



Australian Government

SCREEN
AUSTRALIA

DRAFT PROGRAM GUIDELINES

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These guidelines should be read in conjunction with Screen Australia's Terms of Trade.

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OVERVIEW

Screen Australia's goal is to contribute to the development of a vibrant, successful and dynamic screen industry, which is responsive to audiences and provides an interpretation of Australian culture both here and overseas.

It aims to support Australian screen professionals in creating outstanding Australian content across a range of platforms. It also aims to support innovation throughout the industry.

Four main arms of development support are available:

- Single-project development programs for features, projects accepted into international script workshops, and documentaries;
- Talent Escalator programs including, targeted initiatives, industry internships and short film programs;
- Innovation Program; and
- Enterprise Program.

Single-project development provides project-specific development funding to experienced screen professionals. Generally, single-project development is for professionals with proven track records, working in teams. Less experienced filmmakers can access this program by partnering with eligible experienced colleagues.

The **Talent Escalator programs**, including targeted initiatives, industry internships, and short film programs, help practitioners take strategic steps in building their skills, their careers, and their slate.

Outstanding projects that emerge through Talent Escalator programs and which do not have Screen Australia development funds already attached to them may be given special consideration. This provides the opportunity to access single-project development funds notwithstanding that usual requirements may not be satisfied.

The **Innovation Program** focuses on digital media projects or projects that use innovative technology or form.

The **Enterprise Program** provides substantial funding over a three-year period to screen production companies with experienced principals who have identified opportunities to develop and expand their business. The program aims to support further growth of existing screen businesses, encourage new business partnerships and alliances, and support dynamic businesses to develop strong slates of projects. **Guidelines for the Enterprise Program are being reviewed in the light of the recent round of funding approvals and will be separately issued for comment before the end of 2009.**

We receive many more applications that we can support. Inevitably applications may be unsuccessful and applicants may be disappointed by this result. However, Screen Australia's decision is final.

Indigenous filmmakers may apply to any Screen Australia program, not only the funding programs of the Indigenous Department.

Screen Australia does not negatively discriminate on the basis of racial background, sexual preference, culture, language, gender, or physical or intellectual disability.

SINGLE-PROJECT DEVELOPMENT

Feature Development

Screen Australia's feature development funding program is open to projects of all genres, and to animation as well as live-action. Screen Australia is looking for striking and engaging storytelling that will connect with audiences.

Screen Australia generally requires the commitment of an experienced producer as part of the team, and that the application should come from the producer. This is in recognition of the producer's key role in providing creative guidance, financing and the overall strategy for the project. Writers, writer/directors and writer-director teams may apply for funding without a producer if they meet the eligibility criteria outlined below.

Less experienced producers must also have an experienced producer or executive producer committed to the project. In such cases the application may still be made by the less experienced producer and the rights may remain with them, or with them in conjunction with other key creatives.

Where an international executive producer is attached in order to satisfy eligibility requirements, strong consideration will be given to the nature of their involvement and their creative intentions.

Less experienced producers who do not wish to work with proven producing partners may access Screen Australia development support through its Talent Escalator programs.

Screen Australia invests in the development of projects which will enable a consistent flow into the marketplace of high-quality, diverse, audience-engaging scripts. Applications will be evaluated on creative merit, the team, and the potential for the project to reach an audience appropriate to its cost. The screenwriting craft and development plan are looked at closely.

Available funding

Applications can be for any amount up to \$50,000 per tranche, and may be made at any time.

In some circumstances Screen Australia may accept and pre-approve an application for multiple (up to three) tranches from producers with a proven, significant track record. Such an applicant will need to have had two films in Cannes, Venice, Berlin, Sundance or Toronto OR have produced two films that were an outstanding commercial success OR one film that has received an Academy Award. In such a case the applicant will not need to re-apply from tranche to tranche; however, a positive assessment of progress is required before the subsequent tranche of funding is triggered.

Matched funding: Projects that come with an offer of cash development funding from a genuine arm's length marketplace entity will automatically received matched funding up to \$50,000. (For the purposes of these guidelines, a marketplace entity is defined as an entity whose core business is the production, sales, distribution, exhibition or broadcast of feature films.)

Funding is for

A first or subsequent draft feature script, including, where appropriate:

- fees for writer, producer, director, development executive/script editor, digital media consultant, legal and/or department head,
- marketing strategy and pitch materials,
- plans for adjacent or multiplatform delivery,
- where applicable, casting, pre-visualisation work, financing or pitching costs, travel, production budgeting and scheduling expenses (however, the stage of project development will be looked at closely in such cases as these funds are not intended to provide gap financing in pre-production nor to fund explorative travel),
- cost of producing a short scene or other materials that enhance the likelihood of production.
- fee for first option or renewing of option but we do not fund retrospective option fees.

From time to time we may invite applicants to attach a script consultant or mentor to a project. In such a case Screen Australia may cover the cost of the consultant or mentor.

Eligibility

Recipients funded under the Enterprise Program may not be eligible to apply for this funding. They may, however, act as executive producer to a producer applying to this scheme.

Applications must be from a producer on behalf of a team involving at least a writer or writer/director.

The producer must be considered an ‘experienced’ producer, or must have an experienced producer or ‘experienced executive producer’ working with them (see definitions below). This is in recognition of the increased complexity of international film financing, and the need for market knowledge and financing skills on the producing team.

There are no special eligibility requirements for writers or writer/directors applying with an eligible producer.

However, in recognition of their level of experience and/or success, the following may apply for one tranche of development funding without a producer or executive producer attached:

- ‘proven’ writers and writer/directors,
- ‘proven’ directors in conjunction with a writer.

Their application must detail at what stage they plan to attach a producer, and subsequent applications must be made with an eligible producer on board.

Definitions:

- An ‘experienced producer’ is defined as having at least *one* credit as producer on:
 - a feature film or theatrical feature documentary that has been released

on a minimum of five commercial screens in one territory, OR
- a primetime broadcast miniseries or telemovie.

- An 'experienced executive producer' is defined as having at least *two* credits as producer or executive producer on:
 - feature films or theatrical feature documentaries that have been released on a minimum of five commercial screens in one territory, OR
 - primetime broadcast miniseries or telemovies.
- A 'proven' writer, director or writer/director is defined as having :
 - *one* credit in these roles on a feature that has been selected for Cannes, Venice, Berlin, Sundance or Toronto or has received an Academy Award nomination, or has been an outstanding commercial success, OR
 - at least *three* credits in these roles on features released on a minimum of five commercial screens in one territory, or primetime broadcast miniseries or telemovies (for writers, television credits should be as lead writer)

Screen Australia expects the option or rights to be held by the applicant, be they a producer, writer, writer/director or director, or by them in conjunction with other key creatives.

Where the applicant is a less experienced producer who has attached an experienced producer or EP, the option or rights may remain with the less experienced producer, or with them in conjunction with other key creatives.

Any commitment from Screen Australia will be subject to us sighting all rights agreements and being satisfied that they comply with industry standards. Applicants must establish clear chain of title to all works in development as a pre-condition of development funding. Screen Australia advises producers to have an option to acquire where possible sequel, prequel, remake, TV spin-off rights and all ancillary rights as these rights will be required at financing stage.

Further funding: Projects funded under this program may reapply for further development investment once they have fulfilled their delivery requirements. Further development investment will be considered in the light of the advancement of the project, momentum, marketplace attachment, producer's strategy, and the overall viability of the project. Applicants will be required to supply notes clearly articulating the changes.

Projects that are unsuccessful in applying for this program may only reapply if the project and application are substantially reworked. Projects that have two consecutive unsuccessful applications may no longer apply for this scheme.

Theatrical or feature-length documentary projects are not eligible under this scheme (see Documentary Development).

Applicants must also meet the general eligibility requirements set out in Screen Australia's Terms of Trade.

Assessment process

Applications will be assessed by a combination of Screen Australia executives and industry specialists/peers as required (a minimum of two readers at all times). Screen Australia 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, Screen Australia will take the following criteria into account:

- The strength and distinctiveness of the story
- The potential of the proposed project to reach its target audience
- The development notes, and the degree to which they articulate the issues to be faced in the next stage of development and outline the strategies to address them
- The quality of the writing and cinematic storytelling
- A successful track record of the producer, writer, and, where appropriate, the director and development executive or script editor; and the likelihood that their experience will advance the project;
- The viability of the project in terms of the development plan provided, estimated production budget and financing strategy.
- The strategic importance of the proposed expenditure to the quality and viability of the project.

Application materials

Applications must be made on the relevant Screen Australia application form, and include all supporting material listed on that form.

If you wish to apply for subsequent draft funding you will need to submit a new application and must include information clearly reflecting the advancement of the project.

Application timing

Applications can be received at any time. Turnaround time for application decisions is approximately eight weeks.

Terms of funding

Where Screen Australia provides development funds and subsequently invests in the production, its investment in the development phase will be added to the production financing amount and the total investment will be recouped in accordance with the terms of trade for production financing.

Funding recipients must deliver

- The negotiated delivery materials for which the funding was provided.

Applicants should be ready to commence work on the project should their application be successful and be able to deliver a draft within three months.

SINGLE-PROJECT DEVELOPMENT

International Script Workshop Support

This program is designed to support writers, writer/directors and producers who have been selected to participate in an international script workshop. Acceptance into the workshop does not automatically guarantee Screen Australia funding.

Available funding

Screen Australia will fund up to four international workshop placements per year. Up to \$25,000 per placement is available.

Funding is for

Support for the writer, writer/director, producer, or writer/producer who is participating in the workshop. Funding may cover the cost of registration, airfares, accommodation and other travel/living costs.

Eligibility

- Only individual writers, directors or producers may apply
- Individual applicants must have at least one produced credit in their respective role
- Applicants must:
 - have a draft or treatment (writers only) for a narrative feature film
 - have a written invitation from the workshop
 - be available to undertake the workshop.
- Previous development funding from Screen Australia or its predecessor agencies does not make the project ineligible. However, a project can only be funded once through this program.
- Funding cannot be retrospective.

Applicants must also meet the general eligibility requirements set out in Screen Australia's Terms of Trade; this includes having evidence of clear chain of title to the work in development.

Assessment process

Applications will be assessed by Screen Australia executives. Screen Australia 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, Screen Australia uses the following criteria:

- The skills, experience and track record of the applicant, and the quality of their previous work
- The quality of the writing and cinematic story telling evident in the project
- The potential of the project to reach its target audience
- The development notes, and the degree to which they articulate the issue faced by the next stage of development – the viability of the development plan
- The reputation and success of the workshop
- The strategic benefits of participation in the workshop
 - to the project and
 - to the applicant.

Application materials

Applications must be made using the relevant Screen Australia application form, and include all supporting material listed in the checklist on that form.

Application timing

Applicants are advised to submit an application well in advance of the workshop, allowing an eight-week turnaround for assessment.

Terms of funding

Funding is in the form of a grant.

Funding recipients must deliver

- A written report on completion of the workshop
- A further draft of the script incorporating development from the workshop
- An expenditure report accounting for the funding received.

SINGLE-PROJECT DEVELOPMENT

Documentary Development

Screen Australia's documentary development funding program is primarily for experienced documentary makers seeking development for outstanding projects that will connect with audiences in Australia and internationally.

The documentary development program is open to experienced individuals or teams.

Projects that have written expression of marketplace interest or commitment will be viewed favourably.

Available funding

Applicants may apply for any amount up to \$40,000 and may apply at any time.

Matched funding: Projects that come with an offer of cash development funding from a genuine arm's length marketplace entity will automatically receive matched funding up to \$40,000. (For the purposes of these guidelines, a marketplace entity is defined as an entity whose core business is the production, sales, distribution, exhibition or broadcast of feature films.)

Funding is for

Development of half hour, one hour, feature-length or theatrical documentaries, or documentary series:

- Research and development of a concept
- Treatment
- Script writing
- 'Time-critical' shooting (shooting at short notice of time-critical material integral to the success of a project, in order to attract finance)
- Strategic shooting and/or editing to attract marketplace development or production finance
- Marketing and pitch materials including plans or elements for multi-platform delivery
- Producer fees, director's and writer's fees, and where applicable, participants' fees, research, financing, travel, production budgeting and scheduling expenses

The particular elements for which funding is requested, and the amount requested, will be evaluated against the project's stage of development and financing strategy.

