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# PROGRAM GUIDELINES: INTERNATIONAL MARKETING SUPPORT

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Screen Australia reserves the right to change its program guidelines from time to time. Please ensure you check the website for the latest version.

See page 8 for update log.

# INTERNATIONAL MARKETING SUPPORT

Grants to support the promotion of completed films premiering at major international festivals; support for projects in advanced development being introduced at international markets.

The funding acknowledges the importance of global strategies for new titles, in particular the international premiere and related sales and marketing activities at major events.

In addition, Screen Australia recognises that through planned attendance at selected international markets, festivals and events, Australian screen practitioners can advance their finance and marketing plans, develop international relationships and familiarise themselves with global trends in audience behaviour, emerging technologies and business practices.

Funding is available through two program strands:

- **Festivals and awards:** Support for promotion of completed Australian films either premiering at major international film festivals or nominated for significant international awards, enabling the enhancement of marketing strategies.
- **Markets:** Support for planned attendance at core international markets and pitching forums by producers with a range of experience, to help secure finance for market-ready Australian projects in development and to advance their overall slates.

# International marketing support – festivals and awards

**For the promotion of Australian content and talent at key international festivals and awards events, enabling the enhancement of international marketing strategies.**

Screen Australia funding may contribute towards the marketing budget for:

- publicist fees
- subtitling
- promotional materials
- attendance by the director or producer (supported by a clear plan to be implemented at the event)
- attendance by high profile Australian cast on the red carpet at gala festival screenings, eg films in competition or significant programs (an associated publicity schedule will be a deliverable)
- mandatory materials required by the festivals
- attendance by the writer may be considered where there are clear benefits.

Invitation to a festival or awards event does not guarantee support. Approval is subject to the soundness of the marketing strategy and its plan for implementation, availability of funds and the strength of the application.

A project cannot receive more than one grant under this program, unless the second is for an eligible award (ie Academy Awards®, British Academy of Film and Television Arts (BAFTA) Awards, Emmy Awards®).

## **What funding is available?**

Screen Australia will contribute to the promotional budget for eligible events generally up to \$20,000 for feature films and \$10,000 for short films.

The level of funding will be determined by a film's individual international marketing strategy as evidenced by a comprehensive plan and budget, produced by either the sales agent or producer. Festival screenings must be the film's international or world premiere.

Note that current recipients of funding through Screen Australia's pre-2014 Enterprise programs (Enterprise, Feature Enterprise) may be precluded from requesting funds to support travel. Contact Screen Australia's Manager, Enterprise & Industry, if this applies to you.

## **What is the application timing?**

Application may be made after receipt of invitation.

The turnaround for decisions is approximately three weeks.

**IMPORTANT:** Applications cannot be made retrospectively.

## Who can apply?

All applicants and projects must meet the general criteria in our Terms of Trade. In addition:

- Proof of selection for an eligible festival or award must be provided.
- For festivals, the screening must be at least the film's international premiere outside its home territory.
- Projects may receive only one grant through this program strand, unless the second relates to nomination for an eligible award.

### Eligible festivals

- Berlin International Film Festival
- Busan International Film Festival
- Cannes International Film Festival
- Clermont-Ferrand Short Film Festival
- Critics Week, Cannes
- Directors' Fortnight, Cannes
- Hot Docs International Documentary Festival, Toronto
- IDFA, Amsterdam
- Sitges International Fantastic Film Festival
- Sundance Film Festival
- SxSW, Austin
- Toronto International Film Festival
- Venice International Film Festival.

### Eligible awards

- Academy Awards®
- British Academy of Film and Television Arts (BAFTA) Awards
- Emmy Awards®

Eligible events have been chosen to ensure that Screen Australia's support is as strategic as possible and the best use is made of available funds.

On exceptional occasions, at the discretion of Screen Australia, an event not on the current list may be considered if it has grown in significance and/or offers unique commercial opportunities.

## What materials do you need to apply?

Applications must be made on the relevant form. Applications must include:

- proof of festival invitation or award nomination
- a comprehensive marketing plan, setting out the objectives for the festival or event, what activities are planned (including publicity, promotions and marketing collateral), and how the event will enhance the film's market potential
- an associated publicity plan if the request includes expenses for Australian cast on the red carpet
- a full marketing budget for the event showing all proposed expenditure, with substantiating documentation including supplier quotations on letterhead. All sources of income should be shown including contributions from the sales agent, state bodies, the producers and investors.
- the festival's mandatory delivery list.

