**Applicant’s statement addressing Pathway to Audience.**

**Please complete this as your statement, addressing each of the points listed below.**

**Your responses will assist Screen Australia in determining whether the film is a feature film eligible for a 40% or 30% rebate. Please refer to point 3.1.4 of the Producer Offset Guidelines for further information on the points below.**

**Question 1:** Is there a theatrical sales and marketing plan prepared by the distributor with a realistic strategy to release the film for commercial exhibition to the public in Australian cinemas?

**APPLICANT ANSWER to question 1:**

You must also address each point listed below:-

(i) BOX OFFICE: gross box office projections

**Applicant Response:**

(ii) MARKETING/P&A SPEND: the estimated P&A budget commensurate with the box office projections

**Applicant Response:**

(iii) AUDIENCE: the anticipated cinema audience and how it will be reached

**Applicant Response:**

(iv) LOCATION COUNT: the draft sales strategy including expected/projected location count   
**Applicant Response:**

(v) EXHIBITION STRATEGY: how the film will be positioned to exhibition as an indication of its availability for audiences to watch the film

**Applicant Response:**

(vi) THEATRICAL WINDOW: the theatrical window for the film and how it relates to windows for other exploitation

**Applicant Response:**

(vii) COMPARATIVE TITLES: comparative titles used to set the projected box office and P&A estimate

**Applicant Response:**

(viii) ADDITIONAL INFORMATION: any other information the distributor considers relevant.

**Applicant Response:**

**Question 2:** What is the track record of the distributor in distributing Australian feature films for commercial exhibition to the public in cinemas?

**APPLICANT ANSWER to question 2:**

**Question 3:** Is there a distribution agreement with terms that support the commercial exhibition of the film to the public in Australian cinemas?

**APPLICANT ANSWER to question 3:**

**Question 4:** What is the film’s finance plan*?* Screen Australia may consider, for example, the extent to which the project has third party market support.

**APPLICANT ANSWER to question 4:**

**Question 5:**On what terms has the cast been engaged?Is there evidence that all cast are engaged under the relevant performers’ contracts, with appropriate buy-outs of residual rights, consistent with a feature film.

**APPLICANT ANSWER to question 5:**

**Question 6:**What is the theatrical experience of the key production personnel working on the film? Having key personnel (including Heads of Department) on the project with a track record of producing films for commercial exhibition to the public in Australian cinemas may assist your application.

**APPLICANT ANSWER to question 6:**

**Question 7:**Are there any other relevant factors? Screen Australia can also take into account information from its own records or enquiries about the distributor’s history and involvement in previous films and other factors that it considers relevant.

**APPLICANT ANSWER to question 7:**