Eligibility

- Applications may be made by individuals or teams
- An individual applicant must have at least three broadcast documentary credits (half hour or longer) in their role of producer, director, or writer

- In the case of teams, either the producer or the director needs at least three broadcast documentary credits (half hour or longer) or a commercial theatrical release or screenings at IDFA, Hot Docs, or equivalent.
- Experienced practitioners in other genres may apply so long as either the producer or director has the required documentary credits
- Series applications must have written interest from a broadcaster

Screen Australia does not invest in the development of light entertainment, infotainment, current affairs, cooking, 'how to', sports, corporate, promotional, installation, community TV, educational or training programs.

Applicants must also meet the general eligibility requirements set out in Screen Australia's Terms of Trade.

Further funding: Projects funded under this scheme may reapply for further development investment but it would be conditional on **matching marketplace funds**, ie broadcaster(s), distributors, sales agents, and such applications will be considered in the light of the advancement and the overall viability of the project.

Assessment process

Applications will be assessed by a combination of Screen Australia executives and industry specialists/peers as required. Screen Australia 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, Screen Australia will take the following considerations into account:

- The strength and distinctiveness of the concept
- The potential of the project to reach its target audience (there will be a particular focus on this criterion in the case of feature documentary)
- A proven track record of the applicants and their ability to undertake the project, and the likelihood that their experience will advance the project
- The viability of the project in terms of the development plan provided, estimated project budget, financing strategy, and the likelihood or potential of the project to attract further development or production finance after this stage of development
- The quality of the materials submitted, the appropriateness of the proposed development strategy and use of funds at this stage of development
- (In the case of applications for time-critical shooting) the rationale for shooting time-critical material and the degree to which the success of the film depends on the footage to be shot.

Application materials

Applications must be made on the relevant Screen Australia application form, and include all supporting material listed on that form.

Application timing

Applications can be received at any time. Turnaround time for application decisions is approximately eight weeks.

Applications for 'time-critical' shooting need to be clearly marked, and will be fast-tracked.

Terms of funding

Where Screen Australia subsequently invests in the production, its investment in the development phase will be added to the production financing amount and the total investment will be recouped in accordance with the terms of trade for production financing.

Funding recipients must deliver

- the negotiated materials for which the funding was provided.

TALENT ESCALATOR PROGRAMS

Professional development for practitioners with a range of relevant experience

The **Talent Escalator programs** help practitioners take strategic steps in building their skills, their careers, and their slate.

The programs cater for:

- less experienced professionals, recognising their career and project development requirements. The aim is to provide new practitioners with mentoring, market knowledge, and development and production expertise and
- experienced professionals, recognising that, in a rapidly changing local and international media landscape, they need to continually upgrade their skills and contacts as well as keep abreast of best practice.

To maximise the programs' diversity and effectiveness, Screen Australia works closely with State screen agencies and the industry to:

- proactively conceive and develop events and funding initiatives; and
- support innovative proposals from State agencies, other screen organisations and experienced practitioners.

The programs cover three areas:

- **Targeted initiatives** provide key development opportunities for producers, writers, directors, developers, digital media and game professionals by building their development and production skills. Guidelines for these initiatives are devised with partners, and are specific to the requirements of each program.
Current initiative: *Script Factory: Script Developers Initiative*
- **Industry internships** provide opportunities for practitioners to expand their range of experience and gain exposure to best practices in an international arena.
- **Short film programs** aim to strategically support the career trajectory of talented producers, writers and directors:
 - *Springboard short film initiative*
 - *Short Film Completion Fund*
 - *Short Animation Production.*

TALENT ESCALATOR

TARGETED INITIATIVES

Screen Australia continues its support of the professional development of the industry through a range of project and skills focused events and other initiatives.

These initiatives provide key development opportunities for producers, writers, directors and developers of various levels of experience, by building their development and production skills. They also provide practical experience to targeted teams or individuals in specific forms or genres by providing guidance or mentorship from leading industry professionals.

- Project-based initiatives are for writer, producer and director teams, as well as digital media and game practitioners working on specific projects.
- Skills-based initiatives include seminars, tutorials, forums, or networking events aimed at advancing specific skills using high-level industry professionals.

Guidelines are devised with partners, and are specific to the requirements of each initiative.

Current initiatives:

- Script Factory: Script Developers Initiative
- Raw Nerve: Screen Australia continues to support the production of short films by new practitioners through the Raw Nerve program. This program provides opportunities to new filmmakers to create short films in collaboration with the Screen Development Australia (SDA) network. Practitioners should contact their local SDA for details:
 - QPIX Ltd - Queensland - www.qpix.org.au
 - Metro Screen - New South Wales - www.metroscreen.org.au
 - Open Channel - Victoria - www.openchannel.org.au
 - Wideangle - Tasmania - www.wideangle.org.au
 - Media Resource Centre - South Australia - www.mrc.org.au
 - Film & Television Institute - Western Australia - www.fti.asn.au

Past initiatives:

- Serious Games, in partnership with ABC TV.

TALENT ESCALATOR: TARGETED INITIATIVES

Script Factory: Script Developers Initiative

Screen Australia recognises rigorous craft-based script development as an essential part of the feature filmmaking process. The foundation of good development is the ability to read and analyse a screenplay in order to ascertain its potential strengths as well as correctly identify the source of its weaknesses. As a stand-alone practice in Australia, the script developer role demands specific, tailored support from a number of experienced and relevant sources.

With a view to strengthening and advancing Australian screenwriting culture and its practitioners, Screen Australia is working with development training pioneer the UK Script Factory to assist promising script developers in honing their skills in a practical environment.

This initiative is aimed at those whose core professional commitment is to a development role.

What is it?

The initiative is based on a three-day workshop designed to enable individuals with high-level story analysis skills to focus on the nuts and bolts of script developing. Individuals apply to Screen Australia with demonstrated script development experience, or achievements in a strongly related role.

Participants are introduced to a structured approach of assessing scripts and preparing a development strategy. By examining produced screenplays and reading early work by new screenwriters, participants consider what makes a good screen story and learn to recognise screenwriting talent. This workshop focuses on how to translate the analysis into constructive feedback for writers so that the script report becomes the first stage of script development.

The workshop includes time for participants to prepare written work, on which they will receive feedback from the tutors.

Workshop preparation

Prior to the workshop participants are asked to read two produced screenplays and watch two films. These serve as examples throughout the course that can be referred to in detail.

In addition, participants are asked to read an unproduced screenplay and prepare a brief synopsis and some rough notes.

Fees

Successful applicants are not charged for attending the workshop.

Travel and accommodation expenses are reimbursed for participants who live outside the centre where the workshop is held, up to a maximum of \$800, on presentation of receipts.

Eligibility

Please note, this program is aimed specifically at educating professional developers and others whose core professional commitment is finding and working with screenwriters.

- Applicants must have demonstrated experience as a script editor, script developer or creative producer on narrative drama. References will be required to support this criterion.
- Applicants must be available to undertake the workshop.

Applicants must also meet the general eligibility requirements set out in Screen Australia's Terms of Trade.

Assessment process

Applications will be assessed by a combination of Screen Australia Development Managers and industry specialists as required. Screen Australia will advise applicants of the success or otherwise of their application, providing a brief statement of reasons.

Assessment criteria

Screen Australia will take the following considerations into account when assessing applications for this program:

- The skills, experience and track record of the applicant.
- The applicant's potential to apply their skills in a practical environment.
- The professional development benefits for the applicant.
- Clear evidence of the applicant's intention to work in a development role.

Application materials

Applications must be submitted using the relevant Screen Australia form, and include all supporting material listed in the checklist on that form.

Application timing

The first workshop was held in October 2009. Check the website for updates on application deadlines for 2010.

TALENT ESCALATOR

INDUSTRY INTERNSHIPS

Screen Australia recognises the value of practitioners gaining exposure to high-level practice in their chosen field. Such experience, whether in Australia or overseas, can help broaden outlook, hone specific skills and advance marketplace awareness as well as benefit the Australian industry more broadly.

Applicants must have a clear strategic plan for their proposed internship, and applications will be looked at closely for the benefits not only to the recipient but to the industry as a whole. This program is not intended to be a form of salary subsidy for the host company.

Available funding

Screen Australia will fund up to three industry internships per year. Up to \$25,000 per internship is available.

Funding is for

Support for writers, producers, directors, script editors, developers, animators and digital media practitioners who have a significant professional development opportunity in their area of expertise, such as a domestic or international internship with a high-level company or highly experienced practitioner; or to assist with costs during the internship.

Applicants may use the funds to do work overseas or within Australia.

An individual may only receive one Industry Internship (including any specific internships such as with Film4) from Screen Australia during their career.

Eligibility

- Only individuals may apply.
- Applicants must be a writer, producer, director, script editor, developer, animator or digital media practitioner who has at least one significant key creative credit in their chosen field of the attachment, and related success must be demonstrated.
- Applicants must have a written invitation from the host individual or organisation confirming the intern's duties during the internship and expected outcomes. Where the host is an individual and a production company is involved, the company's written consent is also required.
- Internships are not available for script development proposals.

Applicants must also meet the general eligibility requirements set out in Screen Australia's Terms of Trade.

Assessment process

Applications will be assessed by a combination of Screen Australia executives and industry specialists/peers as required. 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, Screen Australia uses the following criteria:

- The experience of the applicant as evidenced by previous work
- The quality of the proposed program of work, study or attachment
- The track record of the host individual and/or company
- The strategic career benefit to the applicant
- The potential wider benefits to the Australian industry

Application materials

Applications must be made using the relevant Screen Australia application form, and include all supporting material listed in the checklist on that form.

Application timing

Applications can be submitted at any time.

Terms of funding

Funding is in the form of a grant.

Funding recipients must deliver

- A written report on completion of the internship.
- An expenditure report accounting for the funding received.

Recipients may also be asked to participate in seminars or workshops to share their knowledge and experience with other practitioners.

INTERNATIONAL INTERNSHIPS

Screen Australia also intends to offer a number of special international internships each year, such as the \$70,000 Film4 Producer Internship offered in 2009/10.

Check the website for the latest details.

TALENT ESCALATOR: SHORT FILM PROGRAMS

Springboard: Short Film Initiative

Screen Australia is committed to galvanising the connection between short filmmaking and a feature film career. We recognise the importance of short films in raising marketplace interest around a first feature film.

Screen Australia's Springboard provides a one-of-a-kind opportunity for creative filmmaking teams to create a short film that speaks directly to their feature film script, providing a strong showcase into the marketplace.

Springboard will target outstanding teams one step away from making their first professional feature film, and assist them with defining, writing and producing a short film that is a creatively and professionally relevant calling card to their feature project.

Springboard is about career building for the long term, providing an essential stepping-stone in a professional filmmaking career path.

What is it?

The Springboard initiative comprises a two-stage development and production process, which takes place periodically over the course of six months. The process is designed to enable a team to create a short film from scratch. Teams who apply must have a feature film project in, or close to, final draft, towards which a short film script will be focussed.

The first stage of the process begins with a **script development workshop** to both conceive and plan a short film project that, while working as a stand-alone dramatic piece, speaks to the sensibility, creative ambitions and tone of the feature project. This is followed by continued support and mentoring whilst the teams write and refine the short film script.

Short film scripts are not required prior to the workshop, or as part of the submission process, as the short script will be created during the workshop.

Stage two of the development process is a hands-on **project development workshop** to road test the short film scripts. This workshop includes activities such as shooting sample scenes from the short, working with actors and director mentors, and getting advice from leading heads of department, to ensure a successful realisation. The workshop also includes marketing and career advice and assistance with strategies for taking the feature proposition to market.

Following the project development workshop, Screen Australia representatives select the three most promising short film projects to go into production, with a budget of up to \$120,000 per film.

Eligibility

Springboard is aimed at outstanding aspiring filmmakers with a demonstrable commitment to a professional feature film career.

Screen Australia selects six teams, comprising a producer in partnership with either a director and writer or a writer/director. The exact mix will be at our discretion.

