



# 2024 Revision of Screen Australia Credit Policy

Screen Australia has six core credit requirements:

- If there are **pre-presentation** credits, the Screen Australia animated logo (ident) is to be included with the order based on funding level;
- Screen Australia acknowledged in the **opening presentation credits with the order** based on funding level;
- Screen Australia acknowledged in **closing credits with the order** based on funding level, except for (i) Television and Online, where Screen Australia has the first card after the credit roll irrespective of funding level; and (ii) Television or Online Productions that receive funding from the First Nations Department and for which Screen Australia is the Tier 1 funder, where Screen Australia has the last card;
- Screen Australia's funding acknowledged in **all media material**, and those materials should be prepared collaboratively and with adequate notice;
- Screen Australia acknowledged on **physical retail packaging** for the finished work e.g. DVD, CD soundtracks, games jackets;
- Screen Australia acknowledged on **collateral** for the finished work e.g. posters, brochures, microsites.

Depending on the format, Screen Australia will usually also require a credit in:

- Trailers and teasers;
- Online advertising (where any other funders are included);
- Cinema advertising.

As long as no other funders (excluding the Commissioning Platform/s) are included, Screen Australia waives credits for:

- Non-cinema advertising, including print, radio, television, outdoor and online; and
- Merchandise.

This revised Credit Policy shall apply to all Screen Australia grant and production investment agreements with effect from 16 May 2024.

Substantive changes made in May 2024:

- Clarifying the expectations of the First Nations Department with respect to the position of the First Nations Department static card during the end credits for Television and Online.
- Increasing the time period required for any subsequent media releases to be submitted to the Screen Australia Communications Department for approval from 1 business day to 2 business days.
- Adding the section titled 'Credits for Games'.

# Credit Policy

Screen Australia invests in Australian screen stories and talent on behalf of Australian taxpayers. As such, it is a requirement to credit this contribution appropriately to give Australians an awareness of how their taxes have been invested, which in turn encourages further support of local production.

This Credit Policy outlines Screen Australia's requirements and will form the basis of the Credit requirements in contracts with the agency. Credits are contractual obligations negotiated and confirmed between the parties. Please refer to this policy document for guidance. Any Credits not outlined in the Credit Policy will be negotiated in good faith, and need to be agreed to in writing by a Screen Australia Investment Manager before they can be applied to a Production.

## TERMS

- **Billing Block:** A graphical representation of the Production Credit using logos.
- **Cash Contribution:** An investment (i.e. equity) in a Production or other contribution of funding listed below, that appears in the final finance plan:
  - Development funds;
  - Production investments (equity), screen agency grants and assigned investment;
  - Genuine market rate "in kind" contributions;
  - Producer Offset (attributed to Producer but counting towards the Screen Australia Cash Contribution) and the expression shall include any PDV as defined below, if the producer has applied for this rather than Producer Offset e.g for animation;
  - Any licence fee for the right to transmit or otherwise exploit rights in the Production (counting towards the Commissioning Platform's Cash Contribution, if relevant);
  - Screen Australia's Documentary Completion Funding (PEP);
  - State and Territory-based top up PDV and Location incentives (but excluding payroll tax rebates and similar), which shall count as Cash Contribution of the relevant State/Territory.
- **Commissioning Platform:** Any party that appears in the 'marketplace' section of a finance plan, who is paying a licence fee to broadcast/stream the production.
- **Closing Credits:** The logo sequence that appears after the Credit Roll.
- **Credits:** Acknowledgment of Funder(s), Commissioning Platform, Distributor, Sales Agent, and Producer of a production (as applicable) on-screen and in other materials related to the production.
- **Credit Roll:** The listing of parties involved in making the Production, which begins immediately after the end of the Production.
- **Distributor:** Any distributor that appears in the 'marketplace' section of a finance plan, who is usually paying a minimum guarantee to exploit the Production.
- **Funder:** A party that supplies a Cash Contribution to a production (excluding Lenders).
- **Gap Lenders:** So called gap, mezzanine or similar lenders, who typically lend against unsold territories and recover their loans before equity investors from revenues arising in the unsold territories.
- **Lender:** A term referring to cash-flow loan providers against Producer Offset, PDV rebates, pre sales, distribution guarantees, etc.
- **Online:** relates to a platform where a production is viewed first "over the top" i.e on the internet, excluding SVOD, but including YouTube, Facebook and content premiered on television catch-up services, such as ABC iView and SBS on Demand. For convenience VR, XVR or similar formats will also be treated as Online, unless feature length, when they will be treated as Film.

