

PROGRAM GUIDELINES –
MARKETING

MARCH 2010

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SCREEN AUSTRALIA



Australian Government

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MARKETING

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The guidelines for Screen Australia’s Marketing Programs remain largely unchanged since their introduction in July 2009, and it will be ‘business as usual’ for marketing support for the remainder of 2009/10.

However, a general review of the marketing programs is currently underway, taking into account industry feedback received last year, a reduced government appropriation and the changing market environment.

The review is intended to provide new management with an overview of the history of the programs. It will consider where streamlining may be applied in order to simplify the process, and will inform a strategic direction going forward.

Any amendments will be incorporated into the Marketing Guidelines for the 2010/11 financial year.

OVERVIEW

Screen Australia's goal is to contribute to the development of a vibrant, successful and dynamic screen industry which is responsive to audiences both in Australia and overseas.

Our marketing activities aim to assist Australian productions in reaching wider audiences, on any platform. In order to do this, we want practitioners to understand, consider and implement the marketing needs of a project from inception through development, production and distribution.

And we've designed funding programs we believe can achieve this.

Domestically we offer:

- **Theatrical P&A** – loans to enhance a film's marketing campaign and increase both audience and revenue.
- **Innovative Distribution** – grants to producers or distributors of features, documentaries or short films with alternative, non-traditional and/or innovative distribution and release strategies.
- **Market Escalator** – grants to stage workshops, masterclasses, seminars, conferences or special events to increase marketing, distribution and exhibition knowledge and skills. [No further applications being accepted for 2009/10.]
- **Broadening Audiences** – grants for film festivals, national touring programs, awards and screening programs that promote Australian productions to potential audiences and generate publicity for these productions and the people who make them. [No further applications being accepted for 2009/10.]

Internationally we offer:

- **Festival & Marketplace Travel** – grants to practitioners to attend a range of events.
- **International Festival Materials** – grants to enable creation of the screening and promotional materials required when films are selected to screen at key festivals.

These guidelines do not represent the full range of Screen Australia's marketing support activity, simply the programs to which the industry can apply for financial support.

These programs reflect our underlying philosophy – an integrated focus on audience and market awareness across the whole process from idea to screen. All projects receiving development or production funding will be tracked by the Marketing Department to ensure a viable and appropriate financing and marketing strategy is developed at suitable stages.

A fundamental component of Screen Australia's integrated approach and emphasis on the importance of marketing is the **quarantined marketing budget (QMB)**, which applies to projects with Screen Australia production investment. The concept of the QMB means that our contribution to the project's budget will include funds for marketing and promotional materials, which cannot be used to fund other production activities (see also *Definitions* on page 20).

Applications will be assessed by a minimum of two people with at least one being a staff member of Screen Australia. Industry specialists/peers may be used.

We will advise applicants of the success or otherwise of their application, providing a brief statement of reasons.

DOMESTIC PROGRAMS

THEATRICAL P&A

P&A support is designed to enhance the theatrical distribution and marketing of Australian films.

The fund is open to completed films that have a local distributor attached.

Funding is for activities commonly understood to come under the banner of 'P&A expenditure'.

It will not replace pre-existing investment but will add value to the confirmed investment made by the distributor.

Nor will this fund replace the quarantined marketing items in the budget of Screen Australia-financed productions, but should enhance the marketing, promotion and advertising of individual projects to increase audience potential and revenue.

The P&A fund is a commercial fund. Applications will be judged with regard to the revenue estimates provided by the applicants and will need to demonstrate that our funds will increase audience reach.

P&A support will be provided in one of two ways:

- through the **Major Release** support fund, for theatrical releases on more than 60 screens *or*
- through the **Revolving Cashflow** fund, for smaller releases and where our contribution may be a substantial percentage of the total P&A spend.

Details of each are set out in the Theatrical P&A application form.

Eligibility

Applications for the Theatrical P&A fund are not limited to projects produced with Screen Australia production investment.

