



Enterprise FAQs

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These FAQs should be read in conjunction with the [Enterprise Business Guidelines](#) and [Enterprise People Guidelines](#).

General FAQs for Enterprise Program

If I have previously received Enterprise as a Business or Person, can I apply?

Yes, if you have previously received Enterprise funding as a Business or Person you can apply to the Enterprise Program 2022-2023. Previous successful applicants are encouraged to ensure applications demonstrate growth from previous funded activities and build on previous funded outcomes.

Are there streams within the Enterprise Program?

Yes, the Enterprise Program has both Business and People streams. Within each stream there is the opportunity to apply as a Generate applicant or a Premium applicant.

You must choose whether you or your business wish to be considered as a Generate or Premium applicant. You may not apply as both. The definition of Generate and Premium for each stream is set out in the relevant Guidelines. In the application form for Business and People the applicant will select which stream they wish their application to be considered.

Do I have to attend or watch the pre-application webinar?

It is strongly recommended by Screen Australia that you attend the pre-application webinar. If you are unavailable, please watch the recording as it will outline information about the program, and provide insights regarding the application process.

Can I make multiple applications within a stream?

No. As an Enterprise Business applicant, you can submit one (1) application per each annual deadline. As an Enterprise People applicant, you can only submit one (1) application per each annual deadline.

Enterprise People is a one-stage deadline-based application.

Enterprise Business is a two-stage deadline-based application. Stage 1 Business applicants apply and will either be shortlisted and invited to Stage 2, or declined at Stage 1 and not invited into Stage 2. Final decisions for funding of Business applicants will occur at Stage 2.

How much should I apply for?

People applicants can apply for \$75,000.

Business applicants can apply for \$200,000.

Successful applicants are awarded funding for one year, rather than a multi-year funding arrangement.

Successfully funded Enterprise People applicants may undertake their placement for a period longer than one year on a part-time and pro rata basis. Further information on this, including eligibility requirements, is set out in the Enterprise People Guidelines.

What are the types of entities that can apply for Enterprise?

Screen Australia cannot contract with a Trust as per our [Terms of Trade](#).

As a People applicant you can apply as an individual/sole trader or if you have a business entity where you are the principal.

As a Business applicant you can apply as a company that is incorporated and carrying on business in Australia. This may include Australian Private Company (Pty Ltd), an incorporated joint venture or incorporated limited partnership.

You must be a content business to apply for Enterprise Business.

You must be an above-the-line practitioner in content creation to apply for Enterprise People. Above-the-line includes:

- writers
- directors
- producers
- executive producers
- developers
- distributors (who are focused on content creation), and executives who work within roles associated with these functions in the industry that are content focused and traditionally associated with above-the-line content activities.

All applicants must be eligible under Screen Australia's [Terms of Trade](#) and then in addition, be eligible for the specific and stated eligibility criteria for the Enterprise Program in either Generate or Premium streams.

Do I have to repay any funding I receive under Business or People Enterprise?

No, funding is provided to successful applicants as a non-recoupable grant.

Will the program run annually?

It is Screen Australia's intention that the Enterprise program will have one annual round/deadline for Business and People applicants.

Applications cannot be submitted or considered outside of these annual rounds.

If I am unsuccessful for funding in this round, can I apply again next year?

Screen Australia will review the Enterprise Program on an annual basis. The focus of Enterprise Business and Enterprise People may adjust year to year and Screen Australia will announce any program updates.

If you are an unsuccessful applicant in 2022-2023 Enterprise funding, you can reapply if you meet required eligibility and the Enterprise program focus again.

Can I apply as a Business and then have a Person also apply as an individual to be hosted in my business?

Yes, a company applicant can apply for Enterprise Business funding, and a person can apply through Enterprise People to be placed with that same company.

If a Business or Person successfully applies for Enterprise funding, are they eligible to apply to other Screen Australia programs?

Yes, successfully funded Business and People applicants can apply to other Screen Australia programs. For example, a successfully funded Enterprise Person may be on placement to company X. That funded person is eligible to apply, for example, for Story Development funding for a particular project they are seeking development support for.

In relation to Enterprise Business, please note you can't apply for another program that has the same focus or outcome as your Enterprise Business funding grant. For example, if a successfully funded Business Enterprise activity primarily focusses on international strategy, then Screen Australia would expect that the successfully funded Business would not apply to the International Finance Fund or for funding support to attend markets in the year they are in receipt of Enterprise funding.