- **PDV:** Post, Digital and Visual Effects Offset from the Federal Government only (so we do not count any State Agency or Territory “PDV top ups”) in calculating the Screen Australia Tier.
- **Pre-Presentation Credits:** The animated logo sequence that appears before the Presentation Credits.
- **Presentation Credits:** Refers to the text-based listing of Funders involved with the Production, generally overlaid across the start of the Production. Also known as ‘opening credits’ or ‘opening titles’.
- **Producer:** The party producing the Production, typically the contracting business entity.
- **Production:** The project that Funders are supplying a Cash Contribution to.
- **Production Credit:** A text-based acknowledgement of the Funder(s), Commissioning Platform, Distributor, Sales Agent and Producer of a production as applicable.
- **Sales Agent:** The sales agent that appears in the ‘marketplace’ section of a finance plan, who is usually paying an advance, or a minimum guarantee to exploit the production outside of Australia.
- **Television:** includes Free to Air, subscription television, and subscription video on demand (SVOD).
- **Tier:** A position assigned to a Funder based on the size of their Cash Contribution, which dictates where they will appear in Credits.

## APPLICATION

This Credit Policy details minimum required Credits for Screen Australia and provides benefits to:

- State and Territory screen bodies;
- Commissioning Platforms;
- Producers; and
- Distributors and Sales Agents (by negotiation).

This Credit Policy details Credits that will be negotiated for:

- Lenders;
- Gap Lenders;
- Producers; and
- The Producer Offset.

This Credit Policy does not provide benefits for:

- State and Territory government payroll tax discounts;
- Any creative team or post-production house reinvestments; and
- Any producer / above the line reinvestments.

## FUNDING TIERS

Screen Australia, Commissioning Platforms, Distributors, Sales Agents and Producers are afforded specific credits irrespective of whether they are awarded a Tier. These Credits are detailed later in this document.

To determine the required Credits, Funders are normally allocated a Tier, based on their Cash Contribution to the production:

- **Tier 1:** The largest Funder;
- **Tier 2:** The second largest Funder;
- **Tier 3:** The third largest Funder; and
- **Tier 4:** The fourth largest Funder and any remaining Funders by negotiation.

**Notes:**

- If there is a less than 10% difference in the Cash Contribution between Funders, they are awarded the same Tier.
- State and territory Cash Contributions coming from multiple sources e.g. a screen agency and a tourism agency, will be allocated separate Tiers unless otherwise agreed to.

## Credits for Development

### DEVELOPMENT

In instances where Screen Australia's only involvement in a Production is supplying development funding, the following wording should appear in the Credit Roll in the Closing Credits.

**Developed with support from Screen Australia**

[Plus, in the case of Film only, the Screen Australia logo]

**Notes:**

If the development funding was from Screen Australia's First Nations Department, please use the following wording instead:

**Developed with support from Screen Australia's First Nations Department**

[Plus in the case of Film only, the First Nations Department logo]

### DEVELOPMENT AND PRODUCTION

In instances where Screen Australia provided both development and production funding to a Production, this is incorporated into the Closing Credits as detailed later in the Credit Policy.

## Credits for the Producer Offset

The Producer Offset is governed by tax secrecy laws, and as such it is at the Producer's discretion as to whether to acknowledge this funding.