All applicants and projects must meet the general eligibility criteria for Screen Australia funding in the Terms of Trade. The following specific eligibility requirements also apply (we may make exceptions to these at our discretion):

- Applications for funds must be made by the distributor of the film but must have the endorsement and involvement of the producer. The distributor must have a contractual commitment to the film and be a recognised theatrical distributor with an established track record in the field.
- The distributor must have already committed, or be planning to commit, a significant P&A investment in the film appropriate to the type of film and its perceived market potential. We will determine if this commitment is 'significant', based on our assessment of the film and knowledge of the market.
- Where the applicant already has a minimum P&A commitment, we will not subsidise their operations by providing funding to allow them to meet this commitment.
- Screen Australia will not provide funds retrospectively.

Available funding

Screen Australia funds are limited and approval of an application is not automatic. Demand regularly outweighs available funds.

The amount provided will be determined with regard to estimated gross box office, the proposed use of the funds and the strategy for the entire release.

Applicants are advised to contact Screen Australia staff to discuss their proposal before they submit their application.

Applications

Applications may be made at any time, at least 12 weeks prior to the proposed release date. Exceptions to this may be made at our discretion.

Application forms, including details of supporting materials required, can be found at www.screenaustralia.gov.au/marketing

Applications will be acknowledged within one week of receipt.

The turnaround for decisions will be in accordance with the nature of the application and the timeframe of the release. They may take three or more weeks from the date of receipt of the application.

Assessment process

Applications will be assessed by a minimum of two people with at least one being a staff member of Screen Australia. Industry specialists/peers may be used.

We will advise applicants of the success or otherwise of their application, providing a brief statement of reasons.

Assessment criteria

When assessing applications for this program, we will take the following into account:

- The quality and viability of the full release plan, marketing strategy and the detailed P&A budget supplied by the distributor.
- The realistic expectations of audience reach and the revenue estimates.
- The necessity of creating the requested materials – over and above the materials created using the Quarantined Marketing Budget – in regards to the campaign/strategy. This may include the possibility of exploiting ancillary and other opportunities aside from theatrical.

Each application will be assessed on its own merits. The level of the applicant's own investment will be taken as an indication of its own level of belief in and commitment to the film.

Terms of funding

Funding from the Theatrical P&A fund is recoupable on terms negotiated by Screen Australia with the applicant on a case-by-case basis.

Recoupment of Screen Australia funds is usually on a pro rata/pari passu basis. In general Screen Australia expects recoupment to be crossed against all rights and to be on reasonable commercial terms.

If not already required as part of a Production Investment Agreement with Screen Australia, funding recipients must deliver:

- six copies of the film once it is commercially available on DVD
- a mint-condition copy of the highest gauge created, to the National Film and Sound Archive.

INNOVATIVE DISTRIBUTION

This is a grant given to producers of completed feature films, documentaries and in some cases, short films, with alternative and innovative distribution and release strategies in Australia.

The purpose is to enhance the film's marketing, promotion and advertising to increase audience potential and revenue.

Films may have been produced without a sales agent or distributor and now require marketing and/or screening materials to exploit a specific commercial opportunity.

Proposals could include:

- commercial exploitation of a program through DVD release
- online campaign, ancillaries or other event platforms
- limited theatrical screenings that launch the project into a wider run on other media, *or*
- innovative research or the testing of new/alternative marketing or distribution strategies.

Proposals for a series of events to promote a film or multiple films will also be considered.

Projects which have secured a theatrical release (according to the definition on page 20) should apply via the Theatrical P&A fund.

Eligibility

All applicants and projects must meet the general eligibility criteria for Screen Australia funding in the Terms of Trade. The following specific eligibility requirements also apply (we may make exceptions to these at our discretion):

- Applications for these funds can be from either the producer or the distributor of the film. In either case, the applicant must have the right to distribute/exploit the film and the application made with the involvement and approval of the other party.
- Funds should ideally be sought within 6 months of the film's completion. Screen Australia will not provide funds retrospectively.
- If no distributor is attached, we will consider support for limited theatrical releases from applicants who have both a confirmed expression of support from at least two recognised first-release cinemas plus a viable marketing and distribution plan to be implemented by experienced marketing, exhibition and publicity practitioners.
- If the proposal is for an Australian DVD release and/or non-theatrical distribution, it is expected that the project will have the commitment of a recognised local distributor. Written confirmation of support from these companies must be provided with the application.
- Funding can be used for general P&A items associated with a theatrical release or DVD release campaign but should not replace the Quarantined Marketing Budget (see definition on page 20) in the budget of Screen Australia-financed productions.
- Applications for blow-ups to 35mm are not eligible.

