

Appendix 1 - Domestic Industry Initiatives 2025/26 - Evaluation Matrix

Project proposals should demonstrate how the projects, events or initiatives reflect the following criteria. The criteria are designed to reflect the priorities of the Domestic Industry Initiatives Program and Creative BC's [Strategic Plan](#), especially those goals and objectives centred on building local capacity, by fostering an ecosystem in which creative ambition can thrive, and on growing B.C. talent, by empowering the creative sector to expand, diversify, and develop its workforce.

ASSESSMENT CRITERIA	POINTS
Industry Development: <ul style="list-style-type: none"> Does this project build the capacity, or address a need or gap in BC's creative industry sector? Does the proposal include meaningful partnerships with government, community partners, industry stakeholders or expert consultants? For event-based projects: has the applicant demonstrated an understanding of their audiences and how they will market their event? 	25
Investment in BC Talent: <ul style="list-style-type: none"> Does this project support the knowledge, growth and development of BC creators and creative industry professionals? Does this project grow the next generation of talent? Does this project help grow BC audiences? 	20
Economic Impact: <ul style="list-style-type: none"> Does this project support new business opportunities for BC's creative industry locally and abroad? Does this project build capacity for industry growth, job creation? Does the project anticipate market, client, and consumer needs? Helps BC's creative sector adapt to a changing business context? 	20
Justice, Equity, Decolonization, Diversity^{iv} and Inclusion: <ul style="list-style-type: none"> Does this project promote equity, diversity, and inclusion (EDI), expand representation of people from systemically excluded groupsⁱⁱⁱ, or contribute to calls to action for reconciliation? Does this project support an underserved geographic region or group? Does the organization have policy, planning, or training that addresses EDI, Indigenous Peoples, or reconciliation? Does the organization have any relationships, associations, or networks with Indigenous Peoples' organizations? Does this project have any Indigenous board, staff, or volunteer members or strategies to increase participation in the organization? How are their experiences and knowledge utilized? 	15
Innovation + Environment: <ul style="list-style-type: none"> Does this project inform industry evolution with any solutions for contributing to climate balance? Does the project contribute to innovate B.C.'s creative ecosystem or inform the creative sector's positive evolution? Does the applicant use challenges and successes of past events or projects to inform their strategies and plans moving forward? 	10
Capacity and Feasibility: <ul style="list-style-type: none"> Does the applicant have the ability, knowledge, track record and financial history to undertake the project? Does the application clearly describe the proposed project? Has the applicant presented a clear and detailed timeline, budget and financing plan? 	10
TOTAL POINTS	/100

Note: This evaluation matrix may be revised at any time to ensure the results match the priorities of the Domestic Industry Initiatives Program.

Due to the volume of applications received, the Domestic Industry Initiatives Program will be determining financial commitments based on the categories outlined in the Evaluation Matrix. Note that financial commitments for previous applicants may be reduced following Creative BC's assessment.

ⁱ Creative BC delivers similar support to the music and sound recording industry through the [Music Industry Initiatives program](#).

ⁱⁱ Research studies should compliment and connect with CIERATM, the Creative Industries Economic Results Assessment developed by Creative BC for the Province, please ask for consultation.

ⁱⁱⁱ Indigenous Peoples (First Nations [Status/Non-Status], Métis, and Inuit), Black, People of Colour, people living with one or more disability, the 2SLGBTQIA+ communities, and women.

^{iv} Diversity can be demonstrated through geographic region, genre, activity, cultural, or gender representation, and other means.