Acknowledging the Producer Offset in the Credit Roll with the following wording is appreciated:

**The Producers acknowledge the support of the Australian Government through the  
Producer Offset administered by Screen Australia**

The position of such acknowledgement shall be at the discretion of the Producer.

# Credits for Film

This section applies to feature length scripted and documentary Productions. If a Production is produced for both a theatrical and television release, two separate Credit requirements may be contracted.

## PRE-PRESENTATION CREDITS

Full frame animated logos (idents) in the following order:

1. Tier 1;
2. Tier 2;
3. Tier 3;
4. Tier 4.

The positioning of the Distributor, Sales Agent and Commissioning Platform's Pre-Presentation credits to be negotiated in good faith.

### Notes:

- The ordering of the Pre-Presentation cannot be altered unless agreed in writing with the Screen Australia Investment Manager.
- Lenders do not get a Pre-Presentation Credit unless agreed to in writing with the Screen Australia Investment Manager.
- Gap Lenders may be entitled to a pre-presentation credit as negotiated in good faith on a case by case basis with the Screen Australia Investment Manager, having regard to the amount of their Cash Contribution, compared to other Funders.
- The Screen Australia ident must be used in colour with audio, unless agreed in writing with the Screen Australia Investment Manager.
- Logos must appear in isolation i.e. not with other logos or overlaid on footage. As such, if there is e.g. multiple Tier 1 Funders, the sequence will be extended so each have their logo appear in isolation.
- If a party does not have an ident, they can opt to use a static logo.

## PRESENTATION CREDITS

Appear immediately after the Pre-Presentation Credit on a single card unless otherwise agreed in advance.

Card	Party	Approved text
First	Tier 1	<b>Screen Australia presents</b>
Second	Tier 2	<b>in association with Screen Australia *</b>
Third	Tier 3	<b>with support from Screen Australia*</b>
Fourth	Tier 4	<b>with Screen Australia **</b>
Fifth	Producer	<b>A [Producer] production ***</b>

\* *If a Funder has made a "significant" Cash Contribution, normally at least 30% of budget, but is not Tier 1, it will still be entitled to a "presents" credit, rather than an "in association" or "with support" credit.*

\*\* *Regardless of actual Cash Contribution, Federal, State and Territory Agencies and the Commissioning Platform/s, will always have at least a Tier 4 credit.*

\*\*\* *Producers get a production but no other presentation credit.*

**Notes:**

- All cards should appear on screen for an equal amount of time.
- Screen Australia is entitled to a single card presentation credit and will not share a card, unless agreed to in writing with the Screen Australia Investment Manager. As such, if there are multiple Tier 1 Funders (for example), the sequence will be extended so each have a card.
- Gap Lenders may be entitled to a Presentation Credit as agreed in writing with the Screen Australia Investment Manager, having regard to the amount of their Cash Contribution compared to other Funders, and provided that they are at least a Tier 4 Funder.
- Lenders, Distributors and Sales Agents do not get a Presentation Credit unless agreed to in writing with the Screen Australia Investment Manager.

**CLOSING CREDITS**

Closing Credits appear immediately after the Credit Roll, if a contractual requirement, in the following order unless agreed otherwise with a Screen Australia Investment Manager.

Card	Party	Approved text
	Lender	<b>Financed with the assistance of</b> [Lender/s] [Gap Lenders if not at least Tier 4]
	Producer	[Producer logo]
	Distributor	<b>Australian distribution by</b> [Distributor logo] (if contractual)
	Sales Agent	<b>International sales by</b> [Sales Agent logo] (if contractual)
	Tier 4	<b>Financed (and developed*) with support from</b> [Screen Australia static logo]
	Tier 3	<b>Financed (and developed*) in association with</b> [Screen Australia static logo]
	Tier 2	<b>Production (and development*) funding from</b> [Screen Australia static logo]
Last Card	Tier 1	<b>Principal production (and development*) funding from</b> [Screen Australia static logo] [Copyright notice]