Available funding

Applications can be for any amount up to \$40,000.

Due to the high demand for limited funds, we will direct the grant to costs associated with marketing and distribution materials and not to wages or overheads.

Applications

Applications may be made at any time, a minimum of 12 weeks prior to the proposed release date.

Application forms, including details of supporting materials required, can be found at www.screenaustralia.gov.au/marketing

Applications will be acknowledged within one week of receipt. Turnaround time for decisions is approximately three weeks from the date of receipt of the application.

Assessment process

Applications will be assessed by at least two people, with at least one being a staff member of Screen Australia. Industry specialists/peers may be used.

We will advise applicants of the success or otherwise of their application, providing a brief statement of reasons.

Assessment criteria

When assessing applications for this program, we will take the following into account:

- The viability of the marketing strategy to be implemented by the distributor, and anticipated expectations of the commercial opportunity, including projected revenue and sales figures.
- The necessity and appropriateness of creating the materials detailed in the proposal's budget – particularly where these are in addition to materials created using the QMB or other required budget items such as study guides, closed captions, etc. We may request written quotes for items in the budget.
- The relevant experience and expertise of the team in exploiting the proposed opportunities.
- The cultural value of the proposal.

Note: Applicants should provide relevant revenue projections and a strategy for exploiting revenue opportunities. This is particularly important when proposing to produce web-based materials for educational markets.

Terms of funding

Innovative Distribution funding is in the form of a grant. Funding is not recouped by Screen Australia, but the applicant will be required to provide a written report detailing the expenditure and the outcomes of the funding.

Where funds are used to create delivery materials in new formats (HD, 35mm etc), applicants will need to provide a mint condition copy of the highest gauge and relevant documentation to the National Film and Sound Archive (NFSA).

MARKET ESCALATOR

Market Escalator provides finance for workshops, master classes, seminars, conferences or special events to increase marketing, distribution and exhibition knowledge and skills. These events will connect filmmakers with important local and international marketplace contacts, resources, trends and technologies.

Market Escalator events cater for both:

- less experienced practitioners, recognising their need to build skills, knowledge and contacts; *and*
- experienced professionals, recognising that, in a rapidly changing local and international industry, there is a need to continually upgrade skills and contacts.

Beyond our own activities, we welcome innovative proposals from external organisations and individuals who wish to develop and stage events with our funding support.

Proposals will need to include information on objectives, targeted participants and the intended outcomes for them, how participants will be selected, and proposed mentors, advisors and/or speakers, as detailed in the Market Escalator application form.

Successful applicants would create and release their own guidelines for the event where relevant.

Screen Australia will work to ensure that events are best placed through the year to maximise their effectiveness.

Eligibility

- All applicants and projects must meet the general eligibility criteria for Screen Australia funding in the Terms of Trade. The following specific eligibility requirements also apply (we may make exceptions to these at our discretion):
- The event must take place within Australia.
- Screen Australia will not provide funds retrospectively.

Available funding

Applications can be for any amount but must be supported by a budget.

Applications

No further applications are being accepted for this program in 2009/10.

Assessment process

Applications will be assessed by at least two people, with at least one being a staff member of Screen Australia. Industry specialists/peers may be used.

We will advise applicants of the success or otherwise of their application, providing a brief statement of reasons.