- Only teams as described above can apply.
- The teams must have a feature film in development that is close to final draft.
- Directors are encouraged to work with writers, but writer/directors may also apply.
- Directors and producers must at least have one exceptional short film credit (including films made at film schools) in their respective roles.
- Directors with completed funded features or substantial television drama experience are not eligible. There is no upper limit on the experience of writers or producers, although applicants should be aware that the intention of the initiative is to develop emerging teams.
- Animation projects are not eligible for funding under this program. Short animation projects are funded under *Short Animation Production* (see www.screenaustralia.gov.au/animation)

Applicants must also meet the general eligibility requirements set out in Screen Australia's Terms of Trade.

Funding is for

The six teams initially selected will:

- attend both stage 1 and 2 workshops, with workshop costs covered by Screen Australia. Travel and accommodation expenses are reimbursed for participants who live outside the host city, up to a maximum of \$800 per person, on presentation of receipts.)

The three teams finally selected will:

- be supported for full production of their short films with a maximum budget of \$120,000 per film. Each film will be no more than 15 minutes in length, in line with major festival requirements.

Assessment process

Applications for this program, including the selection of teams whose short film will be funded for production, will be assessed by a combination of Screen Australia executives and industry specialists as required. Screen Australia will advise applicants of the success or otherwise of their application, providing a brief statement of reasons.

Assessment criteria

Selection of the six teams participating in the workshops will be based on assessment against the following criteria:

- The skills, experience and successful track record of each of the key principals and their ability to undertake the proposed project, as evidenced in previous work.
- The originality, strength and distinctiveness evident in the feature film script.
- The feature project's potential to reach its target audience.

- The professional development benefits for the key creative team.

From the teams participating in the workshop, selection of the three whose short film will be funded for production will be based on further assessment against the above criteria as well as:

- The team's capacity to deliver the short film project.
- The likelihood that production of the short film will significantly enhance the viability of the feature project.

Application materials

Applications must be made on the relevant application form, and include all supporting material listed in the checklist on that form.

Application timing

Check the website for 2010 deadlines.

Terms of funding

Screen Australia requires a credit for its support if a short film developed during the workshop stages is subsequently produced, with or without Screen Australia funding.

Screen Australia funding for the short films selected for production will be in the form of a grant, and no copyright interest will be required.

Funding recipients must deliver

All six teams must deliver a completed short film script and a report on the workshop experience.

The three teams who go on to produce the short must deliver DVD and Betacam copies of the completed film, plus related paperwork including an audit report and press kit.

TALENT ESCALATOR: SHORT FILM PROGRAMS

Short Film Completion Fund

Screen Australia's Short Film Completion Fund provides finance for distinctive and creatively ambitious short films that show outstanding potential but lack the funds to finish.

Screen Australia is committed to galvanising the connection between short filmmaking and a feature film career. We will favour the completion of shorts that have a clear professional development benefit and stand to showcase talent at local and international film festivals, as well as acting as a 'calling card' to promote longer-form opportunities for directors, writers and producers.

The Completion Fund will seek to target outstanding talent on a strong trajectory for making their first professional feature film.

Available funding

A maximum of \$40,000 is available per project.

Funding is for

- Post-production to completion on non-film formats, of one-off live action short films no longer than 15 minutes (for animation projects, see *Short Animation Production* www.screenaustralia.gov.au/animation).

Format: Films shot in any format can apply. We acknowledge that many filmmakers have access to crews and equipment that have allowed them to shoot their short film on 16mm or 35mm. However, our funds can only be used for a non-film finish. We encourage digital shorts that focus on script, direction and performance rather than 16mm or 35mm production values.

International Festival Materials (including 35mm blow-ups): Acceptance into some of the top-tier international film festivals may lead to the requirement for additional marketing and screening materials. Applications for such materials can only be accepted under Screen Australia's Marketing Program, and only then if the guideline conditions are met (see *International Festival Materials* at www.screenaustralia.gov.au/marketing).

Eligibility

- Only teams may apply.
- Directors with feature or substantial television drama experience are not eligible.
- Only films of 15 minutes and under will be accepted, in line with major festival requirements.
- Applicants must be able to provide a viable budget, post-production plan and strategy to reach delivery
- Animation projects are not eligible for funding under this program. Short animation projects are funded under *Short Animation Production*.

Applicants must also meet the general eligibility requirements set out in Screen Australia's Terms of Trade.

Assessment process

Applications will be assessed by a combination of Screen Australia executives and industry specialists as required. Screen Australia 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, Screen Australia uses the following criteria:

- The originality, strength and distinctiveness evident in a cut of the short film.
- The project's potential to reach its target audience.
- The professional development benefits for the key creative team.
- The skills, experience and successful track record of each of the key principals and their ability to undertake the proposed project, as evidenced in previous work.
- The viability of the proposed budget and post-production strategy and, where relevant, the strategy for raising the remaining finance.

Application materials

Applications must be made on the relevant Screen Australia application form, and include all supporting material listed on the checklist on that form.

Application timing

Applications must be received by close of business Friday 29 January 2010. Check the website for the 2010/11 deadline.

Terms of funding

Funding is in the form of a grant. Screen Australia will not require a copyright interest.

Screen Australia requires a credit for its support.

Funding recipients must deliver

DVD and Betacam copies of the completed film, plus related paperwork including an expenditure report and press kit.

TALENT ESCALATOR: SHORT FILM PROGRAMS

Short Animation Production

Screen Australia supports the production of short animation as a means of career progression for leading emerging animation talent, with particular emphasis on the director.

Screen Australia recognises the benefit of a professional approach to animation production, and encourages the team to have the support of an established animation studio, or at least a team with a division of labour that reflects industry best practice. Screen Australia also believes that short animation can be a strong opportunity for an established animation studio to progress leading internal creative staff.

Screen Australia appreciates the unique characteristics of animation production. It is labour-intensive, requires a special set of skills, and usually involves very long periods of production.

The Short Animation Production Program aims to support the production of animation projects which are original in subject matter and style. Such projects will further develop Australia's mainstream and commercial animation industry in the context of the rapidly evolving field of digital and visual effects.

Available funding

Applications can be for up to \$120,000 per project.

Funding is for

- One-off animations up to 15 minutes.
- Production or post-production.

Eligibility

- Only teams may apply.
- Screen Australia expects an application for funding to come from the producer.
- Directors are encouraged to work with writers, as is common in a professional environment.
- Directors and producers must have credits in their respective roles on at least one short film.
- Directors with completed funded features or substantial television experience are not eligible. However, there is no upper limit on the experience of writers or producers.

Applicants must also meet the general eligibility requirements set out in Screen Australia's Terms of Trade.

Assessment process

Applications will be assessed by a combination of Screen Australia executives and industry specialists as required. Screen Australia will advise applicants of the success or otherwise of their application, providing a brief statement of reasons.

Assessment criteria

Screen Australia will take the following considerations into account when assessing applications for this program:

- The originality, strength and distinctiveness of the idea and script, and the suitability of the animation style.
- The professional development benefits for the key creative team, in particular the director &/or animator.
- The skills and successful track record of each of the key principals and their ability to undertake the proposed project, as evidenced in previous work, and the quality of support from an established animation studio (if attached).
- The viability of the proposed budget and production or post production schedule and, where relevant, the strategy for raising the remaining finance.

Application materials

Applications must be made on the relevant Screen Australia application form, and include all supporting material listed on the checklist on that form.

Application timing

Applications will be accepted in one tranche. Check the website for the 2010 deadline.

Terms of funding

Funding is in the form of a grant. Screen Australia will not require a copyright interest.

Screen Australia requires a credit for its support.

Funding recipients must deliver

DVD and Betacam copies of the completed film, plus related paperwork including an expenditure report and press kit.

THE INNOVATION PROGRAM

Screen Australia encourages innovation and the incorporation of digital media throughout its programs.

Screen Australia's Innovation Program supports projects that are cutting edge and visionary, exploring new platforms and methodologies. The program's aim is to grow the skills, audience, and economic viability of the screen production sector, by backing striking examples of innovation in form and content in screen-based media.

The program encourages (but does not demand) the formation of multi-disciplinary teams that embody convergence between traditional media and digital media, or other disciplines, for example, factual and documentary specialists collaborating with web developers, or experienced screenwriters and directors working with game developers.

The Innovation Program also aims to assist Australian digital practitioners to develop their own IP, and help experienced traditional media producers to work with digital media practitioners to scope the viability of exploiting existing successful Australian IP on digital platforms.

Funding is for

The development and/or production of innovative, dynamic projects of any duration, format, or type, including, but not limited to, multi-platform and single-platform interactive media, interactive television, mobile phone and broadband content, online, PC, console and handheld games, applications and 'content drivers'.

Available funding

Development: Applicants may apply for up to \$30,000 per development stage, to be used to develop effective materials to trigger marketplace investment and, where appropriate, production finance.

Production: Applicants may apply for up to \$250,000 towards the total budget required for completion of a project, OR for the completion of a functioning prototype.

Marketplace commitment: Projects that have written expression of marketplace interest or commitment at the time of application will be viewed favourably. Commitment can be cash or in-kind. Screen Australia's production investment must ultimately be augmented by investment from third parties, except in the case of prototypes, where other funding is preferred but not essential. Whilst it is preferable, co-finance does not have to be sourced before applying to Screen Australia. However, Screen Australia funds will not be released until the full budget has been raised.

Specific advice for applicants

- Co-funding partners and/or marketplace investment may be sourced from private investors, telcos, hardware or software manufacturers, distributors, broadcasters, game publishers, portal managers or any other appropriate entities. Co-funding with State film agencies, other

government organisations, educational institutions or other partners is also encouraged.

- Any investment in the form of services and/or facilities must be provided by an established company that normally provides these services and facilities as part of its ongoing business. This facilities/ services company may be owned by the applicant(s). Internal services must not be charged at greater than market rates.

Eligibility

Applicants:

- Producers, teams or game studios may apply. Teams must have a producer attached.
- Key team members must have relevant credits in their chosen fields: for example, a filmmaker must have at least one project that has been theatrically released, broadcast on primetime national television, or screened at a recognised film festival; a game developer must have at least one produced and released game; and a web developer at least one major produced and released online project.

Applicants must also meet the general eligibility requirements set out in Screen Australia's Terms of Trade.

Projects:

This program generally does not support the production of cross-platform content associated with linear film and TV series where the producer has secured, or intends to apply for, Screen Australia production investment. In such situations, the cross-platform costs would need to form part of the applicant's overall request for production finance (see www.screenaustralia.gov.au/production).

- Content will not be considered innovative simply by virtue of using a certain delivery mechanism, but by how it utilises the features of that mechanism. For example, 'interactivity' must go beyond the 'point-and-click' ability to choose which order to engage with the content.
- This program does not support projects conceived primarily as ancillary marketing or promotional additions to existing non-interactive films or programs; i.e. companion websites. It also does not support projects or content in the areas of corporate communications, training or e-commerce.
- A low-budget project in any medium will not be considered innovative simply by virtue of the low budget.
- Predominantly art-based experimental projects are eligible to apply, but when applying for development will need to clearly outline a strategy for going from development to production.
- Educational projects must also demonstrate that they are innovative in content, approach and technology, and provide a professional development rationale for the applicant(s).
- Projects that are unsuccessful in applying for this scheme may only reapply if the project and application are substantially reworked. Projects that have two consecutive unsuccessful applications may no longer apply for this scheme.

Application and assessment process

Applications for **development funding** should be made on the Innovation Program Development Funding application form, and include all material specified on that form. Applications can be made at any time.

All applicants seeking **production funding** will in the first instance be required to submit an Expression of Interest (EOI) to help determine initial eligibility and suitability of the project in advance of necessarily preparing a comprehensive written application.

An Expression of Interest (EOI) will comprise:

- A completed EOI form
- A two-page document encapsulating the project, and summarising how it addresses each of the assessment criteria
- A full CV for each key team member

Upon review of the EOI by the Innovation Development Manager, all applicants will be contacted and advised of their eligibility to apply.

Eligible applicants electing to progress their application will be required, for assessment, to submit a list of materials specified by the Innovation Development Manager.