\* *If appropriate.*

**Notes:**

- Closing Credits must be in card format i.e. not rolling.
- All cards should appear on screen for an equal amount of time.
- Screen Australia will not share a card, unless agreed to in writing with the Screen Australia Investment Manager. As such, if there are multiple Tier 1 Funders (for example), the sequence will be extended so each have a card.
- The copyright notice should be incorporated into the final Tier 1 card.
- The positioning of the Commissioning Platform’s credit to be negotiated in good faith if not a Tier 1-4 funder.
- Lenders do not get a Closing Credit unless agreed to in writing with the Screen Australia Investment Manager.
- If State and Territory screen agencies require a ‘Filmed in [location]’ and/or ‘Post, digital and visual effects in [Location]’ Closing Credit, it should preferably be included at the end of the Credit Roll. If there is no Credit Roll then such credits shall appear on one closing card. Additional cards may not be added for this purpose unless the funding is from completely different sources of funding, in which case two separate cards will be allowed.

- Subject to other Funder approval, State and Territory agencies can request to personalise the Closing Credit language, as long as their Cash Contribution is equity and their level of investment (Tier) compared to other Funders remains clear e.g. ‘Financed with support from Screen Queensland’ could become ‘Financed with investment from Screen Queensland’.
- Screen Australia static logo to be replaced by Screen Australia’s First Nations Department logo on projects funded by the First Nations Department.

#### OTHER CREDITS: TRAILERS AND TEASERS

- Trailers can be preceded with the static logos of the Distributor and/or Sales Agent.
- No other logos should precede the trailer, otherwise the logos of all Funders must be included.
- The trailer must conclude with the Billing Block.

#### OTHER CREDITS: RETAIL

The Billing Block must be included on the packaging for physical:

- DVDs/BluRay jackets; and
- Soundtrack jackets.

#### OTHER CREDITS: MEDIA MATERIAL

All media material must acknowledge all Funders. The required acknowledgements for Screen Australia are outlined below.

##### Announcement releases:

- **Mention** of Screen Australia in the first paragraph of the media release where the agency is a Tier 1 or 2 Funder. Inclusion of a Screen Australia first-paragraph mention when the agency is a Tier 3 or 4 Funder is on a most favoured nations basis. The style of the mention should make it clear the different level of Funders involved.
- Offer Screen Australia the opportunity to include **spokesperson quote** when the agency is a Tier 1 or 2 Funder. This quote is to appear on the first page of the media release. Inclusion of a Screen Australia quote when the agency is a Tier 3 or 4 Funder is on a most favoured nations basis.
- Include the **Screen Australia logo** on the first page of the media release where the agency is a Tier 1 or 2 Funder. Include the Screen Australia logo at the conclusion of the media release on a most favoured nations basis when the agency is a Tier 3 or 4 Funder. Screen Australia logo to be replaced by the First Nations Department logo on projects funded by the First Nations Department.
- Logos must appear on all versions of the release, including electronic direct mail and website versions.
- Inclusion of full **Production Credit** at the conclusion of the media release.

The announcement release must be prepared collaboratively with Screen Australia, a draft being supplied for review at least 3 business days before intended date of release.

If a Production has already been announced prior to Screen Australia funding the project, the agency will announce its funding separately.

##### Subsequent releases:

- Offer Screen Australia the opportunity to include **spokesperson quote** when the agency is a Tier 1 or 2 Funder. Inclusion of a Screen Australia quote when the agency is a Tier 3 or 4 Funder is on a most favoured nations basis.
- Include the **Screen Australia logo** on the first page of the media release where the agency is a Tier 1 or 2 Funder. Include the Screen Australia logo on a most favoured nations basis at the conclusion of the media release when the agency is a Tier 3 or 4 Funder. Screen Australia logo to

be replaced by the First Nations Department logo on projects funded by the First Nations Department.