Assessment criteria

When assessing applications for this program, we will take the following into account:

- Demonstrated national relevance of the proposed event and evidence that it does not duplicate existing activities.
- Whether the event is well planned and achievable within the budget provided. Consideration will be given to financial and corporate governance, and evidence of strategic partnerships that maximise sponsorship or other support from private and/or other government sources (both cash and in-kind support).
- Whether the event provides a good opportunity for increasing industry skills and knowledge as well as connecting Australian practitioners with high level international marketplace contacts, resources, trends and technologies.
- Whether thorough consideration has been given to marketing, promotion and target audience.
- The capability, experience and relevant track record of the applicants and their proposed team (including, where relevant, previous project acquittals).

Terms of funding

Funding through this program is for one year only. Receipt of funding should not lead to any expectation of continued assistance from Screen Australia.

Funding is in the form of a grant and is not recouped by Screen Australia. Recipients will, however, be required to provide reports as set out in their funding agreement.

BROADENING AUDIENCES

This fund aims to promote Australian productions to potential audiences and generate publicity for these productions and the people who make them.

Funding is provided to film festivals, national touring programs and screening programs and to major, standalone national awards events.

Our aim is to:

- promote Australian films to Australian audiences
- develop exhibition opportunities
- provide increased audience access to curated screen programs
- provide opportunities for critical debate and analysis of screen content
- provide opportunities for the wider Australian community, including regional Australia, to access a diverse range of screen programs
- recognise excellence and achievement in the film, television and interactive digital media production industry
- support the marketing needs of Australian films, while promoting the national industry and its practitioners.

Screen Australia will work to ensure that events are best placed through the year to maximise their effectiveness.

Eligibility

All applicants and projects must meet the general eligibility criteria for Screen Australia funding in the Terms of Trade. The following specific eligibility requirements also apply (we may make exceptions to these at our discretion):

- The event must take place within Australia.
- Screen Australia will not provide funds retrospectively.
- Preference will be given to established programs and events (that is, those that have been operating for three years or more).

Available funding

Applications can be for any amount but must be supported by a budget.

Assessment process

Applications will be assessed by a minimum of two people, with at least one being a staff member of Screen Australia. Industry specialists/peers may be used.

We will advise applicants of the success or otherwise of their application, providing a brief statement of reasons.

Applications

No further applications are being accepted for this program for 2009/10.

Assessment criteria

When assessing applications for this program, we will take the following into account:

- Clearly identified outcomes that contribute to the aims of this program. Applicants should articulate how the event will complement and profile Australian films nationally and/or internationally.
- Demonstrated national relevance of the event and how it does not duplicate existing activities.
- Whether the event is well planned and achievable within the budget provided with consideration to financial and corporate governance, and evidence of strategic partnerships that maximise sponsorship or other support from private and/or other government sources (both cash and in-kind support).
- Whether thorough consideration has been given to marketing, promotion and target audience.
- The capability, experience and relevant track record of the applicants and their proposed team (including, where relevant, previous project acquittals).

Terms of funding

Funding through this program is for one year only. Receipt of funding should not lead to any expectation of continued assistance from Screen Australia.

Funding is in the form of a grant and is not recouped by Screen Australia.

Recipients will, however, be required to provide reports as set out in their funding agreement.

INTERNATIONAL PROGRAMS

FESTIVAL & MARKETPLACE TRAVEL

This program acknowledges that through regular travel to markets, festivals and conferences Australian filmmakers can develop international relationships and familiarise themselves with global trends in audience tastes and emerging technologies.

Practitioners can apply for grants to attend:

- international film festivals
- international markets
- digital media events
- international pitching forums/competitions and other special events.

A list of festivals, markets, pitching forums and events that will be considered for funding is on page 16.

Applications can also be made for exceptional opportunities that have arisen for a specific project or practitioner.

The intention is, in most cases, to finance the travel of the producer and director to attend international events. This is subject to the availability of funds and the relevance of each person's attendance at the specific event.

