

Enterprise FAQs

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This FAQ sheet should be read in conjunction with the [Enterprise Business Guidelines](#) and [Enterprise People Guidelines](#).

General FAQs for Enterprise Program

If I have previously received Enterprise as a Business or Person, can I apply?

If you received Enterprise funding prior to January 2023 you can apply to the Enterprise Program 2023-2024. However, please ensure that applications are significantly different or demonstrate significant growth from previously funded Enterprise activities and build on previously funded outcomes. It is suggested that a business or individual applicant would have, a three-year gap before reapplying to Enterprise, unless in exceptional circumstances.

If I was unsuccessful for funding in an earlier round of Enterprise, can I apply again next round?

Yes, if you were an unsuccessful applicant in the 2022-2023 Enterprise funding round, you may reapply if you meet the required eligibility and the Enterprise program focus.

The focus of Enterprise Business and Enterprise People will be reviewed on an annual basis. From year to year Screen Australia will announce any shifts in program focus via its communication channels, prior to applications opening.

Will the program run annually?

It is Screen Australia's intention that the Enterprise program will have one annual round/deadline for Business and People applicants.

Applications cannot be submitted or considered outside of these annual rounds.

Can I make multiple applications within a program?

No. As an Enterprise Business applicant, you can only submit one (1) application each annual deadline. As an Enterprise People applicant, you can only submit one (1) application each annual deadline.

How much should I apply for?

People applicants can apply for up to \$75,000. An additional \$3,000 of carer's costs may be applied for if applicable.

Business applicants can apply for up to \$200,000.

All successful applicants are awarded funding for one year, rather than a multi-year funding arrangement.

Further information on this, including eligibility requirements, is set out in the [Enterprise Business Guidelines](#) and [Enterprise People Guidelines](#).

If I am successful, is the funding a loan? Do I have to repay any funding I receive under Business or People Enterprise?

No, Enterprise Funding is awarded as a non-recoupable grant (as opposed to a loan). If successful, full terms and conditions will be set out in a long-form agreement with Screen Australia which will detail all payment conditions. If those conditions are met, the funding provided to successful applicants does not need to be repaid to Screen Australia.

Can I apply as a Business and then have a Person also apply as an individual to be hosted in my business?

Yes, an applicant can apply for Enterprise People funding, even if that host company has a separate application for Enterprise Business. A person can apply through Enterprise People to be placed with that same business, although consideration will be placed around the spread of funding, equity and activity across the wider sector. Where appropriate, businesses should be as transparent as possible with any potential Enterprise People applicants seeking placement with them in relation to the business' intent to apply for Enterprise Business in the same year and the budget in the Enterprise Business application should not contain the costs to host the People applicant.

If a Business or Person successfully applies for Enterprise funding, are they eligible to apply to other Screen Australia programs?

Yes, successfully funded Business and People applicants can apply to other Screen Australia programs. For example, a successfully funded Enterprise Person may be on placement with company X. That funded person is eligible to apply, for example, for Story Development funding for a particular project they are seeking development support for.

In relation to Enterprise Business or Enterprise People Premium, you can't apply for another program that has the same focus or outcome as your Enterprise funding grant. For example, if a successfully funded Business Enterprise activity primarily focuses on international strategy and attendance at particular markets, then Screen Australia would expect that the successfully funded Business would not apply for funding support to attend those same markets in the year they are in receipt of Enterprise funding.

If successfully funded as a Business or Person, Screen Australia encourages any Enterprise recipient to contact enterprise@screenaustralia.gov.au prior to application to other programs.

If I am not eligible for Enterprise Business or People, where else might I go to resource myself or my business?

- Screen Australia has programs for a range of sector activities and support. Please refer to the Screen Australia [funding and support pages](#), and subscribe to the [e-newsletter](#) for updates from industry insiders and new program or initiative launches.
- State and Territory agencies have programs for a range of sector activities and support. Please refer to your State/Territory funding agencies.
- Guilds and Societies have programs for a range of sector activities and support. Please refer to individual Guilds and Societies.
- If you are new to the screen industry, Screen Australia's [Getting Started](#) resource may assist you in your planning.