- Inclusion of full **Production Credit** at the conclusion of the media release.

Screen Australia must be given at least 2 business days to approve subsequent media releases.

**Media kit:**

- Include the **Screen Australia, or First Nations Department, logo** on the first or second page of the media kit regardless of Tier.
- Inclusion of full **Production Credit** on the first or second page of the media kit.

**The approved Production Credit format for film is:**

[Title] is a [Production Company] production. **Principal production funding** from Screen Australia (or other Tier if applicable).

[Tier 1 funder/s], **in association with** [Tier 2 funder/s] **Financed with support from** [Tier 3 funder/s] **with** [Tier 4 funder/s]. **Local distribution by** [Distributor]. **International sales by** [Sales Agent].

(Optional in instances of PDV incentive)

**Post, digital and visual effects supported by** [State and/or Territory body].

(Optional) **Developed with assistance of** [all development funders in monetary order with the highest development investment first, regardless of whether they are development-only funders or also acknowledged as a production funder].

If a Funder has made a “significant” Cash Contribution, normally at least 30% of budget, but is not Tier 1, it will still be entitled to a “Principal production funding from” credit, rather than an “in association” or “with support” credit.

**CREDIT EXEMPTIONS**

As long as no other Funders (excluding the Commissioning Platform/s\*) are included, Screen Australia waives credits for:

- Non-cinema advertising, including print, radio, television, outdoor and online
- Merchandise.

\* *Commissioning Platform credit may also include an “Original” credit on key artwork if desired, eg Stan Original, ABC Original.*

# Credits for Television and Online

This section applies to all narrative and documentary productions made for:

- Free to air television e.g. ABC, Nine Network
- Subscription television e.g. Foxtel
- Television catch-up services e.g. SBS On Demand, TenPlay
- SVOD/Streaming services e.g. Stan, Netflix
- Online including social media e.g. YouTube, TikTok, Facebook, Instagram, ABC iView, SBS-on-Demand.
- Virtual reality e.g. Oculus, Vive.

If a Production is produced for both a theatrical and television release, two separate Credit requirements may be contracted.

If there are multiple Commissioning Platforms e.g. local and international release, Credits will be contracted for each.

For special programming such as productions which are part of a shared initiative, virtual reality or productions of less than a television half-hour in duration, Screen Australia will negotiate on-screen credits on a case by case basis. Funders will be acknowledged based on a Tier system but the style, method and/or duration of the credits will be negotiated.

## PRE-PRESENTATION CREDITS

Productions made for Television and Online do not normally have Pre-Presentation Credits.

Productions may include a Commissioning Platform Pre-Presentation Credit if desired (e.g. Stan Original, ABC Original) on screen which may be overlaid across the start of the picture and on key artwork. However, if any other parties are acknowledged, this triggers the requirement for a full Pre-Presentation Credit as per the Film section of this Credit Policy.

## PRESENTATION CREDITS

Card	Party	Approved text
First	Tier 1	<b>Screen Australia [and Commissioning Platform] present</b>
Second	Tier 2	<b>in association with Screen Australia [and other Tier 2 Funder/s]*</b>
Third	Tier 3	<b>with support from Screen Australia [and other Tier 3 Funder/s]*</b>
Fourth	Tier 4	<b>with Screen Australia [and other Tier 4 Funder/s] **</b>
Fifth	Producer	<b>A [Producer] production</b>

\* *If a Funder has made a significant Cash Contribution (normally at least 30% of budget), but is not Tier 1, it will still be entitled to a “presents” credit, rather than an “in association” or “with support” credit.*

\*\* *Regardless of actual Cash Contribution, Federal, State and Territory Agencies, will always have at least a Tier 4 credit.*

Presentation Credits continue thereafter with cast, creatives, etc.

### Notes:

- The Commissioning Platform will share the first card, irrespective of Tier level, with the largest Funder, the largest Funder being named first named first e.g “ABC and Screen Australia present”.
- To quicken the Presentation Credits, cards are shared as above.
- All cards should appear on screen for an equal amount of time.