If successfully funded as a Business or Person, Screen Australia encourages any Enterprise recipient to contact enterprise@screenaustralia.gov.au prior to application to other programs.

If I am not eligible for Enterprise Business or People, where else might I go to resource myself or my business?

Screen Australia has programs for a range of sector activities and support. Please refer to the Screen Australia [funding and support pages](#), and subscribe to the [e-newsletter](#) for updates from industry insiders and new program or initiative launches.

State and Territory agencies have programs for a range of sector activities and support. Please refer to your State/Territory funding agencies.

Guilds and Societies have programs for a range of sector activities and support. Please refer to individual Guilds and Societies.

If you are new to the screen industry, Screen Australia's [Getting Started](#) resource may assist you in your planning.

Enterprise Business

What companies are eligible to apply for Enterprise Business?

The focus for Enterprise Business in the 2022-2023 year is businesses whose primary business is content development and production.

The Enterprise program will accept applications from companies whose primary business is content output in platforms in scripted, documentary, online, inclusive of First Nations led companies. Applicant companies may have a focus that is solely in one area (for example, scripted) or may cross platforms (for example, scripted and documentary).

All applicants must be eligible under Screen Australia's [Terms of Trade](#) and then in addition, be eligible for the specific and stated eligibility criteria for the Enterprise Program. Please refer to the Guidelines for more detailed information.

What sorts of activities can I apply for as an Enterprise Business applicant and what might be considered competitive?

Your funding application as a Business for Enterprise should be informed by the goals and strategy of your business. Enterprise Business does not seek to support 'business as usual' for applicant companies. In the application form, you will be asked to identify one of the priority key areas that are most central to your Enterprise Business application, and will be the focus of the business case you put forward in your application:

- International Strategy (expanding the footprint of your business, content and relationships);
- Slate Diversity & Expansion (building greater strategy in your business in terms of your content output).
- Slate, Creative Skill & Calibre (building your capacity in skills and calibre in content creation).
- Financing & Partnership (establishing or expanding avenues in your business for remuneration and sustainability).
- Company Structure & Business (building your business capacity and structure to ensure a sound foundation in your business).

Your application for Enterprise Business should not focus on your 'business as usual' activities but how your application would seek to support key strategy or strategies in your business in the categories listed above.

For example, an Online business might be seeking to shift from IP of under 5-minute format length to IP formats at 30 minutes length.

For example, a Documentary business might be seeking to move from a primary output in the domestic Australian market, to international output.

For example, a Scripted business might be seeking to restructure their business to create greater equity and inclusion at the level of ownership and IP in the company structure.

If I have a business that is not from a screen background, but is looking to expand into it, would I be eligible to apply?

As outlined in the Guidelines, eligible Business applicants require reportable credits in the platforms and genres they are applying for - that is, in First Nations, Scripted, Online, Documentary (feature, online, TV/episodic). If your Business does not have reportable credits in these platforms in formats fundable under Screen Australia's [Terms of Trade](#), your entity is not eligible to apply.

Are advertising companies eligible to apply?

As outlined in the Guidelines, eligible Business applicants require reportable credits in the platforms and genres they are applying for - that is, in First Nations, Scripted, Online, Documentary (feature, online, TV/episodic). If your Business does not have reportable credits in these platforms in formats fundable under Screen Australia's [Terms of Trade](#), your entity is not eligible to apply.

It is noted that some companies whose primary focus has or continues to be advertising may have a strategy to work with their roster of talent to move into longform content. Advertising companies can consider applying to other Screen Australia programs in order to develop and produce projects, but applicant Businesses must already have credits in First Nation, Scripted, Online, Documentary and meet eligibility as outlined above to be able to apply to Enterprise Business.

If my business has international partners, am I eligible to apply? Am I eligible if my business is international but has Australian partners?

Enterprise Business applicants must meet Screen Australia's [Terms of Trade](#). Please refer to the full [Terms of Trade](#), but in short: an applicant company must be incorporated and carrying on business in Australia, and have its central management and control in Australia.

Are there templates available for a Strategic Plan and a Business Case?

Yes, templates are available. The template for Business Strategic Plan is [here](#) the template for Business Case is [here](#).

Both are required as part of your Stage 1 Enterprise Business application along with the financials of the company, a template of which can be found [here](#).

Please note that these templates are for planning your application only. These template documents will not be for submission as a part of your application; however the application form will prompt you to input the answers to these documents. Please adhere to the stated wording limits in the documents as they will apply in the application form.

