

Narrative Content Market & Audience - Assets Guidelines

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Screen Australia reserves the right to change its program guidelines. Applicants should check the website for the latest version. These guidelines should be read in conjunction with Screen Australia's [Terms of Trade](#), [Information for Applicants](#) and [Information for Recipients](#) on the agency's website.

If applicants have questions about this program or accessibility requirements relating to submitting an application contact Screen Australia's Program Operations team at audience.narrativecontent@screenaustralia.gov.au, or on 1800 507 901.

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1. Funding Program

1.1. Overview

The Narrative Content Market & Audience - Assets Program supports producers and distributors to create assets for theatrical feature film projects.

This funding program only applies to narrative projects in receipt of Screen Australia Narrative Content Production, Scripted Production or First Nations Production funding.

The aims of the Narrative Content Market & Audience - Assets Program are to support:

- asset strategy, creation and delivery costs of assets for Australian narrative theatrical feature films during production;
- asset completion for Australian narrative theatrical feature pre-release;
- a cohesive, audience focused strategy spanning or inclusive of elements such as key art, campaign, social, motion design, brand and triling assets; and
- increased discoverability and impact of titles for Australian audiences and, where relevant, global audiences.

This program will have one application round in the financial year 2025/26.

1.2. Available Funding

Applicants with a theatrical narrative feature film project may apply for a maximum of \$45,000.

Applications for the following platforms will be accepted:

- Theatrical feature film (inclusive of VR, XR, AR).

Screen Australia may determine a different level of funding than that requested based on the assessment of all projects submitted in the funding round.

1.2.1. Feature Film (inclusive of Children's or Family films)

For those projects where:

- theatrical is the first and primary release window in Australia;
- the project has not yet released theatrically in Australia; and
- a bona fide ANZ Distributor has been secured and is arms-length from the producer.

2. Inclusive Storytelling

For Australian screen content to deliver cultural and economic benefits it must speak to, and be for, all Australians. A range of ideas and a diverse workforce will enhance the Australian screen industry, making it more relevant to Australian audiences and more competitive internationally.

Screen Australia is committed to building equity, diversity, inclusion and accessibility into its programs and into our engagement with the community.

Screen Australia encourages applications from applicants from all backgrounds, cultures and experiences. In particular, the agency welcomes applications from under-represented groups.

Screen Australia strives to make its funding programs accessible by removing barriers for people who are d/Deaf, disabled and/or those from culturally and linguistically diverse backgrounds.

3. Eligibility

- Applicants and projects must meet Screen Australia's [Terms of Trade](#), any general eligibility or other requirements listed on the agency's website (see [Information for Applicants](#) and [Information for Recipients](#)), as well as the specific eligibility criteria set out in these guidelines.
- Specific requirements apply to projects which involve [First Nations participation or content](#).
- Specific requirements may apply to projects which involve community participation or content with the following communities: d/Deaf, disabled, culturally and linguistically diverse, LGBTQIA+, or those from other under-represented groups.

3.1. Applicant Eligibility

This program is open to arms-length co-applicants consisting of the project's distributor and the project's production company.

To be eligible, each co-applicant must:

- be an incorporated company carrying on business in Australia, with central management and control in Australia;
- have an Australian Business Number (ABN);
- be registered for the purposes of GST if required by law;
- have one co-applicant be the producer of the title and maintain and retain control of the rights necessary to carry out the project, meaning that it must have clear Chain of Title and must generally be party to any underlying rights agreements;
- have one co-applicant be a bona fide ANZ distributor of the title with an agreement in place with the producer of the title;

- be a theatrical feature film in receipt of Screen Australia Narrative Content Production Funding, Scripted Production Funding or First Nations Production Funding;
- if applicable, be independent of any local Commissioning Platform for the first release of a program in Australia; and
- demonstrate and/or have relevant experience through comparable work that shows the capability to produce and distribute the work for which they are applying.

The following types of entities are **not eligible** to apply to this program:

- Commonwealth, state, territory or local government agencies or bodies; and
- any organisations that are otherwise excluded pursuant to the [Information for Applicants](#).

3.2. Project Eligibility

To be eligible, the project must:

General:

- provide a financial contribution, at any level, to the overall budget being applied for under this program;
- have been developed by Australian production companies/producers and creatives, not sub-contracted from a commissioning platform;

Feature Films:

- be a theatrical feature film title that is in receipt of Screen Australia Narrative Content or First Nations Production Funding;
- be no less than 12 weeks from commencement of pre-production if requesting on-set asset collection at the application deadline;
- be not more than 18 months from confirmed release date if requesting asset completion for exhibition at the application deadline;
- have a bona fide ANZ distributor attached with an agreement in place and as co-applicant;
- a local or international streamer does not form part of the Finance Plan; and
- have secured a Rest of World (ROW) Sales Agent.

The following projects/costs are **not eligible** for funding:

- narrative projects for which the first and primary window is not theatrical feature film
- narrative projects that are not in receipt of Screen Australia Narrative Content, Scripted or First Nations Production funding

- projects that are not prior to pre-production or prior to release, depending on the activities being applied for
- capital works or purchases
- retrospective costs
- purchase or extension of underlying Intellectual Property.

4. Application Process

Before applying, applicants and co-applicants must read and understand these guidelines, Screen Australia's [Terms of Trade](#), [Information for Applicants](#), [Information for Recipients](#), and preview the application form on SmartyGrants.

4.1. How to Apply

- Complete and submit the online application form prior to the application deadline through Screen Australia's [Application Portal](#) on SmartyGrants.

4.2. Application Form

- Through the application form, co-applicants must:
 - provide all the information requested and answer the application questions;
 - meet, where required, all eligibility criteria; and
 - include all required supporting materials.

