in Inuktitut, Inuinnaqtun, or English.

**Piksuk Media Inc.-Tony: Back from the Brink-\$7,500**

Development funds were awarded to Piksuk for the production of a demo and treatment for one-hour documentary that tells the life of an Inuk former violent offender on the road to redemption.

**Digital Explorations Fund**

Lacking any substantial applications money from this fund was transferred to the Nunavut Spend Initiative.

**Market Endowment Fund**

Due to the generous contribution from CanNor for market and festival travel, funds from this program were transferred to the Nunavut Spend Initiative and to the Professional Development, Fund.

**Professional Development Fund**

**Inuit Communications Systems Ltd.-Digital Media Workflow Training Workshop-\$14,603.** Funds were awarded for a professional five day training program for the staff of ICSL to upgrade their skills in a rapidly changing technology utilizing tapeless acquisition formats and computer based post production workflows.

**Piksuk Media Inc- Colour Correction and Data Wrangling Workshop-\$13,525**

Piksuk Media conducted a professional workshop in Clyde River on colour correction and data wrangling by expert Miles Finlayson. These skills are essential in today's production of professional products.

**Nunavut Spend Incentive-Stream I (over \$100,000)**

**Kingullit Productions Inc.-Inuit Cree Peacemakers-\$107,746**

Funds were awarded for the production of a one-off documentary and a convergent interactive project exploring the historic violence between the Cree and Inuit in the 18<sup>th</sup> Century and today's efforts to bring both sides together in a process of healing and discovery. The project was co-directed by Zacharias Kunick and Cree filmmaker Neil Diamond.

**Sivuma Northern Production Inc.-The Guide\_\$44,244**

Sivuma was awarded funds to produce a six-part documentary series for broadcast on APTN. The series features Inuit mentors in communities working with local emerging leaders around social issues such as health, environment, arts, education and culture.

**Inuit Broadcasting Corporation-Qanurli?-\$56,612**

Qanurli? Is a fresh Inuit youth series produced, written and hosted by youth. It features comedy sketches combined with inspiring news magazine style profiles on passionate young people making change in their world. All programs are produced in Inuktitut with English subtitles.

**Inuit Broadcasting Corporation-IlInniq-\$54,525**

This multi-part series takes a look at thirteen people from politicians to elders to communicators to see how recent political and social developments have shaped their lives. The series provides an understanding of why these individuals are held in such high regard in Nunavut. All programs are produced in Inuktitut with English subtitles.

**Arnait Video productions Inc-Uvanga-\$201,597**

Shot entirely in Igloolik, this feature length theatrical drama chronicles the return of a white woman to the community with her Inuk son. As the drama progresses we come to learn dark secrets about the community and the characters as they come to grips with their return to Igloolik.

**Nunavut Spend Incentive-Stream I (under \$100,000)-\$7,528**

No applications were received for this program.



## **Nunavut Spend Incentive-Stream II**

Funds under this program were transferred and amalgamated into Stream I

## **NUNAVUT FILM DEVELOPMENT CORPORATION INITIATIVES**

### **Market Attendance:**

With funds obtained from CanNor, the Nunavut Film Development Corporation was able to send many of our filmmakers and staff to a variety of markets and festivals around the world. This is very important for the growth of our industry as it allows Nunavut producers and filmmakers the opportunity to explore new markets , to develop potential co-producing partners and to showcase their work to a national and international audience . During the year industry members attended the following markets and festivals:

### **Hot Docs International Documentary Film Festival**

NFDC sent Alethea-Ann Arnaquq-Baril to the Hot Docs Festival in Toronto. This is a premier event for international documentary producers, international broadcast executives and commissioning editors, and documentary filmmakers. Alethea's report on Hot Docs is appended.

### **Dreamspeakers Film Festival**

NFDC sent Charlotte DeWoff of Piksuk Media Inc. to the Dreamspeakers Festival to attend the screening of the film "Qimmitt, A Clash of Two Truths". The film had received funding from NFDC. The Dreamspeakers Film Festival supports and educates the public about Aboriginal culture, art and heritage and is a key Canadian Festival for aboriginal filmmakers.

### **Anney International Animation Festival and Trade Show (MIFA)**

Considered the "Olympics" of animation, the Anney International Animation Festival is a premier event for the global animation industry. Derek Mazur, CEO of Nunavut Film, and Jonathon Wright, a Nunavut animator, attended the Festival. Primarily, NFDC felt it important to introduce one of the best animators in Nunavut to the global industry. Jonathon has both the talent and skill to become a highly regarded and international award winning animator and this Festival was his first opportunity to meet other talented animation producers and filmmaker.

### Sheffield International Documentary Film Festival

Having been accepted by the Festival to pitch her project to an audience of international broadcasters and distributors, we sponsored Alethea-Ann Arnaquq-Baril to attend the Festival..

### Banff World Media Festival

NFDC sent a delegation to Banff that included Derek Mazur, CEO of Nunavut Film; Madeleine d'Argencourt, President of Nunavut Film; Charlotte DeWolff, Producer and Partner of Piksuk Media Inc.; and Alethea-Ann Arnaquq-Baril, Producer, Director and Owner of Unikkaat Studios Inc.