Enterprise People

What people are eligible to apply for Enterprise People?

The focus for Enterprise People in the 2022-2023 year is people whose primary career practice is in content creation roles, which include:

- writers
- directors
- producers
- executive producers
- developers
- distributors (who are focused on content creation), and executives who work within roles associated with these functions in the industry that are content focused and traditionally associated with above-the-line content activities.

All applicants must be eligible under Screen Australia's [Terms of Trade](#) and then in addition, be eligible for the specific and stated eligibility criteria for the Enterprise Program in either Generate or Premium streams.

In Enterprise People, what do you mean by placement or program of engagement? And what do you mean by 'applicant identified' and 'Screen Australia identified'?

- **Generate Placement:** For Generate applicants, you can apply to Enterprise People (Generate) to be placed in a company in Australia for twelve (12) months, or, where required due to applicant circumstances (caring responsibilities, disability for example), a pro rata timeframe. The applicant must source, secure and have evidence of the commitment of the placement company in order to apply to Enterprise People. Screen Australia cannot broker relationships or placements on behalf of the applicant.

- **Premium Applicant-Identified:** For Premium applicants, you can apply to Enterprise People (Premium) to be placed in an international company. The applicant must source, secure and have evidence of the commitment of the international placement company in order to apply to Enterprise People. Screen Australia cannot broker relationships or placements on behalf of the applicant.
- **Premium Screen Australia-Identified placement:** applicants can also apply for a Screen Australia secured placement, which means at the time when application opens, Screen Australia will announce placements it has pre-secured. These placements will be within leading international organisations/companies and businesses that will provide a career-defining opportunity for the successful applicants.
- **Premium program of engagement.** This is where the applicant has sourced and secured multiple short-term opportunities with a strategic focus. The applicant must source, secure and have evidence of the commitment of the international placement opportunities in order to apply to Enterprise People. For example, a First Nations producer may develop a program of engagement with key international First Nations production companies. Screen Australia cannot broker relationships or placements on behalf of the applicant.
- For international placements, whether identified and secured by the applicant or secured by Screen Australia, the expectation is the placement is for six (6) months, or, where required due to applicant circumstances (caring responsibilities, disability for example), a pro rata timeframe.

What if the host company I select prefers me to work in a part-time or pro-rata position rather than full time?

If you have secured a placement opportunity this does not guarantee that Screen Australia will support the application. We anticipate that Enterprise People will be competitive.

Screen Australia recognizes that for both People and their potential Host companies that working timeframes will be dependent on a number of factors. At the time of application, you will be asked to outline the nature and range of the placement, and here you can indicate any particular preferred working requirements such as timeframe.

Applications for People must sit at the \$75,000 funding availability for the program.

Why aren't there any Screen Australia sourced placements for Generate applicants?

Screen Australia anticipates a significant number of Generate People applicants and is not in a position to broker or pre-arrange host companies for prospective applicants.

Screen Australia does not wish to pre-determine workplaces for prospective applicants, but to assess People applicant determined and agreed placements they propose with host companies.

Screen Australia works in the pre-selected Host Company model in other programs, such as SBS Emerging Writers' Incubator.

What will make my application competitive?

As stated in Enterprise People Guidelines, competitive applications will be those that are strategic for the applicant, build career trajectory and growth, can impact on wider industry knowledge and information sharing, and that across the program contribute to equity and inclusion in the screen sector.

What types of credits make me an eligible applicant to apply to Enterprise People?

In relation to the Generate stream, the Guidelines provide as follows:

Applicants for the Generate stream must have some industry experience in above the line roles on commissioned, or critically and/or commercially recognised, short-form produced work. Short-form produced work is scripted or documentary work that sits within Screen Australia's [Terms of Trade](#), and is produced for the platforms of feature, television, and online. The applicant may have credit on lower-budget television, feature or online produced work. Generally the applicant will be in the first ten (10) years of their practice in the industry in roles similar to which they are seeking support for through this program.

As a Generate People applicant, you have some industry experience in these roles in content creation: writers, directors, producers, executive producers, developers, distributors (who are focused on content creation) and executives who work within roles associated with these functions in the industry that are content focused and traditionally associated with above-the-line content activities.

Short form produced work may be web series, short films, online narrative, low budget television and must be across Online, Scripted or Documentary content.