## **Funding decisions**

Eligible applications will be considered by a Screen Australia staff member and/or an industry specialist.

Funding decisions will be made against the following criteria:

- The strength of the film's international marketing strategy and the role the event will play in the sales or release plan
- The status of the section/forum into which a project or person has been invited
- The viability of the marketing budget, including contributions from other sources.

Other factors, including availability of funds, may influence Screen Australia's funding decisions.

Decisions on applications are final. Screen Australia will advise applicants in writing of the outcome. Where an application is declined, the applicant will be advised of the reason.

## **Terms of funding**

Funding through this program is provided as a grant.

Recipients are required to provide a written report detailing the outcomes of the funding. Aspects of these may be published on the Screen Australia website following consultation with the applicant.

# International marketing support – markets

**For planned attendance by producers with a range of experience at core markets to secure finance for Australian projects in advanced development and to advance their overall slates.**

It is expected that outcomes will include securing international market attachments or finance, while building interest in upcoming projects.

Maximum of one grant per company per year.

## **What funding is available?**

Producers can apply for an amount up to the stated maximum, supported by a budget.

- Cannes Film Market: \$6,000
- All other eligible markets and events: \$5,000

## **What is the application timing?**

- Eligible markets: rounds will open approximately three months in advance and will be advertised on our website and via e-news.
- Eligible pitching events: application may be made at any time after receipt of invitation.
- The turnaround time for application decisions is approximately three weeks.

## **Who can apply?**

All applicants and projects must meet the general eligibility criteria in our Terms of Trade. In addition:

- The event must be an eligible market or pitching event listed below.
- Proof of selection must be provided for pitching events.
- Companies may receive only one grant to attend eligible markets in a 12-month period (other than in exceptional circumstances, which could include an eligible pitching event or co-production forum).
- Current recipients of funding through Screen Australia's pre-2014 Enterprise programs (Enterprise, Feature Enterprise) are not eligible.
- Screen Australia will not provide funds retrospectively.

### **Eligible markets**

- Asian Side of the Doc
- EFM, Berlin
- Cannes Film Market
- WCSFP
- Content London (2015).

**Eligible pitching events**

- Berlin Co-pro Market
- MIPFormats International Pitch
- Hot Docs Forum, Toronto
- IDFA Forum, Amsterdam
- Power to the Pixel, London.

**Eligible co-production forums**

- Producers Lab Toronto.

Eligible events have been chosen to ensure that Screen Australia's support is as strategic as possible and the best use is made of available funds.

On exceptional occasions, at the discretion of Screen Australia, an event not on the current list may be considered, if it has grown in significance and/or offers unique commercial opportunities.

**What materials do you need to apply?**

Applications must be made on the relevant form. Supporting documents requested include the marketing plan for the project/s, a statement of intended outcomes, the proposed meeting list and a full budget.

**Funding decisions**

Eligible applications will be considered by a Screen Australia staff member and/or an industry specialist.

Funding decisions will be made against the following criteria:

- the suitability/viability of the applicant's slate or project for the event
- the strategy for the market or event including planned activities and meetings.
- the strength of the applicant's CV, including relevant and recent credits and industry experience and their experience pertinent to the market or event.

Other factors, including availability of funds, may also influence Screen Australia's funding decisions.

Decisions on applications are final. Screen Australia will advise applicants in writing of the outcome. Where an application is declined, the applicant will be advised of the reason.

**Terms of funding**

Funding through this program is provided as a grant.

Recipients are required to provide a written report detailing the outcomes of the funding.

# Update log

## 31 August 2015

- **Markets:**
  - Added 'Content London (2015 only)' under eligible markets.

## 24 July 2015

- **Markets:**
  - Added '(other than in exceptional circumstances, which could include an eligible pitching event or co-production forum)' under 'Who can apply? – companies receiving one travel grant in a 12-month period'.

## 9 June 2015

- **Markets:**
  - Added 'Eligible co-production forums: Producers Lab Toronto' under 'Eligibility'.