EOIs and applications will be assessed by a combination of Screen Australia executives and industry specialists/peers as required. Screen Australia will advise applicants of the success or otherwise of their application, providing a brief statement of reasons.

Assessment criteria

Screen Australia will take the following considerations into account when assessing applications for this program:

- The level of innovation in the chosen medium
- The potential of the project to provide ongoing benefits to the industry, such as through developing the team's skills, enhancing business sustainability, or growing audiences
- The potential of the project to connect with the target audience.
- The skills and experience of the applicants, and their capacity to undertake the project.
- The level and quality of marketplace attachments (ie private investors, telcos, hardware or software manufacturers, distributors, broadcasters, game publishers, portal managers or any other appropriate entities),
or
the capacity of the project to attract marketplace attachments to support further development or provide production finance.

In addition:

- Applications for **development funding** will also be assessed on the appropriateness of the proposed development strategy and use of funds at this stage of development.
- Applications for **production finance** will also be assessed on the feasibility of the project, taking into consideration the proposed budget,

finance strategy, market focus, technical specifications and audience reach.

Application timing

Applications for development funding can be submitted at any time; turnaround time for application decisions will be approximately eight weeks.

EOIs for production funding can be submitted at any time.

Terms of funding

Development funding is in the form of a grant.

Production funding is provided as a recoupable investment, with copyright and recoupment terms in accordance with the agency's Terms of Trade.

Where Screen Australia provides development funds and subsequently invests in the production, its investment in the development phase will be added to the production financing amount and the total investment will be recouped in accordance with the terms of trade for production financing.

Development funding recipients must deliver

- Final pitching materials such as paper-based scripts, game design documents, proposals or graphics on hard copy or via web-based presentations from an existing website.
- Where applicable, an electronic proof of concept (EPOC) or prototype.
- A revised strategy detailing how the development materials will be used to secure further development or production finance, and what the next stage might be.

Production funding recipients must deliver

- the negotiated materials for which the funding was provided.

PRODUCTION FINANCING

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OVERVIEW

Screen Australia aims to invest in a range of audience-engaging and culturally relevant programs including:

- feature films,
- television drama,
- children’s television drama and
- documentaries.

Screen Australia works with the industry to identify and fund quality projects but does not generally use the marketplace by itself as the key criterion for determining what to fund.

Applicants for production financing must satisfy the general eligibility requirements set out in Screen Australia’s Terms of Trade, including the requirement that projects have significant Australian content.

Indigenous filmmakers may apply to any Screen Australia program in addition to the funding programs of the Indigenous Branch.

Screen Australia does not negatively discriminate on the basis of racial background, sexual preference, culture, language, gender, or physical or intellectual disability.

Notional budget allocations for 2009/10

Screen Australia has in principle allocated a budget of \$60 million for investment in features, TV drama and documentaries in 2009/10. To assist in assessing the slate of projects to be financed for the year, this amount has been notionally distributed as follows:

- Features (including low-budget): \$24–\$28 million
- TV drama (adult and children’s): \$18–\$20 million
- Documentaries (including development): \$16.5 million

These amounts should be seen as a guide only. A range of factors will influence the ultimate allocation for a financial year, and Screen Australia reserves the right to redistribute funds across program categories or change the overall allocation as the need arises.

Application materials

Applications must be made on the relevant application form, and include all supporting material listed on that form.

Budgets

Format: Budgets must be presented in the A-Z Budget format, available from the Screen Australia website (www.screenaustralia.gov.au/a-zbudget). Fees should comply with industry norms. They will be considered in the context of the budget and track record of the personnel.

Budget allowances for marketing and cross-platform elements for all projects:

Screen Australia recognises the need for marketing and multi-platform digital program elements, and for these cross platform elements to be incorporated into a production budget from the outset. For feature films, an amount is set aside in the project’s budget as a quarantined marketing budget (QMB), which cannot be used to fund other production activities.

Budget allowance for delivery items:

Producers must budget for sales company deliverables and other delivery items as required.

Allowance must also be made for Screen Australia and NFSA delivery items.

Terms of Trade

Details of Screen Australia and NFSA delivery items, recoupment and other requirements are available in Screen Australia’s Terms of Trade.

Official co-productions

Projects approved as Official Co-productions are eligible for, but not automatically guaranteed of, direct Screen Australia support.

As co-productions have access to more than one domestic market, they must bring a higher level of genuine market attachment to the budget.

As well as satisfying all the normal criteria for Screen Australia production investment, the co-production partners must also secure acceptable offers to distribute or broadcast the project in each co-production territory from appropriate domestic distributors.

Theatrical documentary features

Documentary projects must be able to demonstrate a big-screen, visual quality, with clear cinematic potential in the concept.

Where this is not clear, projects will need to provide some compelling footage to suggest a theatrical release is warranted.

Projects will be assessed under the Feature Film Production Program guidelines.

Large-format programs

Screen Australia will consider large-format programs on a case-by-case basis under the Feature Film Production Program guidelines.

FEATURE FILM PRODUCTION

Screen Australia's Feature Film Production Program aims to assist the creation of a diverse range of successful Australian films that resonate with audiences.

The program is open to **low-budget non-Offset projects**, ie films with QAPE above and below the threshold of \$1 million, as well as to **Offset-eligible projects**. Where relevant, applications for **large-format projects** or **theatrical documentaries** can be made under this program (see page 32).

The program can also provide **post-production completion funding**.

Application timing

Applications for a Letter of Interest (see below) and for completion funding can be submitted at any time. Generally, Screen Australia intends to provide decisions within three months.

The Board will make decisions on Production Investment at up to four meetings each financial year. Deadlines relevant to each Board meeting are available on the website.

Application and assessment process

Screen Australia prefers that applications under the Feature Film Production Program go through a two-stage process.

Applicants are urged to first apply for a **Letter of Interest** in order to receive an indication as to whether or not Screen Australia is interested in supporting the project.

Following a successful application for a Letter of Interest, the producer can then secure the project's financial structure and apply for **production investment**.

Projects with complete financial structures do have the option of applying directly for production investment without first applying for a Letter of Interest. However, applicants who take this course of action risk spending significant time and resources only to find that the project is not one which finds support through the assessment process.

Assessment Committee: All feature films applying to Screen Australia for production funding – including those seeking completion funding – are assessed by a committee of Screen Australia executives and industry specialists as required.

External readers' reports: Screen Australia commissions external consultants to write reports for all feature film projects applying for funding. Applicants will be advised of the name of the consultants used on a regular basis in order to avoid any serious conflicts of interest. However, the name of the script consultant used on particular projects will remain confidential.

Application for a Letter of Interest

A Letter of Interest is an indication to the producer and the marketplace that, subject to finalisation of an acceptable creative and financial proposal, Screen Australia is interested in supporting the project. However, it is not a commitment from Screen Australia to invest in the project.

Producers are strongly urged to apply for a Letter of Interest for a project as soon as the required market attachments are in place (see below), and the film's creative elements are as strong as possible. The Letter of Interest can be an effective tool to help the producer finalise the project's finance plan in the marketplace.

To be able to apply for a Letter of Interest, the producer must have:

- An acceptable level of proposed Screen Australia investment (see Level of Funding below) and
- The following **market attachments**:
 An offer to theatrically distribute the project in Australia (including basic commercial terms) from an appropriate domestic distributor;
or
 An offer to be the Rest of World sales agent for the project (including basic commercial terms) from an appropriate sales agent;
or
 Firm letters of interest to acquire the rights to the project from both a domestic distributor and Rest of World sales agent, both of which must be appropriate for the project.

The Assessment Committee will consider applications against the assessment criteria and decide whether to present projects to the Board for further consideration. Screen Australia will advise applicants of whether or not their project will be presented to the Board, providing a brief statement of reasons. If the Committee decides not to put a project forward to the Board it cannot be reconsidered for 12 months from the date of consideration.

The Board will then decide whether to grant projects a Letter of Interest, with the following conditions:

- If an application for a Letter of Interest is rejected, the project cannot be reconsidered for 12 months from the date of consideration;
- If a decision is made to offer a Letter of Interest, that letter remains valid for 12 months.

Application for production investment

To be able to apply for production investment the producer must demonstrate that, subject to the approval of Screen Australia funding, the project has a complete finance plan, which must include (but is not limited to):

- An acceptable offer to theatrically distribute the project in Australia (including basic commercial terms) from an appropriate domestic distributor; and

- An acceptable offer to be the Rest of World sales agent for the project (including basic commercial terms) from an appropriate sales agent; and
- An acceptable level of Screen Australia investment (see Level of Funding below).

The Assessment Committee will consider applications against the assessment criteria and decide whether or not to present projects to the Board for further consideration.

Where the Committee rejects an application for production investment and the project does not have a Letter of Interest, the project cannot be reconsidered for 12 months from the date of consideration.

If the rejected application is for a project which does have a Letter of Interest, it can be reconsidered by the Committee inside the 12-month period if, in the opinion of Screen Australia management, sufficient improvements to the project have occurred. Otherwise, such projects cannot be reconsidered for 12 months.

The Board will decide whether or not to approve projects presented to them by the Committee for production investment, with the following conditions:

- If a project is approved by the Board, applicants will receive a Letter of Offer detailing the level of Screen Australia's commitment and the timeframe of the offer (usually six months), as well as any applicable conditions.
- If a project is not approved by the Board, the project can only be re-submitted if and when, in the opinion of Screen Australia management, circumstances have materially changed.

Assessment criteria

Screen Australia will take the following into account when considering projects:

- The project's potential to reach its intended audience according to: (i) whether or not there is a clearly identified target audience for the film; (ii) the marketing and distribution strategy for Australia; (iii) the international distribution strategy; and (iv) the cross platform strategy.
- The creative team responsible for the project (producer, director, writer) according to: (i) their track record – past successes, relevant experience and achievements; and (ii) their demonstrated creative, technical and managerial capacity to deliver the project.
- Creative potential for the project according to: (i) the strength and distinctiveness of the idea and its cultural merit; (ii) the quality and readiness of the script; (iii) the creative team's vision for the film; and (iv) the proposed cast and heads of department.
- The project's commercial potential according to: (i) the financing and distribution arrangements in Australia and internationally; (ii) the budget in relation to projected returns; and (iii) Screen Australia's recoupment position.
- The project's viability according to: (i) the appropriateness of the budget size given the stated goals and vision for the project, the experience of

the creative team and the level of marketplace attachments; (ii) the viability of the proposed financing structure and production schedule.

Applicants may be interviewed by members of the Committee to assist with assessment of the project.

Other factors, including availability of funds and diversity of slate, may also contribute to Screen Australia's funding decisions.

Level of funding

Screen Australia will not generally invest more than \$2.5 million in a single feature film, and will not exceed this threshold other than in exceptional circumstances. Limits also apply to the level of funding as a proportion of the project's budget; these are set out in Screen Australia's Terms of Trade.

Budget notes

Screen Australia, in consultation with the completion guarantor, where applicable, will examine a producer's schedule and budget to ensure that the production values in the script can be realised. Screen Australia will require access to the quotes and costings that support the budgeted amounts.

Budgets must be presented in the A-Z Budget format, available from the Screen Australia website (www.screenaustralia.gov.au/a-zbudget).

The cost of production, both above and below the line, should reflect the level of recoupment that the project can reasonably expect to earn.

Fees should comply with industry norms. They will be considered in the context of the budget and track record of the personnel.

Screen Australia reserves the right to look at the whole package, including budget and target audience, in determining whether individual above-the-line fees, including cast fees, are appropriate.

Screen Australia will have approval over any variation in budget items that are exclusions under the completion guarantee (eg, music, cast and all above-the-line items).

The budget should include the following:

- Production company overheads to be calculated as five per cent of the total of the company's total film expenditure on the project, or A\$500,000, whichever is the lesser amount.
- Development costs breakdown including any development funds, general development investment (GDI) or producer fellowships from state agencies, Screen Australia or its predecessor agencies, and state agency administration fees (if applicable).
- Publicity during production;
- Foreign currency hedging mechanism to allow for currency fluctuations where applicable;
- The cost of captioning for theatrical release and DVD (Screen Australia requires that feature films it finances be captioned to provide access for the hearing impaired);

- Allowance for Screen Australia and NFSA delivery items;
- Marketing and promotional materials comprising the 'quarantined marketing budget' (QMB). This includes (but is not limited to) budgeted amounts for:
 - trailer
 - poster key art;
 - EPK/DVD materials;
 - cross-platform elements;
 - the cost of a test screening.
- Any other applicable delivery items

If producers have any questions when preparing a budget, they should contact Screen Australia's Sydney or Melbourne offices.