- Distributors, Sales Agents and Lenders do not get a Presentation Credit unless agreed to in writing with the Commissioning Platform.
- For Online productions, Screen Australia may agree to the omission of the entire Presentation Credit sequence.

## CLOSING CREDITS

Closing Credits appear immediately after the Credit Roll.

Except as set out below, Screen Australia agrees to have the first card after the credit roll (wording to be adjusted accordingly if Screen Australia is not Tier 1) and the Commissioning Platform shall have the last card unless they agree otherwise with the Producer.

For Productions funded by the First Nations Department and where Screen Australia is the Tier 1 funder (**SAFND Tier 1 Production**), Screen Australia must receive the last card after the credit roll and the Commissioning Platform shall have the second last card unless they agree with the Producer to receive another position (provided that it is not the last card). For the avoidance of doubt, for Productions funded by the First Nations Department and where Screen Australia is not the Tier 1 funder, then Screen Australia shall continue to have the first card after the credit roll.

Card	Party	Approved text
First after credit roll	Screen Australia (excluding SAFND Tier 1 Productions)	<b>Principal production*</b> (and development*) <b>funding from</b> [Screen Australia static logo]
	Tier 1	<b>Production</b> (and development*) <b>funding from</b> [Tier 1 static logo]
	Tier 2	<b>Financed</b> (and developed*) <b>in association with **</b> [Tier 2 static logo]
	Tier 3	<b>Financed</b> (and developed*) <b>with support from **</b> [Tier 3 static logo]
	Lenders	<b>Financed with the assistance of ***</b> [Lender/s] (if contractual)
	Gap Lenders	<b>Wording to be agreed</b> (if contractual) <b>***</b>
	Distributor	<b>Australian distribution by ***</b> [Distributor logo] (if contractual)
	Sales Agent	<b>International sales by ***</b> [Sales Agent logo]
	Producer	[Producer logo]
Last card (excluding SAFND Tier 1 Productions)	Commissioning Platform	<b>Wording to be agreed, such as ‘developed and produced in association with the [Commissioning Platform]’</b> [Commissioning Platform Logo] [Copyright notice]****
Last Card (SAFND Tier 1 Productions)	Screen Australia	<b>Principal production*</b> (and development*) <b>funding from</b> [Screen Australia static logo]  [Copyright notice]

\* *As appropriate.*

\*\* *If a Funder has made a “significant” Cash Contribution (normally at least 30 % of budget), but is not Tier 1, it will still be entitled to a “Principal production funding” credit, rather than an “in association” or “with support” credit.*

\*\*\* *As and if agreed by the Commissioning Platform.*

\*\*\*\* *The copyright notice would not appear on the Commissioning Platform's card for SAFND Tier 1 Productions.*

### Notes on Closing Credits for Television and Online

- Closing Credits must be in card format i.e. not rolling.
- All cards should appear on screen for an equal amount of time.
- Notwithstanding table above, State and Territory screen agencies (even if not Tier1-4) shall have a closing credit in a position after the Sales Agent, commensurate with their Cash Contribution and can incorporate a 'Filmed in [location]' and/or 'Post, digital and visual effects in [Location]' onto their Closing Credit card (for financial support) if desired. Additional cards are not to be added for this purpose.
- Subject to other Funder approval, State and Territory screen agencies can request to personalise the Closing Credit language, as long as their Cash Contribution is equity and their level of investment (Tier) compared to other Funders remains clear e.g. 'Financed with support from Screen Queensland' could become 'Financed with investment from Screen Queensland.'
- Screen Australia static logo to be replaced by Screen Australia's First Nations Department logo on projects funded by the First Nations Department.
- Closing Credits are not to be removed or truncated under any circumstances, including on catch-up / on-demand services.