In relation to the Premium stream, the Guidelines provide as follows:

Applicants for the Premium stream must have a strong track record or are highly accomplished across multiple long-form produced work, some of which may be higher-budget, and have achieved critical and/or commercial success and significant audience reach. Long-form produced work is scripted or documentary work that sits within Screen Australia's [Terms of Trade](#), and is produced for the platforms of feature, television, and online. Generally, the applicant will be beyond ten (10) years of their practice in the industry in roles similar to which they are seeking support for through this program.

As a Premium People applicant you have a strong track record or you are highly accomplished in these roles in content creation: writers, directors, producers, executive producers, developers, distributors (who are focused on content creation) and executives who work within roles associated with these functions in the industry that are content focused and traditionally associated with above-the-line content activities.

Long form produced work may be Online, Scripted or Documentary content.

I don't have the credits required to be eligible for Generate People, how might I be eligible and considered a competitive applicant?

Generate People is not an entry level program.

Generate People is to support practitioners already with some career trajectory.

Screen Australia however, recognises the barriers that face underrepresented communities in securing professional pathways into the screen sector. The Generate stream (only) will consider applicants from underrepresented communities who do not have formal industry experience or reportable credits as outlined above, but who can evidence the relevant skills, potential and experience in other relevant content creation fields.

For the purposes of this program, Under-represented applicants may include: Aboriginal and Torres Strait Islander peoples; people who are from culturally and linguistically diverse backgrounds; people

who are Deaf, hard of hearing or with disability; people who are female or gender diverse; people who identify as LGBTQIA+; and people located in regional and remote areas.

Relevant skills and experience may include work in the roles of writers, directors, producers, executive producers, developers, distributors and executives, in related creative fields. For example, a theatre dramaturg who is transitioning to screen story development; a theatre producer who is transitioning to screen producing; a book editor transitioning to creative producing in the screen sector.

How do I select a mentor? What if I can't suggest any suitable mentors? Will the mentor I suggest in my application be the one Screen Australia supplies as part of my approved application?

In your application form for Enterprise People you will be asked to nominate any preferred mentors. If you are unable to suggest a mentor that is fine. We are only looking for who you might have interest in supporting you if you are successfully funded. Once funded applicants are decided, Screen Australia will work with the funded applicant to either secure their preferred mentor or to suggest others for consideration. Securing a mentor will be dependent on availability.

Though I have not been a writer, director, producer, executive producer, developer, distributor and/or executive, I have worked in roles similar such as a writer's assistant, script consultant, script editor, etc. Would I be eligible to apply?

Screen Australia considers Script Consultant and Script Editor to be contained within the definition of 'Developer' and if the applicant has eligible credits or track record to apply, then yes an application can be submitted. If in any other role, for example, writers' assistant, you have not contributed to nor are credited for a content creation role, then no, you are not eligible to apply.

Any prospective applicant must not only meet eligibility requirements but must also apply with a secured host company.

If I have experience in other fields such as advertising or journalism, would I be eligible to apply?

If you are from an under-represented community, have secured a placement, and can evidence the relevant skills, potential and experience in other relevant content creation fields, then you are eligible to apply.

If you do not meet other eligibility requirements with regards to some experience in the screen sector, then no, you are not eligible to apply.

My proposal will involve First Nations content and people. What do I need to do?

Screen Australia supports the telling of First Nations stories by First Nations creatives and storytellers. Where this is not the case, we expect integrated and meaningful collaboration and intellectual property (IP) with the First Nations communities to which these stories belong. Whenever there is First Nations content and/or First Nations community participation in a project on your slate, or when there are First Nations members of the team who do not have the authority to speak for the people or place being represented in the story, you will need to follow the checklists from [Pathways & Protocols: a film maker's guide to working with Indigenous people, culture and concepts](#). You will need to outline how you will approach First Nation content that occurs in any proposal.

Are there templates available for Career Planning?

Yes, a template for People applicants regarding Career Planning is available [here](#).

Please note that this template is for planning your application only. The planning document itself will not be for submission as a part of your application; however the application form will prompt you to input the answers to these documents. Please adhere to the stated wording limits in the documents as they will apply in the application form.

If you have not viewed the Enterprise Program 2022-2023 Webinar, please visit the Enterprise Business or People webpage to view.

Update Log

February 2023

- Corrected submission materials for Business Strategy Plan and Business Case template both to be required at Enterprise Business Stage 1 (formerly mentioned Business Case would be at stage 2 only)