Post-production completion funding

Projects seeking post-production funding must apply using the Production Investment application form and are assessed in the same way as applications for production investment.

TELEVISION DRAMA

Screen Australia supports the development of a creative and highly skilled Australian production industry supplying culturally relevant Australian content in a competitive commercial context.

The Television Drama Program assists in the production of high-quality adult drama, providing a diverse range of high-quality Australian programs to audiences both here and overseas.

Application timing

Screen Australia intends to allocate TV drama funds across the financial year in three tranches. Check the Screen Australia website for deadlines.

Eligible projects

Screen Australia will finance the following categories of adult drama under this program:

- mini-series up to 13 hours in length;
- single telemovies (including telemovie pilots);
- telemovie packages of up to three telemovies;
- animated mini-series of up to 13 episodes, each not less than a half hour in length.

Subsequent series or telemovie packages will only be financed where the percentage and quantum investment by Screen Australia is substantially lower than for the previous program.

Before Screen Australia will invest in a subsequent mini-series or telemovie, the first mini-series or telemovie must have been launched at a major television market and secured acceptable international sales.

Screen Australia expects key creatives (producer, writer, director, director of photography, editor) to be sourced from the freelance market and not from the staff of a free-to-air or pay television channel. In addition, Screen Australia will not finance drama where the project has been developed by a broadcaster and sub-contracted at a later stage to a producer.

Marketplace attachments

Screen Australia encourages producers to pre-sell their television projects in as many territories as possible.

(a) General

Screen Australia requires a local presale for Australian free-to-air or pay television rights for all drama programs. In regards to the presale:

- the floor price licence fee (see below) may not include an equity component for the broadcaster;
- Screen Australia will not agree to the inclusion of pay television or exclusive satellite rights as part of the domestic free-to-air television licence fee;

- Screen Australia will not agree to the inclusion of New Zealand as part of the floor price licence fee.

In addition to the local presale, Screen Australia will require a sales agent for ROW to be attached on all projects financed under this program.

(b) Mini-series

Screen Australia will expect a local free-to-air or pay television presale of not less than 30% of the budget, with a floor price of not less than \$400,000 per hour. It will also expect a percentage of the budget, to be agreed upon, by way of a substantial presale/advance against ROW, and/or equity investment.

In the case of longer mini-series – nine to 13 hours – Screen Australia will only invest where the production budget is a minimum of \$800,000 per hour. The terms for any sequels or spin-offs are detailed in terms of trade.

(c) Telemovies

One-off telemovies (including pilots) and telemovie packages

Screen Australia will expect a local free-to-air or pay television presale of not less than 35% of the budget, with a floor price of \$400,000 per hour, or part thereof. It will also expect a percentage of the budget, to be agreed upon, by way of a substantial presale/advance against ROW, and/or equity investment.

Screen Australia will only invest in a pilot if satisfied that the script is written as a self-contained story capable of being marketed as a 'stand alone'. The terms on which Screen Australia will participate in revenue from any sequel or spin-off series are detailed in terms of trade.

(d) Higher-budget productions

Where the budget of a mini-series or telemovie exceeds \$2 million per hour, the minimum percentage licence fee required by Screen Australia from the domestic free-to-air or pay TV network will be negotiated on a case-by-case basis. However, the required licence fee will generally be at least \$600,000 per hour.

(e) Animation

The terms and conditions for investing in animated programs will be the same as for live action television dramas (see above).

Assessment and level of funding

Screen Australia will not generally invest more than \$2.5 million in a TV drama project, and will not exceed this threshold other than in exceptional circumstances. Limits also apply to the level of direct funding as a proportion of the project's budget; these limits are set out in Screen Australia's Terms of Trade.

Screen Australia welcomes an entrepreneurial approach by producers, and will consider a diversity of financing streams including equity investment and distribution guarantees.

Further, in order to maximise production levels and diversity of slate, Screen Australia encourages producers to secure as much non-Screen Australia finance as possible.

When assessing applications for a particular tranche of funding, Screen Australia will therefore prioritise projects which have the lowest contribution from Screen Australia as a proportion of the budget.

If there are insufficient funds to meet demand from eligible projects with the same level of Screen Australia contribution, Screen Australia will take the following additional considerations into account:

- i. strength of the marketplace (ie level of co-finance excluding Screen Australia and the state agencies);
- ii. recoupment potential;
- iii. level of subordination of Screen Australia investment;
- iv. successful track record and capacity of the creative team;
- v. readiness of script (applicants must submit a completed script signed off by the network, subject to revisions and polishes; mini-series of eight hours or more should submit at least four episodes of completed scripts);
- vi. diversity of slate (ie. diversity of genre and format).

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

LOW-BUDGET DRAMA PROGRAM

The Low-budget Drama Program aims to provide the opportunity for producers to create distinctive drama series for television and/or digital distribution.

Application timing

There is only one funding round per financial year. Applicants should refer to the Screen Australia website for relevant details.

Eligible projects

Projects must have a letter of interest or commitment from at least one of:

- a free-to-air television broadcaster;
- a pay television broadcaster; or
- a recognised and appropriate entity which will communicate the series to the public (eg. a mobile phone company or social networking site).

Projects can be a drama series of any genre and can also be aimed at any audience, including adult, youth, family and mainstream.

Screen Australia does not fund the production of television light entertainment, community television or educational programs. Low-budget feature films or short films are not eligible for funding under this program.

Screen Australia expects key creatives (producer, writer, director, director of photography, editor) to be sourced from the freelance market and not from the staff of a free-to-air or pay television channel. In addition, Screen Australia will not finance drama where the project has been developed by a broadcaster and sub-contracted at a later stage to a producer.

This program aims to support innovation, experimentation and breaking conventions and we encourage new talent to apply.

Level of funding

Screen Australia will expect its investment to be augmented by an appropriate commitment from the broadcaster and any distributor or other investors.

The maximum level of funding for any one project is \$400,000. Screen Australia will expect to invest less than this amount for series with a small number of episodes or episodes of short duration.

Assessment

Applications will be assessed by a combination of Screen Australia executives and industry specialists as required. Screen Australia will advise applicants of the success or otherwise of their application, providing a brief statement of reasons.

Screen Australia will take the following considerations into account when assessing low-budget TV drama projects for production financing:

The creative team

The creative team responsible for the project (producer, director, writer) will be assessed according to (i) track record – past successes, relevant experience and achievements (ii) their demonstrated creative, technical and managerial capacity to deliver the project

The script

The script will be assessed according to the strength and distinctiveness of the idea, the quality of the writing, and (the script's readiness to proceed into production.

Creative potential

In assessing the creative potential of a project, Screen Australia will consider (i) the creative team's vision for the project (ii) the proposed cast.

Audience potential

Screen Australia will assess a project's potential to reach its intended audience by considering (i) whether or not there is a clearly identified target audience for the film, (ii) the distribution strategy for Australia, and (iii) the cross platform strategy.

Project viability – budget and financing strategy

Screen Australia will assess (i) the viability of the proposed budget in relation to achieving the creative team's stated goals and vision for the project, (ii) the viability of the proposed financing strategy (iii) the quality of the marketplace attachment.

The level of Screen Australia's funding commitment will be determined taking into account the above considerations and the amount of funds available in Screen Australia's budget at the time.

CHILDREN'S TELEVISION DRAMA

This program aims to provide high-end entertaining television production and new cross-platform viewing opportunities to Australian children while affirming their sense of self and community as Australians.

Screen Australia's requirements for foreign presales in the category of children's drama recognise the excellent reputation Australian producers have built up internationally as suppliers of quality children's programming.

However, Screen Australia also acknowledges that this success may act as a barrier for certain intrinsically Australian programs that may not necessarily have the potential to travel. Screen Australia intends to apply part of the children's drama funds for the financial year to support the production of children's drama projects with no requirement for an international presale.

Application timing

Children's drama funds (excluding projects seeking funding without an international presale) will be allocated in tranches. See the Screen Australia website for deadlines.

Projects seeking funding without an international presale (ie as distinctive programming with a specific focus on Australian audiences) will be assessed in a single round. The closing date for applications will be available on the Screen Australia website.

Eligible projects

Screen Australia will invest in:

- mini-series of 13 half-hours or 26 half-hours;
- animated mini-series of up to 26 episodes, each not less than one quarter commercial television hour;
- telemovies.

Subsequent series or telemovie packages will only be financed where the percentage and quantum investment by Screen Australia is substantially lower than for the previous program. Projects must be eligible for a 'C' classification under the Government's 'C' Drama guidelines in order to apply to Screen Australia. A 'C' classification will not be required from applicants whose projects in this category are licensed to the Australian public broadcasters – ABC and SBS.

Before Screen Australia will invest in a subsequent mini-series or telemovie, the first mini-series or telemovie must have been launched at a major television market and secured acceptable international sales.

Screen Australia expects key creatives (producer, writer, director, director of photography, editor) to be sourced from the freelance market and not from the staff of a free-to-air or pay television channel. In addition, Screen Australia will not finance drama where the project has been developed by a broadcaster and sub-contracted at a later stage to a producer.

Marketplace attachments

For **mini-series**, Screen Australia will expect a presale from a broadcaster for free-to-air or pay television Australian rights of not less than \$95,000 per half-hour. Pay TV or exclusive satellite rights cannot be included as part of the domestic free-to-air television licence fee.

Screen Australia will also require a presale in a major overseas territory, or at least two substantial presales in other territories. The budget will determine the level of other presales or guarantees required.

The level of marketplace attachment required for a **telemovie** will be considered on a case-by-case basis.

Screen Australia will require a sales agent for rest of world (ROW) to be attached on all projects.

Additionally, as noted above, Screen Australia intends each year to give producers the creative freedom to make programs without having to cater for the tastes and standards of several international territories at the same time. The intention is to encourage **distinctive programming with a specific focus on Australian audiences**.

Screen Australia will apply part of the children's drama funds for the financial year to support the production of children's drama projects with the same requirement of an Australian presale as described above, but no requirement for an international presale.

Assessment and level of funding

Screen Australia will not generally invest more than \$3 million for 26 half hours or \$1.5 million for 13 half hours in a children's TV drama project, and will not exceed these thresholds other than in exceptional circumstances. Limits also apply to the level of direct funding as a proportion of the project's budget; these limits are set out in Screen Australia's Terms of Trade.

Screen Australia welcomes an entrepreneurial approach by producers, and will consider a diversity of financing streams including equity investment and distribution guarantees.

Further, in order to maximise production levels and diversity of slate, Screen Australia encourages producers to secure as much non-Screen Australia finance as possible.

Projects with an international presale

When assessing applications from projects with an international presale, Screen Australia will prioritise those which have the lowest contribution from Screen Australia as a proportion of the budget.

If there are insufficient funds to meet demand from eligible projects with the same level of Screen Australia contribution, Screen Australia will take the following additional considerations into account:

- i. strength of the marketplace (ie level of co-finance excluding Screen Australia and the state agencies);
- ii. recoupment potential;

- iii. level of subordination of Screen Australia investment;
- iv. track record and capacity of the creative team;
- v. readiness of script (applicants must submit scripts for the first three episodes of a mini-series, or a completed script for a telemovie, signed off by the network, subject to revisions and polishes).

Projects without an international presale

Applications will be assessed by a combination of Screen Australia executives and industry specialists as required. The following considerations will be taken into account:

The creative team

The creative team responsible for the project (producer, director, writer) will be assessed according to (i) track record – their past successes, relevant experience and achievements (ii) their demonstrated creative, technical and managerial capacity to deliver the project

The script

The script will be assessed according to (i) the strength and distinctiveness of the idea, (ii) the quality of the writing, and (iii) the script's readiness to proceed into production.

Creative potential

In assessing the creative potential of a project, Screen Australia will consider (i) the creative team's vision for the project, and (ii) the proposed cast.

