

# Top Ten Takeaways

## 1. Analyse this

Understand what your challenges and opportunities are. Undertake some form of SWOT analysis that demonstrates you know where you are positioned and why and how you think you might move forward

## 2. Audit your assets

What are your hard (cash, facilities) and soft (skills, relationships) assets

## 3. Partner Up

Think about what other people you need to make your project, business or career progress. Being able to demonstrate partners and champions for your idea, and potential collaborations, makes a big difference to an application.

## 4. Show me the money

Show what other money, outside Screen Australia's funding, is being brought to the table.

## 5. What are the market realities?

Clearly outline the market that you are moving into, and fully appraise both the challenges and opportunities available.

## 6. Show me, don't tell me

Being able to demonstrate something about you or your project can enhance your application significantly. If you can show that you have already trialed something in the realm that you are proposing, this kind of proof of concept can be extremely helpful. Use the video pitch creatively, in order to demonstrate the tone of what you are proposing or to complement the information in the written application.

## 7. Why me?

Why are you better than anyone else in the industry (or outside it) to deliver this proposal?

## 8. What is the long game?

What is the potential long term sustainability of the proposal? Is the aim for it to become self-financing in the longer term? Perhaps it is simply a short term project, but be clear about this.

## 9. Don't blow smoke

Be aware of your strengths, weaknesses, both in terms of your business but also in terms of your background and career. Where are there holes? Do not over-reach in terms of your background and skills set. It is better to demonstrate that you know your strengths and weaknesses, that you plan to partner up where necessary and that you have set out a plan to get to where you are going.

## 10. Think about the tax payer

This is tax payer's money, so don't always apply for the highest amount. Assess your plan in regards to what it should cost and what value it will genuinely have, and then ask for what you need to make it happen.