What entities are eligible to apply for Enterprise Business?

The focus for Enterprise Business in the 2023-2024 financial year is businesses whose primary business is content development and production.

The Enterprise program will accept applications from screen businesses whose primary business is content output on platforms for Scripted, First Nations, and Documentary (One-Off/Feature, Online, Episodic) content.

Applicants may have a focus that is solely in one area (for example, scripted) or may cross content areas (for example, scripted and documentary).

This iteration of Enterprise is not for the growth of Games companies. Businesses whose focus is Games should refer to Screen Australia's [funding programs for Games](#).

All applicants must be eligible under Screen Australia's [Terms of Trade](#) and in addition be eligible for the specific and stated eligibility criteria for the Enterprise Program. Please refer to the Guidelines for more detailed information.

For more about what Screen Australia do and do not fund please refer to this [section of our website](#).

What sorts of activities can I apply for as an Enterprise Business applicant and what might be considered competitive?

Your funding application as a Business for Enterprise should be informed by the goals and strategy of your screen business. Enterprise Business funding does not seek to support 'business as usual' activities for applicant companies. In the application process, you will be asked to identify one of the priority key areas that is most central to your Enterprise Business application, which will be the focus of the business case you put forward in your application:

- International Strategy (expanding the footprint of your business, content and relationships)
- Slate Diversity & Expansion (building greater strategy in your business in terms of your content output). The Enterprise fund is not solely for project/slate development and other pathways exist within Screen Australia for project development. Applications whose focus is mainly story development will not likely be competitive
- Increasing Creative Skills, Calibre, and Ambition (building your skills capacity in content creation, as well as growth of audience reach and scale)
- Financing & Partnership (establishing or expanding avenues in your business for remuneration and sustainability)
- Company Structure & Business (building your business capacity and structure to ensure a sound foundation in your business)

Your Business Case Proposal for Enterprise Business should not focus on your 'business as usual' activities but how your application would seek to support key strategy or strategies in your business in the categories listed above.

For example, an Online business might be seeking to shift from IP of under 5-minute format length to IP formats at 30 minutes length.

For example, a Documentary business might be seeking to move from a primary output in the domestic Australian market, to international output.

For example, a Scripted business might be seeking to restructure their business to create greater equity and inclusion at the level of ownership and IP in the company structure.

What sorts of activities are not likely to be funded?

Activities that don't relate to:

- International Strategy (expanding the footprint of your business, content and relationships)
- Slate Diversity & Expansion (building greater strategy in your business in terms of your content output)
- Increasing Creative Skills, Calibre, and Ambition (building your capacity in skills and calibre in content creation, as well as growth of audience reach and scale)
- Financing & Partnership (establishing or expanding avenues in your business for remuneration and sustainability)
- Company Structure & Business (building your business capacity and structure to ensure a sound foundation in your business)

It is unlikely the following would be competitive as a primary focus of the application:

- Platform development
- Capital expenditure
- Facilitating new development and project labs, festivals, forums, workshops, training programs and other initiatives (Screen Australia has other pathways for this type of funding)
- Story development and production funding (Screen Australia has other pathways for this type of funding)

If I have a business that is not from a screen background, but is looking to expand into it, would I be eligible to apply?

As outlined in the Guidelines, eligible Business applicants require reportable credits in the platforms and genres they are applying for, that is, in First Nations, Scripted, and Documentary (One-Off/Feature, Online, Episodic). If your Business does not have reportable credits in these platforms or formats fundable under Screen Australia's [Terms of Trade](#), your entity is not eligible to apply.

Are advertising companies eligible to apply?

As outlined in the Guidelines, eligible Business applicants require reportable credits in the platforms and genres they are applying for, that is, in First Nations, Scripted, and Documentary (One-Off/Feature, Online, Episodic). If your Business does not have reportable credits in these platforms or formats fundable under Screen Australia's [Terms of Trade](#), your entity is not eligible to apply.

It is noted that some companies whose primary focus has or continues to be advertising may have a strategy to work with their roster of talent to move into long-form content. Advertising companies can consider applying to other Screen Australia programs in order to develop and produce projects.