### Toronto International Film Festival

Nunavut film was represented at the festival by Derek Mazur, CEO of Nunavut Film, and by "Throat Song" Producers Stacy Aglok MacDonald and Qajaaq Ellsworth. "Throat Song", a short dramatic film, had its premiere at TIFF. Named one of the best five shorts by the "Globe and Mail" and awarded four out of five stars by the Toronto Star, "Throat Song" received very enthusiastic responses by the various audiences that attended the screenings. Based on the response and the publicity garnered by the film, the partners in the short have begun development on a feature film scheduled to shoot in 2012 or 2013 in Rankin Inlet, subject to financing.

### MIPCOM

CEO Derek Mazur attended MIPCOM in Cannes, France in the first week of the third quarter. MIPCOM is the largest international market for television sales and co-production in the world hosting over 16,000 delegates from virtually every country with a television industry. MIPCOM Boasts over 1,000,000 square feet of exhibition space for production company, distributors and broadcaster booths.

### imagiNATIVE Film and Meadia Arts Festival-Toronto

NFDC President, Madeleine d'Argencourt, Producer/Directors Louise Flaherty and Neil Christopher represented Nunavut Film at the Festival. Imaginative is becoming one of the largest indigenous film festivals in the world. Each festival brings together talented indigenous producers and directors from around the globe.

Nunavut Film is proud that Neil and Louise's short animated film 'Amaqut Nunaat: The Country of Wolves' won two prizes: Best Short Animated Film and Best Emerging Talent.

### Tromso International Film Festival-Tromso, Norway

CEO Derek Mazur was accompanied to the Festival by producer Stacey MacDonald and filmmakers Alethea Arnaquq-Baril and Allen Auksaq. Stacey was invited to the Festival to show her film 'Throat Song' which garnered a Special Jury Prize. The primary focus of the delegation was to meet and interact with Norway's Sami film community.

### PrimeTime 2012 – Ottawa

CEO Derek Mazur, Program Manager Julia Burns and Producer Charlotte DeWolff attended PrimeTime in Ottawa. PrimeTime is a major conference that brings together the top Broadcasters, Production Company Executives and Arts Administrators and funders from across Canada. It is organized by the Canadian Media Producers Association.

### Northern Lights

Derek attended Northern Lights in Ottawa. During the Trade Show, Derek attended a meeting of the Nunavut Arts Funders Tri-level Meeting and gave a presentation on the programs and work that is being carried out by Nunavut Film.

### **Stories From Our Land 2.0**

In keeping with Nunavut Film's long time relationship with the National Film Board, the partners initiated a major filmmaking/training program with emerging Nunavut filmmakers. Stories from Our Land 2.0 is a mentored program involving industry professionals guiding emerging filmmakers through the conception, development, production and completion of a series of short films.

Production began this fiscal on four short films for emerging talent under the Stories From Our Land 2.0 Program. More ambitious than SFOL 1.5, SFOL 2.0 involves greater challenges for the filmmakers and greater awards. The four films being produced are:

Nyla Innuksuk -Igloolik-Production "Finding Home"  
Allen Auksaq-Iqaluit-Production "Strength, Flexibility and Endurance"  
Jessica Kotierk-Igloolik-Production "Vending Machine"  
Sarah McNair-Landry-Iqaluit-Production "Taking Shape"

Production will continue into the first quarter of the next fiscal year.

## **DigiCamp Media Workshop**

In mid October, Nunavut Film and the NFB conducted a major and intensive Digital Media Workshop in Rankin Inlet. Spanning five days, the workshop provided and opportunity for established and emerging filmmakers to explore and experiment with story telling in the area of interactive digital media.

DigiCamp involved a faculty of internationally recognized digital producers, web designers and programmers that worked intensively with the eight participants chosen to participate in the workshop on the hands on process of developing interactive web based projects.

The participants all expressed that the workshop was an exceptional event which opened up new avenues of expression and innovation. In fact, following the workshop we funded a creative concept development for 'Ilinniamagsivug-Time for School", an interactive Ipod/iPad/iPhone application geared towards introducing to and teaching young children in the Inuktitut language.

## **Producers Tour-Qikiqtaaluk Region**

In the second week of August, Nunavut Film held its first of three regional scheduled Producers' Tours in the Qikiqtaaluk Region. The tour visited, Iqaluit and Pangnirtung over a three-day period. The producers attending were:

### **Phyllis Laing-president and Producer Buffalo Gal Pictures-Winnipeg, Manitoba**

Phyllis has produced several celebrated feature-length films and documentaries including, My Winnipeg, The Stone Angel and Amreeka. She is also the executive Producer of the critically acclaimed TV series Less Than Kind.

### **Ira Levy-Executive Producer and Partner of Breakthrough Entertainment –Toronto, Ontario.**

Ira's Company is a leading global producer and one of Canada's most prolific providers of television programming. Some of their projects include; Kenny vs. Spenny, Trading Places, What's For Dinner and the Adventures of Dudley the Dragon.

### **Tom Cox-Executive Producer-Seven24 Films-Calgary, Alberta.**

Seven24 Films has garnered over one hundred industry awards and nominations for projects such as; North of Sixty, Heartland, and Brokeback Mountain.

### **Anand Ramayya-Principal of Karma Film Inc.-Saskatoon, Saskatchewan**

Anand is a five time Gemini award winning producer and filmmaker. His projects range from independent features to stop motion animation and include; Wapost Bay, Cosmic Current, and 45 RPM

More detail on this year's Nunavut Film Initiatives, as well as individual producer testimonials are available in the individual quarterly reports in Appendix A

### **AUDITED FINANCIAL STATEMENTS**

Audited statements for the fiscal year ending March 31<sup>st</sup>, 2011 are available under separate cover.