



# Australian Festivals & Events: Guidelines

Issued 24 July 2017

Updated 1 February 2022

Screen Australia is now accepting applications for festivals and events (up to three years funding) which exhibit unique benefits to the Australian screen industry. These events must demonstrate understanding of changes in audience engagement and how content is financed, made and delivered. These events must also demonstrate how they will have an impact on their audience or within their particular niche.

Screen Australia is interested to receive applications from organisers of events which are innovative and forward focused with plans to engage the rapidly changing screen culture and screen business environments of 2025. The funding period of this program will end mid-2025.

## WHAT

This program provides up to three years funding starting from the 2022/23 financial year. The funding is for events focused on audience engagement across multiple mediums, and/or screen practitioners' business and career growth into new markets or changing screen practices.

The aims of the program are to:

- offer opportunities for Australian content creators and titles
  - in existing and new markets
  - to reach new/niche audiences
  - to have an impact on audiences or in the domestic and international screen industry
- support impactful events which are also evolving to be relevant to future audiences and the screen industry
- provide opportunities for Australian talent that has not been recognised or had equal opportunities
- provide opportunities for professional development/ business growth
- showcase Australian film, television and interactive digital media projects and practitioners to audiences through recognising excellence and achievement
- support the marketing needs of Australian content
- promote the national industry and its practitioners.

## WHO

Applicants must meet the general eligibility criteria for Screen Australia funding in the [Terms of Trade](#). The following specific requirements also apply:

- Annual or regular events such as conferences, markets, film festivals and screening programs.
- The event must take place within Australia.
- Screen Australia will not provide funds retrospectively.

## HOW

Applications close 5pm Thursday 31 March 2022.

Applications are made through the [Application Portal](#) with the following materials:

- A statement addressing the aims of the program
- A Strategic Business Plan including:
  - a statement of your event's intent or purpose,
  - forward plans outlining your events' adaptability to changes in audience behaviour and evolving screen production and industry practices
  - an executive summary
  - mission statement
  - specific plans for the event for which you are applying
  - intended outcomes or KPIs (should be quantifiable)
  - financials; marketing plans; governance and operations
  - access and inclusion strategy
- An Event Plan including a timeline for producing the event
- A detailed budget for the event.
  - Please include actuals from your previous year's budget against the forecasts in this application. This might form part of your Strategic Business Plan.
- Accounts:
  - The most recent set of audited and un-audited annual accounts for your organisation.

Screen Australia executives and/or industry specialists will assess all applications, taking into account the following:

- Clearly identified outcomes that contribute to the aims of this program.
- Impact of your event today and your strategies for its future relevance for the Australian screen industry.
- Distinguishing features of the event e.g. accreditations, competitions and prizes, industry programs.
- How effectively you have planned your event and within budget. We will be looking to see if you have
  - Consideration to financial and corporate governance
  - Evidence of strategic partnerships that maximize revenue (both cash and in-kind support).
- How you plan marketing and promotion with knowledge of your target audience.
- The capability, experience and relevant track record of the applicants and their proposed team (including, where relevant, previous project acquittals).
- Length of time in operation (applications are open for new events with suitable strategies and business plans).

Applicants will be advised of our decision in April - May 2022.

### Terms of funding

- Funding through this program is generally up to three years, subject to satisfactory performance and reporting against KPIs, and shorter terms may be approved in some circumstances.
- 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 according to their

KPIs.

- Receipt of funding should not lead to any expectation of continued assistance from Screen Australia beyond the term of the funding agreement.
- On exceptional occasions, where funds allow, and at the discretion of Screen Australia, additional events may be funded.

For any enquiries, please contact the Screen Australia Program Operations team on 1800 507 901 or [industry@screenaustralia.gov.au](mailto:industry@screenaustralia.gov.au).

Update Log:

February 2022: Aims and submission materials updated to accompany changes in events for audience engagement and in content financing, production and delivery.