Audience potential

Screen Australia will assess a project's potential to reach its intended audience by considering (i) whether or not there is a clearly identified Australian audience for the film, (ii) the distribution strategy for Australia, and (iii) the cross platform strategy.

Screen Australia expects that funds be quarantined in the production budget for marketing and cross platform elements in order to assist the project in reaching as wide an audience as possible.

Commercial potential

The project's commercial potential will be assessed by considering (i) the financing and distribution arrangements in Australia, (ii) the budget in relation to projected returns, and (iii) Screen Australia's recoupment position.

Project viability – budget and financing strategy

Screen Australia will assess (i) the viability of the proposed budget in relation to achieving the creative team's stated goals and vision for the project, (ii) the viability of the proposed financing structure and production schedule.

The level of Screen Australia's funding commitment will be determined taking into account the above criteria and the amount of funds available in Screen Australia's budget at the time.

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

DOCUMENTARY PRODUCTION

Screen Australia's investment in documentaries aims to encourage the presentation of Australian culture, and an Australian viewpoint on international culture, to Australian and international audiences.

Screen Australia invests in both one-off documentaries and series with an Australian free-to-air or subscription television licence fee, except in the case of the Special Documentary Program.

It does not invest in programs such as reality television, infotainment, current affairs, cooking, 'how to' or sports programs.

[Note: For the purposes of these funding guidelines, Screen Australia will have regard to the guidelines compiled by the Australian Communications and Media Authority (ACMA). These guidelines are available on the ACMA website.]

Subsequent series will only be financed where the percentage and quantum investment by Screen Australia is substantially lower than for any previous series.

Applicants and projects must meet the general eligibility requirements set out in Screen Australia's Terms of Trade, as well as the specific requirements of these guidelines.

Application materials

Applications must be made on the relevant application form, and include all supporting material listed on that form.

Budgets

Format: Budgets must be presented in the A-Z Budget format, available from the Screen Australia website (www.screenaustralia.gov.au/a-zbudget). Fees should comply with industry norms. They will be considered in the context of the budget and track record of the personnel.

Budget allowances for marketing and cross-platform elements:

Screen Australia recognises the need for marketing and multi-platform digital program elements, and for these cross platform elements to be incorporated into a production budget from the outset. To this end Screen Australia will earmark an amount in each production budget of the agency financing for marketing and cross platform elements.

Budget allowance for delivery items:

Allowance must be made for Screen Australia and NFSA delivery items, as well as for sales company deliverables and other delivery items as required.

Budget allowance for educational material:

A line item of up to \$2,500 must be included for the production of study guides, lesson plans or teachers notes relevant to Australian education needs.

Terms of Trade

Details of delivery items, recoupment and other requirements are available in Screen Australia's Terms of Trade.

Theatrical documentary features

Screen Australia will consider financing documentaries designed for theatrical release on a case-by-case basis.

These projects will be assessed according to the criteria set down in the Feature Film section of these guidelines (see page 32).

Documentary co-productions

Projects approved as Official Co-productions are eligible for Screen Australia support.

As well as satisfying all the normal criteria for Screen Australia production investment, the co-production partners must also secure a broadcast licence fee or distribution arrangement in their own territory.

The National Documentary Program

The National Documentary Program (NDP) aims to provide a comprehensive and strategic slate of projects across a period of time, involving a diversity of practitioners, styles, formats and budgets.

These documentaries encompass a broad range of themes of national significance. Projects are documentaries of record, a heritage collection – not just available for 50 minutes of broadcast but for 50 years and beyond. They will be programs with a sense of cultural ambition and a budget scale that separates them from other Screen Australia domestic documentary investments.

Screen Australia does not require exclusive rights to projects produced under the NDP, but retains appropriate rights of approval, including approval of contractual arrangements, licence fees, distributors arrangements as well as non-exclusive rights for NDP product to be retained in a living collection and used for online learning as appropriate.

Application timing

Applications can be made at any time.

Eligible projects

The National Documentary Program is broadly framed around four content areas, which may vary from time to time:

- art and culture
- contemporary and social issues, including social history
- science and the environment
- national history and identity (including the Making History initiative with the Australian Broadcasting Corporation)

Screen Australia management, consulting experts as necessary, ensures the continuing relevance of areas of core content and ensures that the NDP delivers against the broad framework.

To apply for production funding under the NDP, applicants are required to have a broadcast presale. Standalone interactive projects such as websites are considered on a case-by-case basis.

Assessment

Applications are assessed by Screen Australia executives, with industry specialists consulted as required. Screen Australia will advise applicants of the success or otherwise of their application, providing a brief statement of reasons.

Screen Australia will take the following considerations into account when assessing projects for production financing under this program:

- applicability to NDP core content areas, and diversity of projects and content within the NDP and Screen Australia documentary slate,
- capacity of the creative team including successful track record,

- budget and financing strategy, including broadcaster and licensing arrangements, and
- value to the heritage collection.

Level of funding

There is no cap on the maximum amount that Screen Australia can invest in a one-off program or series under the NDP.

However, limits apply to the level of direct funding as a proportion of the project's budget; these limits are set out in Screen Australia's Terms of Trade.

Screen Australia may invest in excess of these limits in projects whose budgets are below the eligibility threshold for the Producer Offset.

NDP operation

Screen Australia has meaningful consultation with the producer during the development and production of programs to ensure that the themes or core content remain in keeping with what was envisaged when Screen Australia committed to the project.

Funding and production processes for NDP projects operates as follows:

- Screen Australia ensures that programs are made in accordance with the Production Investment Agreement.
- Producers arrange for the financing of their programs and are the point of contact with broadcasters, sales agents, third party investors and co-producers.
- Distribution (sales of the programs both domestically and internationally), as well as marketing and promotion of the completed programs are a matter for producers, subject to the consent of Screen Australia.

Terms of trade

Note that special terms apply to the NDP, including retention by Screen Australia of non exclusive rights in the program, out takes and other materials for use as library material for educational purposes and future productions by Australian filmmakers.

Domestic and International Documentary Programs

Application timing

Applications for these programs will be considered in four tranches across the financial year. Refer to the Screen Australia website for deadlines.

Domestic program

Under this program, Screen Australia provides investment in Australian documentaries to match a domestic broadcaster's licence fee. Where a producer brings third-party finance to a project it can be used to enhance the budget, but the percentage contributions of the broadcaster and Screen Australia must remain equal.

There is no cap on the number of projects per broadcaster.

Screen Australia's investment will not exceed:

- \$200,000 for a one-off program
- \$500,000 for a series

There are also limits on the level of funding as a proportion of the project's budget; these limits are set out in Screen Australia's Terms of Trade.

Screen Australia will only invest more than the above in a one-off program or a series in exceptional circumstances.

Because projects financed through the domestic program often deal with specifically Australian stories and issues, no international marketplace attachments are required to trigger Screen Australia funding. Producers are encouraged to develop a marketing strategy for international sales.

The program can also provide post-production completion funding with a domestic broadcaster licence fee.

Screen Australia may be prepared to consider, on a case-by-case basis, an additional investment to allow producers to approach international broadcasters with the aim of securing a rough cut sale.

International program

Screen Australia will invest in projects which meet the following co-financing requirements:

- a licence fee of at least \$110,000 per hour from a domestic network
- an international sales agent
- an international territory presale and/or an advance from an international sales agent, with a combined value of at least 10% of the budget.

Where projects have a more substantial international marketplace attachment Screen Australia may agree to some reduction in the domestic broadcaster licence fee, but consequently would expect to invest less.

As for the Domestic program, the limits on the level of funding as a proportion of the project's budget are set out in Screen Australia's Terms of Trade.

Where there are insufficient funds to meet demand from eligible projects, Screen Australia will take the following considerations into account:

- strength of marketplace (ie. major territory; percentage level of advance);
- percentage and quantum of non-Screen Australia finance;
- balance between one-off programs and series; and
- diversity of slate.

The program can also provide post-production completion funding.

General considerations

Enhancement: Where a documentary producer indicates that there is a possibility for an enhancement (eg, feature-length version for television or extension into series), Screen Australia requires that an increase to the domestic licence fee be negotiated with the broadcaster and approved by Screen Australia prior to Screen Australia increasing its investment.

Budget notes: Marketing allowances (to be approved by Screen Australia) for incorporation into the production budget are:

- up to \$10,000 for Domestic Program documentaries
- up to \$15,000 for International Program projects.

Special Documentary Program

Screen Australia intends to apply part of its annual documentary funds for the production of documentaries with no requirement for market attachments.

The program can also provide post-production funds.

Application timing

Projects will be considered in one tranche. The application closing date will be available on the Screen Australia website.

Eligibility

The Special Documentary Fund was established to allow filmmakers to make projects that sit outside the remit of the broadcasters. Projects that are bold in form and/or content, with a strong creative vision, are encouraged to apply. They can be local stories or international stories with Australian authorship.

A producer can apply with multiple projects, but each project must have a different director.

Assessment

Applications will be assessed by a combination of Screen Australia executives and industry specialists as required. Screen Australia will advise applicants of the success or otherwise of their application, providing a brief statement of reasons.

Screen Australia will take the following considerations into account when assessing projects for production financing under this program:

- **The creative team**
The creative team responsible for the project (producer, director, writer) will be assessed according to (i) track record – past successes, relevant experience and achievements (ii) their demonstrated creative, technical and managerial capacity to deliver the project
- **The script/treatment**
The script, treatment and projects materials will be assessed according to (i) the strength and distinctiveness of the idea, (ii) the quality of the writing, and (iii) the script or treatment's readiness to proceed into production.
- **Creative potential**
In assessing the creative potential of a project, Screen Australia will consider (i) the creative team's vision for the film, and (ii) the proposed participants.
- **Audience potential**
Screen Australia will assess a project's potential to reach its intended audience by considering (i) whether or not there is a clearly identified target audience for the film, (ii) the distribution strategy for Australia, (iii) where relevant, the international distribution strategy, and (iv) the cross platform strategy.

- **Project viability – budget and financing strategy**

Screen Australia will assess (i) the viability of the proposed budget in relation to achieving the creative team's stated goals and vision for the project, (ii) the viability of the proposed financing structure and production schedule.

The level of Screen Australia's funding commitment will be determined taking into account the above considerations and the amount of funds available in Screen Australia's budget at the time.

Level of funding

The allocation for each project is expected to be in the vicinity of \$150,000 but, at the discretion of Screen Australia, may be up to \$300,000. Priority will be given to those projects which could be successfully completed within the available \$150,000–\$300,000 budget.

Where a project's budget reaches the eligibility threshold for the Producer Offset, arrangements with the producer will be negotiated on a case by case basis.

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 2010/2011 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.
- **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.

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 74).

MARKETING

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 74) 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 74) 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

Applications will be assessed in tranches and must be received by COB on these dates:

- Friday 30 October 2009
- Friday 26 February 2010

Applications will be acknowledged within one week of receipt.

Turnaround time for decisions is approximately four weeks from the closing date.

Application forms can be found 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:

- 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

Applications must be received by COB on these dates:

- Friday 30 October 2009 (for screening & touring programs and festivals)
- Friday 19 February 2010 (for all)

Applications will be acknowledged within one week of receipt.

Turnaround time for application decisions is approximately 6 weeks from the closing date.

Application forms can be found at www.screenaustralia.gov.au/marketing

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
- project development workshops/co-production workshops
- digital media events.

A list of festivals, markets, pitching forums and events that will be considered for funding is on page 70.

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 70 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 project development workshops

- Producers or producer/director teams whose projects have been invited to take part in one of the key international pitching forums/competitions listed on page 70 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 70,
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 project development workshops**
 - Hong Kong Asia Film Finance Forum (HAF) and the Pusan Promotional Plan –\$4000 for producer, \$6000 for director/producer teams
 - all other eligible workshops – \$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 specified date:

- MIPCOM 7 August 2009
- World Congress of Science & Factual Producers 1 September 2009
- History Makers 1 September 2009
- American Film Market (AFM) 1 September 2009
- Berlin Film Market (EFM) 1 December 2009
- Kidscreen 1 December 2009

- MIPTV 1 February 2010
- Cannes 1 March 2010
- Sunny Side of the Doc 30 April 2010

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/Marched du Film/L'Atlier, 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 70).
- 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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OVERVIEW

The Indigenous Department's funding programs support creatively ambitious projects and people, and imaginative, resonant stories authored by Indigenous Australians.