Eligibility

All applicants and projects must meet the general criteria in our Terms of Trade. The following specific eligibility requirements will apply for each type of event (we may make exceptions to these at our discretion):

General

- Proof of selection/invitation must be provided for all applications with the exception of travel to international markets.
- Disclosure of any hospitality offered by the event must be provided and any travel funding from state agencies must be listed.
- Screen Australia will take into account any travel funds provided by state agencies and the actual costs of travel from the applicant's current place of residence.
- Screen Australia will not provide funds retrospectively.

For festivals

- Directors and producers whose film has been selected for one of the international festivals listed on page 16 are eligible to apply. Preference will be given to projects selected to screen in key programming sections at these events.
- In exceptional circumstances, applications for travel will be considered for lead actors of films selected for Berlin, Cannes, Sundance, Toronto or Venice in a key programming section where there is significant evidence that the actor's attendance is required to assist with film publicity. The producer/sales agent should provide a letter of support outlining the benefit of the lead actor attending the festival. Other festivals or screenings may be considered in

exceptional circumstances, where funds are available. Specific materials relevant to the application may be requested from applicants when they seek these funds.

- Films can receive travel support for one festival only. Projects invited to a second A-list festival should discuss the possibility of support with Screen Australia. Decisions will be made on a case-by-case basis and dependant on available funds.

For international markets

- Funds are available for applicants with a range of experience.
- Producers must have a reasonable body of completed, produced and released work, commensurate with their level of experience, to showcase their talent and ability.
- Producers must have at least two active projects in development. In the case of more experienced producers, a slate of projects is preferable, at least one of which has secured 25% of its budget.
- This fund is not for completed projects selling at the market and does not support general market attendance. However, in exceptional cases and pending available funds, completed projects with marketplace attachments or a local distributor that are seeking international sales may be considered.
- Screen Australia may offer internship positions at major markets for emerging producers to attend from time to time. Look out for news of these opportunities on the Screen Australia website.
- Successful applicants may be asked to act as a mentor to one or more less-experienced producers attending the market. The mentor scheme aims to offer experience, information and support to producers with no prior market experience.
- Producers can receive only one travel grant in a 12-month period.

For international pitching forums and other special events

- Producers or producer/director teams whose projects have been invited to take part in one of the key international pitching forums/competitions and workshops listed on page 16 are eligible to apply.

For digital media events

Interactive digital screen content practitioners are eligible to apply:

- if their project has been invited to take part in one of the key international festivals or events listed on page 16,
AND
- they can identify specific professional development opportunities.

Practitioners must have at least two non-student credits in their relevant field.

For exceptional opportunities

For example when a producer, writer or director is nominated for an Academy Award, British Academy of Film and Television Arts (BAFTA) Award or an International Emmy.

- The program or practitioner must have achieved a level of international recognition that would warrant travel to an event that is not included on the eligible events list.

- A new event or an event not included on our list may become eligible if it has grown in significance and may offer unique professional development opportunities, as well as be exclusive in its selection process, warranting the attendance of a practitioner whose program is selected to screen there. However, the practitioner must be experienced and capable of delivering adequate market intelligence, enabling evaluation of the event for future travel grant consideration.

Available funding

- **For festivals:**
 - Selection into Cannes Film Festival – \$7,000
 - All other eligible festivals – \$5,000
- **For international markets**
 - MIPCOM, MIPTV Kidscreen – \$6,000
 - Cannes Film Market – \$7000
 - All other eligible markets – \$5000
- **For international pitching forums/co-production workshops**
 - Hong Kong Asia Film Finance Forum (HAF) and the Pusan Promotional Plan –\$4000 for producer, \$6000 for director/producer teams
 - all other eligible events – \$5,000 for producer, \$7,000 for director/producer teams
- For digital media events
 - Content360 – \$6000
 - all other eligible events – 4,000
- For exceptional opportunities
 - all eligible events – \$4000

Deadlines for applications

Applications can generally be made at any time at least five weeks before the event.

However, deadlines apply in cases where a large volume of applications is expected. For the following key markets, please submit your application by the date specified on the Screen Australia website:

Applications will be acknowledged within one week of receipt.

Decisions will be made within 2–4 weeks of receipt of the application or in accordance with event deadlines.