If my business has international partners, am I eligible to apply? Am I eligible if my business is international but has Australian partners?

Enterprise Business applicants must meet Screen Australia's [Terms of Trade](#). Please refer to the full [Terms of Trade](#), but in short: an applicant company must be incorporated and carrying on business in Australia, and have its central management and control in Australia.

Are there templates available for a Strategic Plan and a Business Case?

Yes, templates are available. The template for Strategic Plan is [here](#); the template for Business Case is [here](#).

For **Stage 1** Business applicants you will be required to submit your Business Strategic Plan and your Business Case Proposal.

Stage 2 Business applications are only open to those companies who are most competitive (based on assessment of their Stage 1 application). Those applicants will be **invited by Screen Australia** to submit to Stage 2. Applicants to Stage 2 will be required to submit further details of their Business Case.

Who is eligible to apply for Enterprise People?

The focus for Enterprise People in the 2023-2024 financial year is people whose primary career practice is in content creation roles, which include:

- writers
- directors
- producers
- executive producers
- developers

All applicants must be eligible under Screen Australia's [Terms of Trade](#) and then in addition, be eligible for the specific and stated eligibility criteria for the Enterprise Program in either the Generate or Premium streams.

In Enterprise People, what do you mean by 'placement'? And what do you mean by 'applicant identified'?

- **Generate Placement**
 - you can apply to Enterprise People (Generate) to be placed in a screen company in Australia for twelve (12) months on a full-time basis, or, where required due to applicant circumstances (caring responsibilities, or accessibility requirements for example), a part-time basis (please see below).
 - The applicant must source, secure and have evidence of the commitment of the placement company in order to apply to Enterprise People.
 - Screen Australia cannot broker relationships or placements on behalf of the applicant.
- **Premium Placement**
 - you can apply to Enterprise People (Premium) to be placed in an international screen company. The expectation is that the placement is for up to six (6) months, or, where required due to applicant circumstances, a lesser or part-time timeframe can be proposed. International terminology might use terms such as 'residency' or 'internship' or 'mentorship'.
 - Under exceptional circumstances (caring responsibilities, accessibility requirements), a Premium applicant may identify a domestic placement, especially if with an international-facing company or one that aligns with the applicant's career development aspirations.
 - The applicant must source, secure and have evidence of the commitment of the placement company in order to apply to Enterprise People.
 - Screen Australia cannot broker relationships or placements on behalf of the applicant.

Unless in exceptional circumstances all Enterprise People funded placements should commence and end within the financial year - 1 July 2024 to 30 June 2024. **What if the host company I select prefers me in a part-time or pro rata position rather than full-time?**

If you have secured a placement opportunity this does not guarantee that Screen Australia will support the application. We anticipate that Enterprise People will be competitive.

Screen Australia recognises that for both parties - People, and their potential Host companies - that placement timeframes will be dependent on a number of factors.

Although the preference is for a full-time opportunity, in some settings, applicants may propose a part-time career placement. This is in order to support people who may be carers, returning to the workforce, require support for participation, or have other responsibilities. The general expectation is that the Placement will occur within the twelve (12) or six (6) month timeframe for domestic and international activity respectively.

Please note: If an applicant is applying with a part-time proposal, the \$75,000 grant should reflect a pro rata wage in the budget. The remaining budget can be applied to other areas that align with the applicant's stated professional development goals or other specific requirements that pertain to effectively executing the proposal.

Are there Screen Australia brokered placements offered in this cycle of Enterprise?

No. All applicants applying in the 2023-2024 financial year must identify, source and broker their own placements.

Can I do a domestic (Australian) / Generate placement with a broadcaster or commissioning platform, such as a SVOD/streaming service?

No, as per our [Terms of Trade](#) we are unable to accept applications for Generate People applicants where the host company is a broadcaster or commissioning platform.

Can Screen Australia assist with international visa applications?

No. Successful applicants for an international People placement will be responsible for their required visas. Screen Australia is unable to assist or provide advice with this process. Due diligence and professional legal advice should be sought and followed by the applicant in consultation with their international host company.

What will make my application competitive?