### OTHER CREDITS: TRAILERS AND TEASERS

- Trailers can be preceded with the logos of the Commissioning Platform.
- No other logos should proceed the trailer, otherwise the logos of all Funders must be included.
- Inclusion of the Billing Block at the conclusion of the trailer is optional.

### OTHER CREDITS: RETAIL

The Billing Block must be included on the packaging for physical:

- DVDs/BluRay jackets; and
- Soundtrack jackets.

### OTHER CREDITS: MEDIA MATERIAL

All media material must acknowledge all Funders. The required acknowledgements for Screen Australia are outlined below.

#### Announcement releases:

- **Mention** of Screen Australia in the first paragraph of the media release where the agency is a Tier 1 or 2 Funder. Inclusion of a Screen Australia first-paragraph mention when the agency is a Tier 3 or 4 Funder is on a most favoured nations basis. The style of the mention should make it clear the different level of Funders involved.
- Offer Screen Australia the opportunity to include **spokesperson quote** when the agency is a Tier 1 or 2 Funder. This quote is to appear on the first page of the media release. Inclusion of a Screen Australia quote when the agency is a Tier 3 or 4 Funder is on a most favoured nations basis.
- Include the **Screen Australia logo** on the first page of the media release where the agency is a Tier 1 or 2 Funder. Include the Screen Australia logo at the conclusion of the media release on a most favoured nations basis when the agency is a Tier 3 or 4 Funder. Screen Australia logo to be replaced by the First Nations Department logo on projects funded by the First Nations Department.
- Logos must appear on all versions of the release, including electronic direct mail and website versions.
- Inclusion of full **Production Credit** at the conclusion of the media release.

The announcement release must be prepared collaboratively with Screen Australia, giving at least 3 business days' notice. It is Screen Australia's practice to announce a project within 12 weeks of its approval. Screen Australia will consult collaboratively with other Funders before making such announcement, giving a draft for review at least 3 business days before the intended release.

Note for television/drama titles: the first announcement cannot be included in an upfront without clearance from Screen Australia's Communications Department.

If a Production has already been announced prior to Screen Australia funding the project, the agency will announce its funding separately.

#### Subsequent releases:

- Offer Screen Australia the opportunity to include **spokesperson quote**, on a most favoured nations basis.
- Include the **Screen Australia logo** on the first page of the media release where the agency is a Tier 1 or 2 Funder. Include the Screen Australia logo on a most favoured nations basis at the conclusion of the media release when the agency is a Tier 3 or 4 Funder. Screen Australia logo to be replaced by the First Nations Department logo on projects funded by the First Nations Department.
- Inclusion of full **Production Credit** at the conclusion of the media release.

Screen Australia must be given at least 2 business days to approve subsequent media releases.

#### Media kit:

- Include the **Screen Australia, or First Nations Department, logo** in the media kit with, and with no less prominence than other Funders of a similar Tier.
- Inclusion of full **Production Credit** in the media kit.

The approved **Production Credit** format for television, online and other non-film Productions is:

[Title] is a [Production Company] **production** for [Commissioning Platform/s if applicable]. **Principal production funding from** [Screen Australia (or different Tier if applicable) Tier 1 funder/s], **in association with\*\*** [Tier 2 funder/s]. **Financed with support from\*\*** [Tier 3 funder/s] **with** [Tier 4 funder/s]. (optional) **Local distribution by** [Distributor]. **International sales by** [Sales Agent].

(optional in instances of PDV incentive)

**Post, digital and visual effects supported by** [State and/or Territory agency].

(optional) **Developed with assistance of** [all development funders in monetary order with the highest development investment first, regardless of whether they are development-only funders or also acknowledged as a production funder].

\*\* *If a Funder has made a "significant" Cash Contribution, normally at least 30 % of budget, but is not Tier 1, it will still be entitled to a "Principal production funding from" credit, rather than an "in association" or "with support" credit.*

#### CREDIT EXEMPTIONS

As long as no other Funders (excluding the Commissioning Platforms) are included, Screen Australia waives credits for:

- Non-cinema advertising, including print, radio, television, outdoor and online; and
- Merchandise.