## 19 December 2014

- **Festivals and Awards:**
  - Added writer attendance to possible considerations

## 23 September 2014

- **Festivals and Awards:**
  - Added reference to limitations on travel support for current recipients of Enterprise funding to 'Funding available' section

## 22 September 2014

- Created standalone International Marketing Support guidelines
- **Festivals and Awards:**
  - Added reference to limitations on travel support for current recipients of Enterprise funding to 'Funding available' section
  - Deleted reference to the possibility of providing additional funding in exceptional circumstances
  - Deleted eligibility requirement for applicant to be resident in Australia
  - Deleted eligibility criterion related to applicants who are also recipients of Enterprise funding
- **Markets:**
  - Amended introduction to clarify intent of the program to support *Australian* projects
  - Deleted eligibility requirement for applicant to be resident in Australia
  - Amended eligibility criterion related to applicants who are also recipients of Enterprise funding

## 26 June 2014

- **International Marketing Support**  
New program strands – **Festivals and Awards** and **Markets** – replace previous programs *International Festival and Marketplace Travel* and *Festival Materials*. Lists of eligible events revised

## 31 January 2014

- **International Festival Materials:** Added SxSW Film Festival to list of eligible events (for feature films only).  
Added note regarding festival eligibility.



## 11 December 2013

- **International Festival and Marketplace Travel**  
Removed No Borders from Eligible Events. 22 November 2013
- **International Festival and Marketplace Travel**  
Removed International Rome Film Festival from Eligible Events.
- **International Festival Materials**  
Removed International Rome Film Festival from Eligibility.

## 1 August 2013

- **International Festival and Marketplace Travel**  
Clarification regarding exceptional circumstances for multiple travel grants  
Festivals and interactive events: Amendments to 'Available funding' – maximum of one grant per project ['or company' deleted]; increase of amount for 'All other eligible festivals' to \$3500, and addition of statement on exceptional circumstances.

## 20 February 2013

- **International Festival & Marketplace Travel**  
Clarification of eligibility and assessment processes for different types of events

## 29 November 2012

- **International Festival Materials**
  - Clarification of eligibility criterion relating to funding for blow-ups
  - Clarification of assessment criterion relating to preference for projects selected for Competition strands.

## 10 October 2012

- **International Festival and Marketplace Travel:** Removed Hiroshima Animation Festival from Available Funding and Eligible Events, and added International Rome Film Festival
- **International Festival Materials:**
  - Removed Hiroshima Animation Festival from the key international festival list and added International Rome Film Festival
  - Modified amount available under Eligibility from \$30,000 to \$20,000.

## 14 September 2012

- **Overview:** Removed: 'Applications will be assessed by a minimum of two people with at least one being a staff member of Screen Australia. Industry specialists and peers may be used.'

## 28 February 2012

- **International Festival and Marketplace Travel:** Available funding: amounts changed for Festivals, International Markets, International Pitching Forums and Transmedia Events.

## 23 December 2011

- **International Festival and Marketplace Travel:-** New General Eligibility Criteria added – "Travel grants are for Australian residents. Australian citizens living overseas are not eligible."

## 8 November 2011

- **International Festival and Marketplace Travel:** Amended and moved "Applicants may receive only one travel grant within a 12-month period. Preference will be given to applicants who have not received multiple—travel grants in recent years." from 'For markets' to 'General'.

## 10 August 2011

- **International Festival and Marketplace Travel:** Added "Preference will be given to applicants who have not received multiple travel grants in recent years."

## 29 March 2011

- **International Festival and Marketplace Travel:** Removed 'Travel Loans'. Travel Loans are under consideration.

## 14 February 2011

- **International Festival and Marketplace Travel:** Removed ACE from Available Funding and Eligible Events.

## 17 September 2010

- **International Festival and Marketplace Travel:** Assessment process changed to: 'Applications will be assessed by either a staff member of Screen Australia and/or an industry specialist.'
- **International Festival Materials:** Assessment process changed to: 'Applications will be assessed by either a staff member of Screen Australia and/or an industry specialist.'

## 20 August 2010

- **International Festival and Marketplace Travel:**
  - - Regarding eligibility for travel to international festivals, clarification that screening must be the film's international premiere.
  - Addition of 'maximum of one grant per project or company' against festivals, international markets, international pitching forums/co-production workshops and transmedia events, and addition of 'per project/company' against significant international awards under 'Available funding'.