



Australian Festivals & Events: Guidelines

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Three-year funding commencing financial year 2018/19 to a limited number of events which offer exceptional promotional and developmental opportunities for Australian productions and practitioners to reach their audiences via significant domestic events.

WHAT

This program provides limited funding to established film festivals, national touring programs, and major standalone conferences and special events which offer superior opportunities for the development of Australian talent and for Australian content to be discovered and celebrated.

The aims of the program are to:

- promote quality 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 professional development
- provide opportunities for the wider Australian community, including regional Australia, to access a diverse range of screen programs
- 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, while promoting 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:

- The event must take place within Australia.
- Screen Australia will not provide funds retrospectively.

HOW

Applications consist of:

- A Strategic Business Plan - Screen Australia is not prescriptive about the format you use for your organisation's Strategic Business Plan. However, the following elements must be included: 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.
- Event Plan including a timeline for producing the event
- A detailed budget for the project. 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.

Applications will be assessed by Screen Australia executives and/or industry specialists as required. 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 content nationally.
- Demonstrated national relevance of the event and how it does not duplicate other existing activities.
- Whether the event is well planned and achievable within the budget, with consideration to financial and corporate governance, and evidence of strategic partnerships that maximise revenue (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).
- Length of time in operation (preference will be given to established programs and events, that is, those that have been operating for three years or more).
- Distinguishing features of the event e.g. accreditations, competitions and prizes, industry programs.

Terms of funding

Funding through this program is generally for three years, subject to satisfactory performance and reporting against KPIs, but 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.

Turnaround time for decisions is normally 6-8 weeks.

See our full list of [Festival](#) & [Market](#) profiles for information on domestic and international event dates.

For any enquiries, please contact the Screen Australia Program Operations team on 1800 507 901 or industry@screenaustralia.gov.au.

