



Australian Government



GUIDELINES

INTERNATIONAL MARKETING SUPPORT

Issued 17 November 2017
Updated 15 February 2019

Screen Australia reserves the right to change its program guidelines from time to time. Please ensure you check the website for the latest version. These guidelines should be read in conjunction with Screen Australia's [Terms of Trade](#).

Contents

INTERNATIONAL MARKETING SUPPORT - FESTIVALS AND AWARDS 2
INTERNATIONAL MARKETING SUPPORT - PITCHING EVENTS/ TALENT LABS..... 4

We receive many more applications than we can support. Inevitably, some applications will be unsuccessful and applicants will be disappointed by this result. However, our decision is final.

CONTACT PROGRAM OPERATIONS: We encourage you to contact the Program Operations team before you submit your application to discuss any eligibility questions and ensure all the required supporting material is in place. This will mean we can process your application as smoothly and efficiently as possible. Program Operations: 1800 507 901 or industry@screenaustralia.gov.au

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

INTERNATIONAL MARKETING SUPPORT - FESTIVALS AND AWARDS

For the promotion of Australian content and talent at key international festivals and awards events, enabling the enhancement of international marketing strategies.

The fund acknowledges the importance of global strategies for new titles, in particular the world or international premiere and related sales and marketing activities at major events.

Screen Australia funding may contribute towards the marketing budget for:

- Publicist fees
- Subtitling
- Promotional materials
- Attendance by the director or producer (supported by a clear plan to be implemented at the event)
- Attendance by high profile Australian cast on the red carpet at gala festival screenings, e.g. films in competition or significant programs (an associated publicity schedule will be a deliverable)
- Mandatory materials required by the festivals
- Attendance by the writer may be considered where there are clear benefits.

What funding is available?

Screen Australia will contribute to the promotional budget for eligible events generally up to \$20,000 for feature films and television series and \$10,000 for short films.

The level of funding will be determined by a film's individual international marketing strategy as evidenced by a comprehensive plan and budget, produced by either the sales agent or producer. Festival screenings must be the title's world or international premiere.

Note: current recipients of funding through Screen Australia's Enterprise programs may be precluded from requesting funds to support travel. Contact Screen Australia's Manager, Enterprise & Industry, if this applies to you.

Projects may receive only one grant through this program strand, unless the second relates to nomination for an eligible award i.e. Academy Awards®, British Academy of Film and Television Arts (BAFTA) Awards®, Emmy Awards®.

Who can apply?

All applicants and projects must meet the general criteria in our [Terms of Trade](#). In addition:

- Proof of selection for an eligible festival or award must be provided. Note: the invitation to a festival or awards event does not guarantee support. Approval is subject to the soundness of the marketing strategy and its plan for implementation, availability of funds and the strength of the application.
- For festivals, the screening must be at least the title's international premiere outside its home territory.

Eligible festivals

- Berlin International Film Festival
- Busan International Film Festival
- Cannes International Film Festival
- Clermont-Ferrand Short Film Festival
- Critics Week, Cannes
- Directors' Fortnight, Cannes
- Hot Docs International Documentary Festival, Toronto
- IDFA, Amsterdam
- Sitges International Fantastic Film Festival
- Sundance Film Festival
- SxSW, Austin
- Toronto International Film Festival

- Venice International Film Festival.

Eligible awards

- Academy Awards®
- British Academy of Film and Television Arts (BAFTA) Awards
- Emmy Awards®

Eligible events have been chosen to ensure that Screen Australia's support is as strategic as possible and the best use is made of available funds.

On exceptional occasions, at the discretion of Screen Australia, an event not on the current list may be considered if it has grown in significance and/or offers unique commercial opportunities.

What is the process?

Applications can be made at any time through the [Application Portal](#) with the following items:

- Proof of festival invitation or award nomination.
- A comprehensive marketing plan, setting out the objectives for the festival or event, what activities are planned including publicity, promotions and marketing collateral, and how the event will enhance the title's market potential.
- An associated publicity plan if the request includes expenses for Australian cast on the red carpet.
- A full marketing budget for the event showing all proposed expenditure, with substantiating documentation including supplier quotations on letterhead. All sources of income should be shown including contributions from the sales agent, state bodies, the producers and investors.
- The festival's mandatory delivery list.

The turnaround for decisions is approximately three weeks.