Applications for international markets and pitching forums will be assessed competitively, with final decisions being advised no less than two weeks before the event.

Details of application materials can be found in the application form at www.screenaustralia.gov.au/marketing

Assessment process

Applications will be assessed by at least two people, with at least one being a staff member of Screen Australia. Industry specialists/peers may be used.

We will advise applicants of the success or otherwise of their application, providing a brief statement of reasons.

Assessment criteria

When assessing applications for this program, we will take the following into account:

- The strength of argument put forward and the relevance of attendance for each person included in the proposal. This should include expected outcomes and how they may be achieved.
- For attendance at markets, Screen Australia will assess the suitability/viability of the producer's project slate, their marketing and financing strategy and their proposed meetings.
- The strength of the applicant/team's profile, including relevant and recent credits and industry experience and their experience pertinent to the market, festival or event. Where appropriate, Screen Australia will also consider the benefits to the applicant's career and the professional development opportunities from attendance at the event.
- The event itself and its standing within the international arena. Where applicable, the status of the section/forum into which a project or person has been invited will be taken into consideration.

Note: Applications from less experienced applicants will be enhanced if they are able to secure a market mentorship with an established producer; however, this is not a requirement.

Terms of funding

Funds for Festival & Marketplace Travel are provided as a grant and are not recouped by Screen Australia. Recipients of travel grants are required to provide a written report detailing the outcomes of the funding.

ELIGIBLE EVENTS

Following is a list of festivals, markets, pitching forums and events that will be considered for funding. Selection of a project into a festival or market does not guarantee support and approval is dependent upon the competitive strength of the application and the availability of limited funds.

- ACE, France
- AFI Digital Content Lab, LA
- AFM (American Film Market)
- Annecy International Festival of Animation, France
- BAVC Producer's Institute for New Media technologies, United States
- Berlin – Festival/EFM/Co-Production Market, Germany (NB: Short film applications will only be considered where official festival selection applies)
- Cannes – Festival/Marché du Film/L'Atelier, France (NB: Short film applications will only be considered where official competition section applies)
- Clermont-Ferrand Short Film Festival, France
- CONTENT 360 Pitching Competition, France
- Digital Hollywood, United States
- European Media Art Festival (EMAF), Germany
- Guangzhou Documentary Film Festival, China
- HAF – Hong Kong-Asia Film Financing Forum
- History Makers, New York
- Hot Docs – Festival/Forum, Toronto
- IDFA – Festival/Forum, Amsterdam
- imagineNATIVE, Toronto
- International Animation Festival Hiroshima, Japan
- International X/Media/Lab (where held outside Australia).
- KidScreen, New York
- MIPCOM, France
- MIPTV, France
- nextMEDIA, BANFF
- Nyon International Documentary Festival, Switzerland
- Open Video Conference, New York
- Ottawa International Animation Festival, Canada
- Power to the Pixel, London
- Pusan – Festival/Promotion Plan, Korea
- Rotterdam – Festival/CineMart/Lab, The Netherlands
- San Sebastian International Film Festival, Spain
- Sheffield International Documentary Festival, UK
- South by Southwest (SxSW) – Festival/Interactive Fest, United States

- Strategic Partners, Halifax
- Stuttgart International Festival of Animated Film, Germany
- Sundance Film Festival, United States
- Sunny Side of the Doc, France
- Telluride Film Festival, United States
- Toronto – Festival/IFF, Canada
- Transmediale, Germany
- Tribeca Film Festival, United States
- Venice International Film Festival, Italy (NB: Short Film applications will only be considered where selection for Corto Cortissimo applies)
- Wildscreen Festival, UK
- World Congress of Science & Factual Producers (when held outside Australia)
- Yamagata International Documentary Festival, Japan

INTERNATIONAL FESTIVAL MATERIALS

When Australian films are selected to screen at key international festivals, the producer can apply for funds to contribute to the making of materials required for the screening and promotion of the film.

These might be print/dubs, audio enhancements, publicity materials, dubbing/subtitling, release scripts, and other costs associated with festival marketing including, where appropriate, publicist fees and international advertising.