\* *Commissioning Platform credit may also include an "Original" credit on key artwork if desired, e.g. Stan Original, ABC Original.*

# Credits for Games

This section applies to all Productions that are games released on any games platform or otherwise made available to the public.

## OVERVIEW

Screen Australia requires acknowledgement of its support in all games that receive Screen Australia funding. Screen Australia acknowledges that credit requirements for a game may vary according to the type of support provided by Screen Australia and the nature of the game.

Screen Australia credits for a game must, at a minimum:

- Be included in the game in the form agreed by Screen Australia;
- Appear in all publicity and promotional material issued about the game (including trailers, teasers, retail, media material and at games conventions and markets); and
- Be of no less prominence than any other Funder's credit (excluding game publishers, if applicable).

## IN-GAME CREDITS

Screen Australia will generally require one or a combination of the following crediting options in the relevant game. Note that the below examples are primarily for illustrative purposes and are not an exhaustive list of the ways in which Screen Australia may agree to be credited.

The position, size and/or ordering of Screen Australia's credit in relation to other Funders or third parties (such as game publishers or game engines) will be negotiated in good faith, having regard to the Cash Contribution of each party.

- **Splash screen credits:** games which feature Funder credits in a 'splash screen' opening should include Screen Australia's full frame static logo.
- **Game menu credits:** games which have logos appearing as part of the game menu should include the Screen Australia static logo with no less prominence than other Funders (excluding game publishers, if applicable).
- **Presentation credits:** 'cinematic' games which feature Funders in the Presentation Credits\* in the opening of the game should include a Screen Australia credit on a single title card as follows (unless otherwise agreed in writing with Screen Australia):  
*"Made with support from Screen Australia"*
- **Closing credits:** games which feature a Credit Roll should include a Screen Australia credit in the Credit Roll as follows (unless otherwise agreed in writing with Screen Australia):  
*"Made with support from  
[Screen Australia static logo]"*

\* *Presentation Credits in this context refers to the text-based listing of certain parties involved in making the game, generally overlayed across the start of a 'cinematic' game. Also known as 'opening credits' or 'opening titles'.*

## OTHER CREDITS: GAMES CONVENTIONS AND MARKETS

Screen Australia will require a credit in the form of a logo at any booths or physical stands at games conventions and markets. The logo must be clearly visible throughout the event (not obscured by screens, signage etc.), and must be of no less prominence than any other Funder. For the avoidance of doubt, all credits are subject to Screen Australia written approval.

## OTHER CREDITS: TRAILERS AND TEASERS

Screen Australia will require a credit in the form of a logo in any trailers and teasers.

## OTHER CREDITS: RETAIL

Screen Australia will require a credit in the form of a logo on the packaging for physical:

- Game jackets; and
- Soundtrack jackets.

#### **OTHER CREDITS: MEDIA MATERIAL**

Screen Australia will require an acknowledgement on all media material (including press releases) in the form of a logo, credit and/or an opportunity for a quote from a spokesperson of the agency. The required acknowledgements for Screen Australia are outlined below:

- **Announcement releases:** The announcement releases must be prepared collaboratively with Screen Australia, giving at least 3 business days' notice. It is Screen Australia's practice to announce a project within 12 weeks of its approval. Screen Australia will consult collaboratively with other Funders before making such announcement, giving a draft for review at least 3 business days before the intended release. If a game has already been announced prior to Screen Australia funding the project, the agency will announce its funding separately.
- **Subsequent releases:** Subsequent releases must be prepared collaboratively with Screen Australia, giving at least 2 business days' notice for Screen Australia to provide its approval.

#### **CREDIT EXEMPTIONS**

As long as no other Funders are included, Screen Australia waives credits for:

- Advertising for print, radio, television, outdoor and online; and
- Merchandise.