

Strengthening Ontario's Creative Industries

McGuinty Government invests \$2.9 M to support innovative economy

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TORONTO – Ontario is strengthening its economy with a \$2.9 million investment through the Ontario Media Development Corporation (OMDC) to support [19 innovative projects](#).

The investment from the Entertainment and Creative Cluster Partnerships Fund (the Partnerships Fund) will leverage an additional \$7.6 million from 108 partners. The Partnerships Fund is designed to stimulate growth in Ontario's dynamic and fast-growing entertainment and creative industries by promoting capacity building, marketing, innovation and skills development. The industries eligible for funding include: book and magazine publishing, film and television, music, interactive digital media and commercial theatre.

From its inception in 2006, the Partnerships Fund has provided almost \$12.7 million in support to 79 projects involving 487 partners with total budgets of \$33 million.

QUOTES

“The Partnerships Fund brings together leading Ontario companies to help them grow and compete in new markets. The McGuinty Government is proud to invest in strategic partnerships that transform ideas into high-value content, which will create jobs and foster a prosperous creative economy that is open for business.”

- Michael Chan, Minister of Tourism and Culture

“The Partnerships Fund encourages innovation and fosters new business partnerships that encourage growth across Ontario's creative media industries and academic institutions. Ontario's entertainment and creative cluster employs almost 300,000 people in highly-skilled jobs that contribute \$12.2 billion annually to the province's GDP. Those figures are expected to grow significantly over the next decade. By supporting the cluster, we are helping to ensure that Ontario plays a leading role on the competitive world stage.”

- Karen Thorne-Stone, President & Chief Executive Officer, Ontario Media Development Corporation.

“The Partnerships Fund has enabled CIMA to work towards developing its Music Export Portal and Mobile Application, a mobile digital transformation project ensuring Ontario's music industry is one touch away to a world of consumers.”

- Grant Dexter, Chair of Canadian Independent Music Association (CIMA)

QUICK FACTS

- Ontario's entertainment and creative industries support over 200,000 jobs
- Since 2003, creative-industry jobs have increased by 12 per cent – representing 23,000 new jobs.

- In September 2006, the Partnerships Fund was established as a three-year \$7.5 million fund to stimulate growth in Ontario's entertainment and creative industries by promoting capacity building, marketing, innovation and skills development.
- In 2009, the Government announced a \$12 million, four-year extension to this Fund.
- The latest round of recipients includes: Hot Docs' **Docs on Demand (Phase 2)**, a project that involves developing an integrated strategy to increase financing and distribution opportunities for Ontario's documentary filmmakers; and CIMA's **Music Export Portal and Mobile Application**, a mobile application for their website that lists 400 international gigs, 267 artists and international trade events and also houses 12,000 industry contacts.

LEARN MORE

[Ontario Media Development Corporation](#) (OMDC) is an agency of the Ontario [Ministry of Tourism and Culture](#) that facilitates economic development opportunities for Ontario's cultural media industries including book and magazine publishing, film and television, music and interactive digital media industries.

BE PART OF IT

Ontario is a global hub for content creation and distribution. From digital innovation to literature, Ontario's cultural sectors contribute billions of dollars to the economy, employ hundreds of thousands of people and power some of the world's most innovative content.

For investors and creators, businesses and consumers, OMDC's investment funds and programs help bring a wealth of opportunity to Ontario. Be part of it and visit www.OMDC.on.ca to learn more.

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