Eligibility

All applicants and projects must meet the general eligibility criteria for Screen Australia funding in the Terms of Trade. The following specific eligibility requirements also apply (we may make exceptions to these at our discretion):

- International Festival Materials support is available to the producer(s) of completed feature films, short features, short films, documentaries, animation and cross-platform digital media projects that have been accepted into a key international festival (listed below). Written confirmation of festival acceptance must be provided.
 - Annecy International Animated Film Festival
 - Berlin International Film Festival
 - Cannes Film Festival
 - Clermont-Ferrand Short Film Festival
 - Hot Docs International Documentary Festival
 - International Animation Festival Hiroshima
 - IDFA – International Documentary Festival, Amsterdam
 - Sundance Film Festival
 - Toronto International Film Festival
 - Venice International Film Festival
- International Festival Materials support is only available for world/international premiere festival screenings. Preference will be given to projects selected to screen in key programming strands (with a preference for Competition strands) at the international festivals listed above.
- Applications for blow-ups to 35mm/formats for superior digital cinema standard will only be accepted if the film is accepted into competition in the festival and the screening venue does not screen digital media.
- An applicant must be the producer of the film. It is expected that the producer will work with the international sales agent of the film in producing the required materials.
- Cost of travel to the festival can be sought via the Festival & Marketplace Travel program (page 16).
- Screen Australia will not provide funds retrospectively.

Available funding

Applications can be for any amount up to \$30,000.

- Funding is not automatic on acceptance into an international festival. Demand consistently outweighs the availability of our funds. We will carefully assess the amounts requested and may reduce them to cover what is, in our opinion, necessary.

- Reasonable administrative costs may be included in the budget.

Due to the high demand on limited funds, we will direct these funds to the costs associated with marketing and distribution materials and not to wages.

Applications

Applications may be made at any time, and will be acknowledged within one week of receipt.

Turnaround time for application decisions is approximately two weeks from receipt of the application or in accordance with the event deadlines.

Details of application materials can be found in the application form at www.screenaustralia.gov.au/marketing

Assessment process

Applications will be assessed by at least two people, with at least one being a staff member of Screen Australia. Industry specialists/peers may be used.

We will advise applicants of the success or otherwise of their application, providing a brief statement of reasons.

Assessment criteria

When assessing applications for this program, we will take the following into account:

- The necessity for the requested items either as festival requirements or the opportunities the materials might advance at the festival.
- The long-term opportunities for the filmmakers that might arise as a result of the screening of the film at a particular festival.
- The event itself and its standing within the international arena. Where applicable, the status of the section/forum into which a project has been invited will be assessed.

Terms of funding

International Festival Materials funding is in the form of a grant and is not recouped by Screen Australia. However, the applicant will be required to provide a written report detailing the outcomes of the funding.

Where funds are used to create delivery materials in new formats (HD, 35mm etc) applicants need to provide a mint condition copy of the highest gauge created and all relevant documentation to the National Film and Sound Archive (NFSA).

DEFINITION OF TERMS

What is the Quarantined Marketing Budget (QMB)?

Screen Australia-funded feature projects are required to include the cost of specific marketing and promotional materials in their production budgets.

Funds for these items are part of Screen Australia's investment in the project. These funds are quarantined and cannot be used to fund other production or post-production activities.

When used to create materials in which the copyright is held by an Australian resident entity and the work is done on those materials before the film is completed, the expenditure may be QAPE (Qualifying Australian Production Expenditure) for the purposes of the Producer Offset.

What is a broadcast credit?

A broadcast credit is a credit on a production that has screened on a free-to-air or pay television channel in Australia or internationally. Community television is not considered an eligible broadcast credit.

What is a theatrical release?

For the purposes of these guidelines, a theatrical release means a film has been publicly exhibited for paid admission in a commercial cinema for a run of at least 7 consecutive days, in a minimum of three Australian cities, including Sydney and Melbourne, with an evening session in the first week. (Note: evening screenings are not required for children's films.)

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