



## Workforce Development Initiative (WDI)

# Career Promotion Program Application Form

### General information

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The Application Form sets out the information that dairy industry associations or learning institutions (hereinafter referred to as the Applicant) must provide to the Canadian Dairy Commission (CDC) for funding consideration under the Career Promotion Program.

The CDC reserves the right to request additional information from the Applicant as may be required by the CDC Selection Committee to complete its evaluation of the application.

### Confidentiality of applications

The CDC will hold in strict confidence the content of any discussion and/or information supplied by the Applicant pursuant to an application under the CDC Career Promotion Program. As a Crown Corporation, the CDC is bound by the provisions of the *Access to Information Act* and the *Privacy Act*.

### Support and guidance during the application process

The CDC is available to answer questions, provide guidance throughout the application process, and review draft applications for completeness prior to submission. An Applicant who requires assistance in preparing his submission should contact:

Marc Lalonde, CDC Representative  
E-mail: [marclalonde.cdc@gmail.com](mailto:marclalonde.cdc@gmail.com)  
Phone: (613) 407-2962

### Application format

Please include **all the subject headings** listed in the following pages in your application. **All of the information requested** in sections 1 through 6 of the Application Form must be provided in order for it to be evaluated by the CDC.

To complete Section 5 of the Application Form, the Applicant should use the Project Timeline Template provided in **Appendix A**.

To complete Section 6 of the Application Form, the Applicant should use the Project Cost Template provided in **Appendix B**.

## **1 Project information**

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### **1.1 Title of the project**

### **1.2 Information about the Applicant**

- Provide the following information for the Applicant:
  - name of dairy industry association or learning institution/technology centre
  - contact persons
  - addresses
  - telephone numbers
  - email addresses
  - websites

## **2 Essential eligibility criteria**

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### **2.1 Explain how the project meets all of the following essential eligibility criteria of the WDI Career Promotion Program:**

- The Applicant is a recognized learning institution/technology centre or dairy industry association (national or provincial).
- The Applicant is able to contribute 50% of the costs associated with the development, production, and distribution of promotional tools and materials.
- The Applicant is able to enter into an agreement with the CDC.

## **3 Evaluation of the Applicant**

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**3.1** Describe the Applicant's managerial skills and experience in developing and producing promotional tools and materials for a target audience, ensuring their delivery and, if applicable, demonstrate the Applicant's ability to outsource some or all of the conception of those tools and materials.

**3.2** Provide recent examples of achievements in this area.

**3.3** Provide the business and GST numbers of the Applicant.

**3.4** Provide letters of incorporation.

## 4 Nature of the project

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### 4.1 Project overview

#### 4.1.1 Objectives

- Provide an overview of the project, including its scope and objectives.

#### 4.1.2 Expected Results

- Describe the expected results to be achieved with this project.

### 4.2 Description of the project

Please provide the following information in writing:

1. Describe in detail the materials that will be developed.
2. Who is the target audience?
3. Describe how the material will be distributed to the target audience (promotional plan) and how many people will be reached.
4. Will the material be available in both official languages? If so, how will you ensure the quality of the translation?
5. If applicable, describe the type of messaging that will be used to attract a diverse workforce reflective of Canadian society.
6. Provide the performance indicators and targets that will be used to evaluate the project.

## 5 Project details

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### 5.1 Project plan

#### 5.1.1 Timeline

- Provide a project timeline: key activities, time estimates, and expected dates at which progress reports and the final report will be provided to the CDC. Indicate the expected completion date for the project. Please use the Project Timeline Template [provided in Appendix A](#).

### 5.2 Experience and expertise in developing promotional tools and materials

- If the promotional materials and tools will be developed “in-house” by staff:
  - Describe the role of each staff member of the learning institution/technology centre or dairy industry association and mention their title, background, and relevant experience and expertise.

- Describe the facilities where the promotional tools and materials will be developed and produced.
- If the Applicant intends to work with contractors and consultants to develop and deliver promotional materials and tools:

Provide the names of all contractors and consultants who will be involved in the development, production and delivery of the promotional tools and materials.

- Describe the role and implication of each contractors and consultants.
- Describe the skills and the expertise of each contractors and consultants in relation to the development, production, and delivery of the promotional materials and tools. Provide resumes if relevant.

## 6 Project costs

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### 6.1 Description of eligible costs

- Describe and evaluate the costs of each activity of the project. Please use the Project Cost Template provided in Appendix B. Refer to the *WDI Career Promotion Program Guide for “Eligible Expenses”*.

#### 6.1.1 *Estimated direct labour costs*

- List and describe the estimated direct labour costs for the project. Provide as many details as possible and specify to which activity each cost is associated (example: research, content, design, production, and delivery of promotional tools and materials, etc.).

#### 6.1.2 *Estimated contractor and consultant costs*

- Include the estimated contractor and consultant costs for the project. Provide as many details as possible and specify to which activity each cost is associated (see previous examples). Please include the contract/proposal provided by the contractor and/or consultant.

#### 6.1.3 *Estimated direct material costs*

- List and describe the estimated direct material costs for the project. Provide as many details as possible and specify to which activity each cost is associated (see previous examples).

### 6.2 Financial resources

- The Applicants agree to submit to a credit check if deemed necessary by the CDC.

#### 6.2.1 *Other sources of funding (if applicable)*

- Provide a list of all other sources of funding related to the project and the amount of funding secured.

## APPENDIX A

### *Project Timeline Template*

<b><i>Key Activities</i></b>	<b><i>Name of In-House Resource &amp; Title</i></b>	<b><i>Name of Contractor or Consultant Resource &amp; Title</i></b>	<b><i>Timeline</i></b>