As detailed in [Enterprise People Guidelines](#): competitive applications will be those that are strategic for the applicant; build career trajectory and growth; impact on wider industry knowledge and information sharing and across the program contribute to diversity, equity and inclusion in the screen sector.

If I don't have the credits required to be eligible for Generate People, how might I be eligible and considered a competitive applicant?

Generate People is not an entry level program.

Generate People is designed to support practitioners with some distance from any secondary and/or tertiary education and evidence of career trajectory and proven dedication to their craft and determined professional pathway.

Screen Australia recognises the barriers that face under-represented communities in securing professional pathways into the screen sector, however, and under the Generate stream (only), will consider applicants from under-represented communities who do not have formal industry experience or reportable credits as outlined above, but who can evidence the relevant skills, potential and experience in other relevant content creation fields.

For the purposes of this program, under-represented applicants may include: Aboriginal and Torres Strait Islander peoples; people who are from culturally and linguistically diverse backgrounds (CALD); people from the Deaf/Disabled and/or Neurodivergent (DDN) communities; women, non-binary or gender diverse; people who identify as LGBTQIA+; people located in regional and remote areas; and, any other under-represented community that is brought to our attention.

Relevant skills and experience may include work in the roles of writers, directors, producers, executive producers and developers in related creative fields. For example; a theatre dramaturg who is transitioning to screen story development; a theatre producer who is transitioning to screen producing; a book editor transitioning to creative producing in the screen sector.

Though I have not been a writer, director, producer, executive producer or developer, I have worked in roles similar such as a writers' assistant, script consultant, script editor, etc. Would I be eligible to apply?

Screen Australia considers script consultant and script editor to be contained within the definition of 'developer' and if the applicant has eligible credits or track record to apply, then yes, an application can be submitted. If in any other role, for example, writers' assistant, you have not contributed to, nor are credited for a content creation role, then no, you are not eligible to apply.

Any prospective applicant must also meet any relevant requirements and have obtained a letter of support and intent from the proposed host company.

If I have experience in other fields such as advertising or journalism, would I be eligible to apply?

If you are from an under-represented community, have secured a placement, and can evidence the relevant skills, potential and experience in other relevant content creation fields, then you are eligible to apply.

If you do not meet other eligibility requirements with regard to some experience in the screen sector, then no, you are not eligible to apply.

My proposal will involve First Nations content and people. What do I need to do?

Screen Australia supports the telling of First Nations stories by First Nations creatives and storytellers. Where this is not the case, we expect integrated and meaningful collaboration and sharing of ownership of any intellectual property (IP) with the First Nations communities to which these stories belong. Whenever there is First Nations content and/or First Nations community participation in a project on your slate, or when there are First Nations members of the team who do not have the authority to speak for the people or place being represented in the story, you will need to follow the checklists from [Pathways & Protocols: a film maker's guide to working with Indigenous people, culture and concepts](#). You will need to outline how you will approach First Nations content that is included in any proposal.

Are there templates available for Career Planning?

Yes, a template for People applicants regarding Career Planning is available [here](#).

Can I have some advice on how to make a great pitch video for Enterprise?

- Have a clear intro. Introduce yourself and keep your pitch under 4 minutes in length so you can tell us all about your business/personal opportunity and how you are going to grow because of Enterprise.
- Don't assume Screen Australia already knows what your business is and what your track record is. In your pitch video be sure to address the 5 Ws: Who are you? What are you applying to Enterprise for? Why is this opportunity necessary for you? When do you expect the opportunity to happen? And Why is it important?
- It is ok to simply just face the camera and explain your pitch. Make your video a clean and concise showcase of what you are all about. We want to see you articulate why you want and need this opportunity. Share with us your strengths, but also share some of your skills gaps; this demonstrates the ability for self-analysis.
- Speaking directly to us makes your appeal more personal and gives a face to your prospective opportunity.
- Good audio is key. Take your video (or any audio recording) in a quiet space and try to eliminate white noise and static by using the controls in your video editing software. If anything is at all unclear, consider using subtitles.
- Take the pressure away. Imagine you're talking to 2 friends telling them about your hopes and dreams-and how you are going to get there. Some of the best pitches we have seen are people talking directly to camera on their couch.