We aim to assist the career development of talented writers, directors and producers who have the potential to make a significant contribution to screen culture and the national cultural life by actively engaging at all stages with key creatives in the development and production of their works.

The Department proactively strives to support Indigenous projects and practitioners through providing:

- script development funds
- production investment in targeted initiatives, one-off projects, or in collaboration with broadcasters or other funding entities
- support for Indigenous practitioners to attend conferences, markets and festivals, nationally and internationally
- support and facilitate internships and mentorship programs with more experienced practitioners.

Screen Australia requires a 1% copyright interest, for the duration of the project's copyright, in:

- all projects for which it provides development funding in excess of \$100,000 (development funding provided by the former Australian Film Commission will be included in assessing whether the \$100,000 funding level has been reached);
- all projects for which it provides recoupable production investment.

There is no application fee payable for any of the Indigenous programs. However, all features produced through the Indigenous Department will have the same reversion rights and obligations as if they were funded through the Production Investment Department.

Other key roles of the Indigenous Department are:

- to work with the Indigenous filmmaking community in developing strategies for enhancing employment and professional development opportunities, and the creation of a vibrant screen sector for Indigenous filmmakers
- to provide assessment and guidance to projects with Indigenous content that are submitted to other Screen Australia divisions.
- to contribute to Screen Australia and industry policy development.

Eligibility for Indigenous Department Programs

To be eligible for assistance from Screen Australia's Indigenous Department, applicants and their projects must:

- meet the general Screen Australia funding criteria, and
- have Indigenous Australians in key creative roles; a minimum of the writer and director must be Indigenous.

INDIGENOUS

Funding is not intended for projects by non-Indigenous filmmakers with Indigenous content.

Indigenous filmmakers may apply to any Screen Australia program; not only to the funding programs of the Indigenous Department.

DOCUMENTARY PROGRAMS

Documentary Development

This program seeks to provide emerging and experienced practitioners with the opportunity to create appropriate written and/or visual materials to ensure that projects are as strong as possible when competing for production finance.

Emerging Indigenous producers are encouraged to apply.

Funding is for

The development of a more detailed outline, treatment and/or script for one-off documentaries or documentary series, including, where appropriate, script and project development, research, securing production financing and, in some instances, for preliminary shooting.

Eligibility

All applicants and projects must meet the general Indigenous Department eligibility criteria, in addition to the following specific eligibility requirements:

- Individuals or teams may apply.
- The producer or director must have at least one documentary screen credit (broadcast and/or screened at a recognised film festival) in their respective role. Applicants with a substantial drama track record will be considered on a case-by-case basis.
- For applications for documentaries longer than 30 minutes in length, the director must have a produced documentary credit.
- Where the request includes shooting material, a director must be attached.
- For series development, a written expression of interest or commitment from a broadcaster or distributor is an essential requirement.

Funding recipients must deliver

A more detailed script or treatment, rushes (if funded for preliminary shooting).

Pitching materials for raising production finance such as a proposal document, and/or selected rushes assembly. Budget and Schedule.

Assessment criteria

When assessing applications for this program, Screen Australia uses the following criteria:

- The strength and distinctiveness of the idea and concept.
- The skills and capacity of the team to undertake the project as evidenced by previous work.

- The capacity of the project to attract further marketplace development or production finance after this stage of development.

Assessment process

Applications will be assessed by a combination of Screen Australia executives and industry specialists/peers as required. Screen Australia will advise applicants of the success or otherwise of their application, providing a brief statement of reasons.

Application materials

Applications must be made on the relevant Screen Australia application form, and include all supporting material listed on that form.

Recoupment

Where Screen Australia subsequently invests in the production, its investment in the development phase will be added to the production financing amount and the total investment recouped in accordance with the terms of trade for production financing.

Documentary Production and Post-production

The Indigenous Department typically provides documentary production investment in collaboration with broadcasters or other funding entities through joint initiatives. The following general guidelines only apply to the limited funding available outside these specific initiatives.

This program seeks to support strong and distinctive documentary projects primarily to assist in the professional development of directors who have showcased their skills in previous work, as well as to provide the other key creative members with relevant experience in the industry.

Emerging Indigenous producers are encouraged to apply.

Funding is for

- Production and/or post-production of one-off documentaries or documentary series.

This program is designed to complete the film, not to fund a stage of production.

Eligibility

All applicants and projects must meet the general Indigenous Department eligibility criteria, in addition to the following specific eligibility requirements:

- Only teams including a director may apply.
- Both the producer and director must have at least one documentary screen credit each (broadcast and/or screened at a recognised film festival) in their respective roles.
- For series production, commitment from a broadcaster or distributor, or at least a strong written expression of interest, is an essential requirement.

Assessment criteria

Screen Australia will take the following considerations into account when assessing projects for production financing under this program:

- **The creative team**
The creative team responsible for the project (producer, director, writer) will be assessed according to (i) track record – past successes, relevant experience and achievements (ii) their demonstrated creative, technical and managerial capacity to deliver the project.
- **The script/treatment**
The script, treatment and projects materials will be assessed according to (i) the strength and distinctiveness of the idea, (ii) the quality of the writing, and (iii) the script or treatment's readiness to proceed into production.
- **Creative potential**
In assessing the creative potential of a project, Screen Australia will consider (i) the creative team's vision for the film, and (ii) the proposed participants.

- **Audience potential**
Screen Australia will assess a project's potential to reach its intended audience by considering (i) whether or not there is a clearly identified target audience for the film, (ii) the distribution strategy for Australia, (iii) where relevant, the international distribution strategy, and (iv) the cross-platform strategy.
- **Project viability – budget and financing strategy**
Screen Australia will assess (i) the viability of the proposed budget in relation to achieving the creative team's stated goals and vision for the project, (ii) the viability of the proposed financing structure and production schedule.

Assessment process

Applications will be assessed by a combination of Screen Australia executives and industry specialists/peers as required.

This program includes a budget/schedule assessment and may include an interview of project teams.

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

Application materials

Applications must be made on the relevant Screen Australia application form, and include all supporting material listed on that form.

Budget allowances for marketing and cross-platform elements

Screen Australia recognises the need for marketing and multi-platform digital program elements, and for these cross-platform elements to be incorporated into a production budget from the outset. To this end Screen Australia will earmark an amount in each production budget of the Agency financing for marketing and cross-platform elements.

Terms of trade

For details of Screen Australia delivery items, recoupment and other requirements see Terms of Trade: Production Investment.

National Indigenous Documentary Fund (NIDF)

The NIDF provides production opportunities for both emerging and practising Indigenous documentary filmmakers. The Indigenous Department has allocated specific development and production funds towards the NIDF. The NIDF is financed by a combination of production funds from Screen Australia, SBS, the ABC and state agencies. Loved Up 2 is the theme for the NIDF Series 11. Loved Up 2 is commissioned by SBS TV.

Guidelines and application forms can be found at www.screenaustralia.gov.au.

DRAMA PROGRAMS

This program funds the project-specific costs associated with individual features, short films and TV drama series – including animation projects – by emerging and experienced Indigenous practitioners. The Indigenous Department is seeking to invest in the development and production of outstanding drama projects which are based on strong and original ideas, are well written, and can demonstrate the potential to reach an audience.

The Indigenous Department invests in production primarily to assist in the professional development of Indigenous directors who have showcased their skills in previous work, and then for the producers and teams with whom they work. Emerging Indigenous producers are encouraged to apply.

Post-production investment is available to fund project-specific post-production costs associated with taking individual projects from the end of principal photography through to delivery.

Drama Initiatives

The Indigenous Department allocates specific drama development and production funding to initiatives that target specific areas of the industry in any given year.

In 2008/09 **The New Black drama initiative** developed and produced seven 10-minute dramas with emerging directors and producers, financed by Screen Australia, ABC, NSWFTO and the Pacific Film and Television Commission.

The Long Black Feature Program aims to bring to the screen feature-length stories that are authored and crafted by Indigenous people. Three writers' labs and one directors' lab have been held since its inception in 2004. As of September 2009, there were nine features in development. Check the website for the latest updates.

Drama Development

Funding is for

A single draft script of

- Short drama films (under 25 minutes)
- Feature films
- Animation drama projects.

Bible and/or series outline for

- TV drama series.

Eligibility

All applicants and projects must meet the general Indigenous Department eligibility criteria, in addition to the following specific eligibility requirements:

Shorts: Individuals or teams with demonstrated experience in the film industry in any role (NB: this is not an entry-level program). Writers from other media will be considered, but only if they are part of a team including an appropriately credited producer or director.

Features: Individuals (a writer or writer/director) or teams (a producer and a writer or writer/director). The writer or writer/director must have at least one produced short film or appropriate television drama credit as a writer.

TV drama series: Individuals (a writer or writer/director) or teams (a producer and a writer or writer/director). The writer or writer/director must have at least one produced short film or appropriate television drama credit as a writer.

Funding recipients must deliver

- A revised one-line AND one-paragraph AND one-page synopsis.
- A revised script draft.
- A report on the progress achieved during this stage of development and future plans for the project.

For TV drama series

- A completed series bible and or/series outline.
- A revised one-line AND one-paragraph AND one-page synopsis.
- A report on the progress achieved during this stage of development and future plans for the project.

Assessment criteria

When assessing applications for this program, Screen Australia uses the following criteria:

- The strength and distinctiveness of the idea and story
- The quality of the script and the writer's command of cinematic storytelling and screenplay craft as evidenced by the script and/or previous work

- The quality and rigour of the development notes, and whether they articulate the issues to be faced in the next stage of development, as well as outlining the strategies that should resolve these issues and advance the project.
- The skills and experience of the writer and, where appropriate, the team including script editors, producer(s) and director, and the likelihood that their experience/support will advance the project.
- The potential of the film to reach its target audience.
- The viability of the project with regard to the proposed total production budget amount, financing strategy, creative team and target audience.

Assessment process

Applications will be assessed by a combination of Screen Australia executives and industry specialists/peers as required. Screen Australia will advise applicants of the success or otherwise of their application, providing a brief statement of reasons.

Specific advice for drama development applicants

Applications primarily for casting, financing, travel or budgeting and scheduling expenses will only be considered for projects where the script is regarded as being at an advanced stage of development (third draft or more).

Application materials

Applications must be made on the relevant Screen Australia application form, and include all supporting material listed on that form.

Recoupment

Where Screen Australia subsequently invests in a production, its investment in the development phase will be added to the production financing amount and the total investment will be recouped in accordance with the terms of trade for production financing.

Drama Production and Post-production

The Indigenous Department invests in the production and post-production of distinctive and creatively ambitious films primarily to assist in the professional development of directors, as well as to provide other key creative members with relevant industry experience. These films are designed to showcase the director's talent at local and international film festivals. Emerging Indigenous producers are encouraged to apply.

The Indigenous Department typically provides drama production investment in collaboration with broadcasters or other funding entities through joint initiatives. The following general guidelines only apply to the limited funding available outside these specific initiatives.

Funding is for

- Short drama films (under 25 minutes)
- Production and/or post-production
- Animation projects
- Feature films.

NB: This program is designed to complete the film, not to fund a stage of production.

Eligibility

All applicants and projects must meet the general Indigenous Department eligibility criteria, in addition to the following specific eligibility requirements:

- Only teams may apply.
- The producer and director must each have at least one produced short drama credit (minimum length 10 minutes, may include films made at film schools), in their respective roles that has been broadcast or screened at a recognised film festival.
- Filmmakers may apply for post-production funding for films that have been shot on film or tape and that intend to finish on the format on which they were shot. Funding is limited in this area and other Screen Australia funding may be used to augment existing funding from broadcasters and state agencies.

Assessment criteria

Screen Australia will take the following considerations into account when assessing drama projects for production financing:

- **The creative team**
The creative team responsible for the project (producer, director, writer) will be assessed according to (i) their track record – past successes, relevant experience and achievements (ii) their demonstrated creative, technical and managerial capacity to deliver the project.
- **The script**
The script will be assessed according to (i) the strength and distinctiveness of the idea, (ii) the quality of the writing, and (iii) the script's readiness to proceed into production.