Funding decisions will be made against the following equally weighted criteria:

- The strength of the title's international marketing strategy and the role the event will play in the sales or release plan.
- The status of the section/forum into which a project or person has been invited.
- The viability of the marketing budget, including contributions from other sources.

Other factors, including availability of funds and the gender and cultural diversity of the team, may also influence Screen Australia's decisions.

Applications are assessed by Screen Australia executives and/or industry specialists as required. Screen Australia will advise applicants in writing of the success or otherwise of their application. Decisions on applications are final.

Terms of funding

Funding through this program is provided as a grant.

Recipients are required to provide a written report detailing the outcomes of the funding. Aspects of these may be published on the Screen Australia website following consultation with the applicant.

IMPORTANT: Applications cannot be made retrospectively.

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

INTERNATIONAL MARKETING SUPPORT - PITCHING EVENTS / TALENT LABS

For attendance by producers selected for key pitching events in order for them to secure finance, production and marketplace partners for Australian projects, and/or for key creatives invited to talent labs for professional development and building international industry networks.

For International Strategic Delegations such as Content London and Talent USA, please refer to the [International Strategic Delegations](#) guidelines.

What funding is available?

Applicants can apply for an amount up to the stated maximum, supported by a budget for up to \$3,000.

The applicant and applicant's company may receive only one grant to attend eligible events in a 12-month period other than in exceptional circumstances.

Note: current recipients of funding through Screen Australia's Enterprise programs may be precluded from requesting funds to support international travel. Contact Screen Australia's [Industry Development Manager](#), if this applies to you.

Who can apply?

All applicants and projects must meet the general eligibility criteria in our [Terms of Trade](#). In addition the event must be an eligible event listed below.

Eligible Events

Pitching forums for producers

- [Berlin Co-pro Market](#)
- MIPTV Pitch, Cannes*
- [Hot Docs Forum, Toronto](#)
- [IDFA Forum, Amsterdam](#)

**covers any Australian project invited to Drama Producers Pitch, Kids Live Action Pitch, Short Form Drama Series Pitch, Digital Short Form Series Pitch, MipFormats International Pitch*

Talent labs for producers or directors

- TIFF Talent labs for directors
- Berlinale Talents for producers or directors

Eligible events have been chosen to ensure that Screen Australia's support is as strategic as possible and the best use is made of limited funds.

Proof of selection must be provided.

What is the process?

Applications can be made at any time through the [Application Portal](#) after the receipt of invitation. Applications must be submitted at least three weeks before the start date of the event.

The following materials must be included in your application:

- Proof of selection / invitation by the event
- A proposal that includes:
 - Intended meeting and activity list for the event with strategy and desired outcomes
 - If applicable, details on project/ slate of projects being pitched. This should include for each title: the stage of development or production; the budget and the currently secured finance; and any secured key creative

and marketplace attachments.

- One page CV, including recent credits. Please include details of any commercial, major festival or awards success for each completed title.
- Budget: that covers the costs of the international travel, accommodation, registration, per diems and other costs

The turnaround time for application decisions is approximately three weeks.

Eligible applications will be considered by a Screen Australia staff member and/or industry specialists as required.

Funding decisions will be made against the following criteria:

- The strategy for the event including planned activities, meetings and outcomes
- The strength of the applicant's CV, including relevant and recent credits and industry experience and their experience pertinent to the event
- The suitability and viability of the applicant's slate or project for the event

Other factors, including availability of funds and the gender and cultural diversity of the team, may also influence Screen Australia's decisions.

Decisions on applications are final. Screen Australia will advise applicants in writing of the outcome.

Terms of funding

Funding through this program is provided as a grant.

Recipients are required to provide a written report detailing the outcomes of the funding.

IMPORTANT: Applications cannot be made retrospectively.

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

Change Log

15 February 2019

- Revised "Markets" fund to "PITCHING EVENTS / TALENT LAB" and updated eligibility requirements and application materials to fall in line with changes
- Added Berlinale Talents for producers or directors
- Removed Cannes Film Market, International Financing Forum and MIP Digital Series Pitch
- Reduced funding amount to \$3000 for eligible events
-

26 October 2018

- Removed EFM & Berlin Talent Lab from eligible markets.

13 July 2018

- Moved Targeted delegations to new guidelines

17 November 2017

- Incorporated targeted talent delegations
- Removed Content London and WCSFP from eligible markets
- Added eligible pitching events: International Financing Forum, Toronto; MIP Formats International Pitch; MIP Digital Series Pitch
- Updated application materials