4.3. Required materials

Co-applicants are required to provide information on or upload the following supporting materials with their application form:

Creative

- Diversity, Equity & Inclusion Plan for the asset collection, creation or completion for the activity being applied for, where applicable (for example, if the title is the story of a particular community, the co-applicant might choose to have a translation strategy in asset collection or creation)
- First Nations Statement for the asset collection or completion for the activity being applied for, where applicable (for example, if the title is a First Nations title, the co-applicant might choose to use a First Nations' owned business as a provider)

Budget

- budget for eligible project costs which directly relate to the activity of asset collection, creation or completion;
- provide a financial contribution to the overall budget being applied

for under this program;

- Co-applicant Company Biographies
- Asset Campaign and Collection and/or Asset Creation and/or Asset Completion Strategy & Schedule
- Audience Strategy & Schedule
- Providers, as applicable
- Distribution Agreement.

Incomplete applications will not be accepted.

4.3.1. First Nations participation or content

Where there is First Nations participation or content involved in the project, co-applicants should provide, where relevant, to the stage and activity being applied for:

- a statement setting out how they are approaching the First Nations content or participation with regard to appropriate protocols, even if the content is not specific to a particular community or individual. Applicants must demonstrate that they have a consultation plan covering the stage and activity being applied for and are following it. The statement should be based on the checklists available in Screen Australia's guide [Pathways & Protocols: a filmmaker's guide to working with Indigenous people, culture and concepts](#)
- evidence of consultation to date
- if the project will involve particular First Nations individuals or communities, signed letters of consent confirming their willingness to participate.

5. Assessment

5.1. Process

- Once submitted, Program Operations will review each application to determine eligibility and ensure that required materials have been submitted. A member of the team may contact the applicant if there are questions regarding submission materials or eligibility.
- Once eligibility has been confirmed, the applicant will receive an email advising that their application has moved to assessment.
- Applications are assessed against the published criteria by Screen Australia delegates, with industry specialists as required.
- All projects involving First Nations content or participation will be assessed or co-assessed by First Nations Assessors.

- Some projects involving representation of communities and culture may be assessed by Specialist or Cultural Assessors.

5.2. Criteria

Applications will be assessed the following criteria:

- **Audience Strategy:**
 - Does the project have the potential to resonate with specific or broad Australian and/or global audiences, and will it invite them to buy a ticket?
 - Will the story have impact for audiences and/or reflect the depth and diversity of people and experiences from around Australia?
 - Does the campaign and asset collection strategy align with its intended audience reach?
- **Campaign Strategy:**
 - Is the campaign strong and distinctive for the title?
 - Is the campaign suited to its platform and intended audience?
 - Does the campaign have potential to support discoverability, impact and audience engagement of the title?
- **Asset Collection or Asset Creation Strategy:**
 - Does the previous experience and/or track record of the talent and team position them to execute the assets and strategy?
 - Will the strategy support the ambition of the campaign?

Other factors may be considered including the:

- availability of funds;
- range of projects in receipt of direct funding from Screen Australia, inclusive of a project's scale, budget, intended audience, genre, themes;
- range of applicants in receipt of direct program funding from Screen Australia, inclusive of applicant, applicant company and geographic diversity; and
- extent to which a project is likely to effectively and properly increase and amplify equity, diversity, inclusion and accessibility.

5.3. Decision and Notification

- Applicants will be notified of the outcome of their application within seven (7) weeks of the program deadline.
- Screen Australia will advise approved applicants via telephone call detailing the level of Screen Australia's approved contribution, as well as information about the contracting process and any applicable decisions.
- Where an application is unsuccessful, the applicant will receive a short-written assessment against the assessment criteria which will accompany the decision notification.

- Due to the high volume of applications Screen Australia is unable to provide further feedback to unsuccessful applicants.
- Decisions on applications are final.

6. Successful Applicants

6.1. Contracting

If a project is approved, the applicant will receive an approval email detailing the level of Screen Australia's approved contribution, as well as information about the contracting process and any applicable decisions.

Applicants will enter into a Market & Audience Agreement with Screen Australia.

If successful, the activities covered by the funding must commence post-contracting with Screen Australia (i.e. retrospective costs cannot be covered by the grant).

If your application is successful, Screen Australia will provide direct funding as a non-repayable grant. Direct funding from Screen Australia is separate to the [Producer Offset](#) and is **not** a contribution to a title's production or post-production budget.

Successful funding recipients must deliver a range of assets to Screen Australia for promotional use, plus the final cost report for the assets indicating final spend against approved budget.

6.2. Terms of Funding

- For further information about Screen Australia's standard conditions of funding, see Screen Australia's [Terms of Trade](#), [Information for Recipients](#) and the [FAQs](#) for the program.
- Funding will be provided by way of a non-recoupable grant.

7. Other Resources

Further information about Screen Australia funding and resources to assist with submitting an application is available on Screen Australia's website:

- [Terms of Trade](#)
- [Information for Applicants](#)
- [Information for Recipients](#)
- Program [FAQ](#)

8. Contact

If applicants have any further questions, contact Screen Australia's Program Operations on 1800 507 901 or at

audience.narrativecontent@screenaustralia.gov.au.

Please note that Screen Australia is unable to provide creative advice or review any materials that may form part of an application.

9. Privacy

Screen Australia collects personal information from individuals in different ways, including via funding applications, acquittal reports, or supporting material supplied with forms. Screen Australia will handle any personal information provided in connection with a funding application in accordance with its [Privacy Notice](#) relating to funding applications and its [Privacy Policy](#).