- **Creative potential**
In assessing the creative potential of a project, Screen Australia will consider (i) the creative team's vision for the film, and (ii) the proposed cast and heads of department.
- **Audience potential**
Screen Australia will assess a project's potential to reach its intended audience by considering (i) whether or not there is a clearly identified target audience for the film, (ii) the distribution strategy for Australia, (iii) the international distribution strategy, and (iv) the cross-platform strategy.
- **Project viability – budget and financing strategy**
Screen Australia will assess (i) the viability of the proposed budget in relation to achieving the creative team's stated goals and vision for the project, (ii) the viability of the proposed financing structure and production schedule.

For features the Indigenous Department will also take into consideration the following criterion in addition to the above.

- **Commercial potential**
The project's commercial potential will be assessed by considering (i) the financing and distribution arrangements in Australia and internationally, (ii) the budget in relation to projected returns, and (iii) Screen Australia's recoupment position.

Assessment process

Applications will be assessed by a combination of Screen Australia executives and industry specialists/peers as required. Screen Australia will advise applicants of the success or otherwise of their application, providing a brief statement of reasons.

Application materials

Applications must be made on the relevant Screen Australia application form, and include all supporting material listed on that form.

Budget allowances for marketing and cross-platform elements

Screen Australia recognises the need for marketing and multi-platform digital program elements, and for these cross-platform elements to be incorporated into a production budget from the outset. To this end Screen Australia will earmark an amount in each production budget of the Agency financing for marketing and cross-platform elements.

Terms of trade

For details of Screen Australia delivery items, recoupment and other requirements see Terms of Trade: Production Investment.

DIGITAL MEDIA PROGRAMS

This strand seeks to provide experienced and emerging practitioners or filmmakers crossing over to the digital media area the opportunity to create written and/or visual pitching materials to ensure that digital media projects are as strong as possible when competing for production finance.

Funding is provided for pitching materials demonstrably appropriate to the project. The program aims to assist in the development of cross-platform, mobile phone or broadband content, or for the formulation of online rather than console games.

Funding is for

Interactive digital media projects of any length, type or platform.

Eligibility

All applicants and projects must meet the general Indigenous Department eligibility criteria, in addition to the following specific eligibility requirements:

- Only teams may apply.
- At least one member of the team must have a key creative or production credit on at least one substantial and completed interactive digital media project.
- At least one member of the team must have a key creative or production credit on at least one produced and released theatrical/broadcast/festival) drama or documentary project.
- Development support of the making of an 'electronic proof of concept' (EPOC) is not eligible.

NB: Experimental or predominantly art-based projects are eligible to apply, but will need to demonstrate their potential for future support. Educational projects must also demonstrate that they are innovative and provide professional development opportunities for the applicant(s).

Funding recipients must deliver

Finalised pitching materials such as paper-based scripts, proposals or graphics in hard copy or via web-based presentations from an existing website.

A revised strategy detailing how the development materials will be used to secure further development or production finance, and what the next stage might be.

Assessment criteria

When assessing applications for this program, Screen Australia uses the following criteria:

- The strength and distinctiveness of the idea and the concept.
- The creative use of interactive elements and how the work intends to find an audience, engage the user and/or drive audiences across platforms.
- The skills and capacity of the team to undertake the project as evidenced in previous work.

- The likelihood of the project attracting further marketplace development or production finance after this stage of development.
- The viability of the proposed production budget amount and finance strategy in line with the concept, the creative team and the target audience.

Assessment process

Applications will be assessed by a combination of Screen Australia executives and industry specialists/peers as required. Screen Australia will advise applicants of the success or otherwise of their application, providing a brief statement of reasons.

Application materials

Applications must be made on the relevant Screen Australia application form, and include all supporting material listed on that form.

Recoupment

Where Screen Australia subsequently invests in a production, its investment in the development phase will be added to the production financing amount and the total investment will be recouped in accordance with the terms of trade for production financing.

PRACTITIONER SUPPORT – INTERNSHIPS

Internships assist practitioners whose careers would benefit from an attachment to a person, production or organisation. This program is designed to assist the career development of talented filmmakers who have already showcased their skills in previous work. It is not an entry-level scheme.

Funding is for

An internship may take many forms and involve features, documentaries, animation, interactive digital media, TV drama or comedy series. For example:

- a director might attach themselves to a more experienced director on a production
- a producer might spend time in a TV production house to observe the script development and creative management process, or they may wish to work with a more senior producer developing a financing plan for a project of their own
- an animation filmmaker may wish to enhance specific technical or creative skills
- a filmmaker may want to hire a more experienced producer or director as a consultant on their own funded production.

Eligibility

The general Indigenous Department eligibility criteria apply to all Internship applications. Additionally:

- Only individuals may apply.
- The program is for producers, directors, script editors, animation filmmakers and interactive digital media producers who have at least one significant produced and released credit.
- Credits should be in the same field in which the applicant is seeking an internship (eg an applicant seeking an attachment with a director should have directorial credits).

Funding recipients must deliver

A report after completing the internship, including an update on any career developments which have arisen as a result of the internship/fellowship.

A statement of expenditure. Internship reports may be published, with the permission of the intern, in part or in full on the Screen Australia website.

Assessment criteria

When assessing applications for Internships, Screen Australia uses the following criteria:

- The potential of the applicant as evidenced by previous work.

- The quality of the mentor or mentor organisation and the level of access the applicant will have to them.
- The quality of the proposed program the applicant and mentor have negotiated.
- The strategic benefit of the program to the applicant at this stage of their career.

Assessment process

Applications will be assessed by a combination of Screen Australia executives and industry specialists/peers as required. Screen Australia will advise applicants of the success or otherwise of their application, providing a brief statement of reasons.

Application materials

Applications must be made on the relevant Screen Australia application form, and include all supporting material listed on that form.

Recoupment

Funding is in the form of a grant.

Indigenous Producers Initiative

The Indigenous Department's Producers Initiative aims to bring new creative producers into the industry and provide professional development for less experienced producers working in this area.

The initiative involves an intensive development plan that covers all aspects of producing and will be tailored to suit the needs and skills of participants. This development plan will also involve workshops, internships with experienced producers, help with developing projects and participation in conferences and markets.

TRAVEL GRANTS

Travel Grants assist filmmakers in meeting the costs associated with travel to attend overseas film festivals, market places, conferences, workshops, award ceremonies or other travel associated with either professional or industry development.

Funding is for

Costs associated with attending:

- Recognised international film festivals
- International markets
- Australian film conferences ie AIDC, ASDA, SPAA
- Award ceremonies ie AFI Awards, IF Awards
- Workshops and conferences considered to provide significant professional or industry development.

Eligibility

The general Indigenous Department eligibility criteria apply to all Travel Grant applications. Additionally:

- Indigenous directors and/or producers whose film has been selected to screen in a major international festival.
- Producers must have a project suitably developed to pitch at an international or Australian market.
- Directors and/or producers who wish to attend a relevant conference, workshop or awards ceremony with their project.

NB: Applicants can only receive one round of travel assistance in a 24 month period.

Funding recipients must deliver

A report after completing the travel, including an update on any career developments which have arisen as a result of attending the relevant event.

A statement of expenditure.

Assessment criteria

When assessing applications for Travel Grants, Screen Australia uses the criteria below.

For film festivals and award ceremonies:

- The professional development benefit to the applicant of attending the proposed festival.
- The international/national standing of the proposed festival/ceremony.
- The potential exposure for the film and practitioner.
- The strategic benefit to the applicant of attending the proposed festival/ceremony at this stage of their career.

For markets:

- The professional development benefit to the applicant of attending the proposed market.
- The international standing of the proposed market.
- The suitability of the particular market to the project(s) being pitched.
- The readiness of the project(s) to be pitched.

For conferences and workshops:

- The professional development benefit to the applicant of attending.
- The applicant's previous filmmaking experience.
- The quality and rigour of the statement of benefit, and whether it articulates clearly the professional benefit of the practitioner attending.
- Demonstrated commitment to a career in the film industry as evidenced by the applicant's CV.

Assessment process

Applications will be assessed by a combination of Screen Australia executives and industry specialists/peers as required. Screen Australia will advise applicants of the success or otherwise of their application, providing a brief statement of reasons.

Application materials

Applications must be made on the relevant Screen Australia application form, and include all supporting material listed on that form.

INDIGENOUS CONTENT OR PARTICIPATION

All Screen Australia funding application forms state: “Where there is Indigenous community participation or content involved in the project, written confirmation of the willingness of both the subject(s) and the community to be involved in the project is essential.”

Indigenous content means: a film or program based on an Indigenous story, with Indigenous characters or featuring Indigenous culture and heritage in any form.

Written confirmation means: a signed letter of interest stating that the community and/or individual involved has agreed to participate in the development of your project.

Documentary

As with all Screen Australia documentary development applications, you will need to supply written confirmation of the willingness of subjects to take part in the project.

When your project reaches production, you may need written consent to use Indigenous cultural heritage, and will need to provide a signed clearance or release for any individual or community depicted. For development a simple letter is required.

Drama

Where the content involves a true story, or real-life character or culturally specific material, you will need to supply the written confirmation as outlined above.

Where the content involved is not specific to a particular community or does not involve a real-life story or depictions of culturally specific material, the team will still need to provide a written statement of how they will deal with the material, i.e. what research has been done to date and what provision or thought has been given to consultation on the material.

For example, the feature film *Japanese Story* is a story without Indigenous content or principals, but an early draft cited specific locations significant to the Indigenous traditional owners. The producers consulted with the community at length in the scripting stage. They were subsequently welcomed onto the land at commencement of production.

These statements should be supplied on a separate page that is clearly labelled – in accordance with the checklist on the relevant application form.

Consultation and consent

(taken from Screen Australia's Pathways & Protocols: A filmmaker's guide to working with Indigenous people, culture and concepts)

Consultation and consent in Indigenous communities are interrelated. Through consultation a filmmaker can come to understand what requires consent and the correct people to give it, and the people giving consent can more fully understand what they are consenting to.

Consultation refers to the process whereby people exchange views and information. Consultation is not just a one-way process, but a process of sharing knowledge and opinions. Consultation means working together, listening to what the other party has to say and acting upon it.

Consent is a process whereby permission is given, based on a relationship of trust. Consent should be informed, and this means filmmakers need to provide a clear explanation of the filmmaking process, timeframes, contract details, possible benefits, impacts and future uses of footage at the time of seeking consent, to avoid misunderstandings at a later time. The consent process should be transparent for all parties, and information should be explained in plain English or with the help of an interpreter.

The protocols publication is available on the Screen Australia website at www.screenaustralia.gov.au

Any queries, please contact the Screen Australia Indigenous Branch on 1800 213 099 or email indigenous@screenaustralia.gov.au

We recommend that filmmakers intending to use any Indigenous material in their projects read the protocols. It is a useful guide that provides information on dealing with Indigenous material from research to marketing of your film. It also provides useful tips for consultation with Indigenous communities.

Indigenous Cultural & Intellectual Property (ICIP) Rights

Indigenous cultural and intellectual property (ICIP) rights refer to Indigenous people's cultural heritage. This is a living heritage, which comprises all objects, sites, stories, images and knowledge, the nature or use of which has been transmitted or continues to be transmitted from generation to generation, and which is regarded as pertaining to a particular Indigenous group or its territory.

The following clause will be contained in all Screen Australia development, production and post-production contracts for projects involving Indigenous content or participants:

You and Screen Australia acknowledge the existence of ICIP Rights of the Indigenous participants in the Film. You agree and undertake to endeavour to ensure that the ICIP Rights of Indigenous participants are respected and upheld in the production and all aspects of distribution of the Film.

In the event that you wish to include ICIP Rights material in the Film, you or the writer/director of the Film shall obtain a non-exclusive licence from the ICIP Rights holder/s or custodian/s to include such ICIP Rights materials in the Film.

In the event of a dispute regarding the ICIP Rights of any Indigenous participant in the Film, all parties shall use their best endeavours to resolve the dispute