



Screen Story Development Fund

Process:

Which fund should I apply to?

Although we have opened up eligibility requirements, you still need to consider whether you, the team and the project fit with the aims of the fund you are applying for.

Generally, the **Premium Fund** is for those screen content makers that have produced credits and have achieved critical acclaim through awards, screening selection, a significant number of online views or commercial success through financial returns appropriate to the budget scale of the project. You need to be able to evidence your critical and/or commercial success and why your experience makes sense in terms of the project and the budget size. For example, someone in the key creative team will need to have enough creative traction and heat around them with the marketplace in order to attract cast and raise the finance for a higher budget **feature film** and the producing experience to be able to deliver. For higher budget **TV**, the team may need to have the experience that will give a broadcaster comfort that they will be able to deliver the project as well as the creative vision. No matter what your role is or where you come from, we need to know that you are likely to get the project to the screen. We also understand that development takes time but even solo writers will need to think about their pathway to audience and how they will reach them. This should include a strategy to attach a producer at a later stage of their development process.

The **Generate Fund** is for talented new and emerging screen content makers to be supported to develop bold and distinctive lower budget drama stories. It is also for screen content makers who may be experienced but want to take creative risks within a lower budget context. In response to the changing way audiences are accessing screen stories, it is important to note that there will be a focus on projects utilising online pathways to audiences in the Generate fund.

If you have a project that has a higher budget but the team are not experienced, you will need to think about the elements you will need in order to attract marketplace, attract cast, raise the finance and successfully deliver the project to its audience. For some this might be rethinking the project in a lower budget context in order to generate these elements and to meet the aims of the fund.

If you are unsure of which fund to apply to, please contact Program Operations on **1800 507 901** or via email development@screenaustralia.gov.au.

The following is Screen Australia’s guide to your project’s proposed budget appropriate to the aims of each fund:

	Generate (lower budgets)	Premium (higher budgets)
Online one-off or series	under \$10,000 per minute	over \$10,000 per minute
Extended Reality*	under \$15,000 per minute	over \$15,000 per minute
Television one-off or series	under \$1,000,000 per hour	over \$1,000,000 per hour
Feature Films	under \$3 million	over \$3 million

*Extended reality (XR) is a term referring to all real-and-virtual combined environments and human-machine interactions generated by computer technology and wearables. It includes augmented reality (AR), augmented virtuality (AV) and virtual reality (VR).

Assessment process

Applications will be assessed by Screen Australia executives and/or industry specialists as required and in accordance with their experience across the relevant platforms. Decisions will take into account the criteria listed under each stage of development, the availability of funds, the diversity of the current slate of projects and teams across all platforms as well as the perceived need for Screen Australia funds by the applicant.

We aim to make the application and assessment processes as transparent as possible, but given the volume of applications we receive, we do not have the resources to provide extensive feedback on each project. If you are unsuccessful, you will receive an email with a short paragraph outlining the reasons against the published criteria. No further correspondence or discussion will be entered into. Please note: these are assessments commenting against specific criteria for reporting purposes. These are not script notes and should not be regarded as such.

Stage 1:

Applications will be open all year round through the [application portal](#) and assessed against the following criteria:

Generate

- **Talent:** Is there something about the individual or team that generates excitement about their creative potential?
- **Story & Audience:** Is the story concept strong and distinctive and will it reach and resonate with the intended audience?
- **Culture & Diversity:** Do elements of the project reflect gender equity and the diversity of people and experiences from around Australia?

Premium

- **Experience & Success:** Does the team, key creative or individual evidence critical acclaim or commercial success with their previous work and is there the necessary experience in the team for a higher budget project?
- **Story & Audience:** Is the story concept strong and distinctive and will it reach and resonate with the intended audience?
- **Culture & Diversity:** Do elements of the project reflect gender equity and the diversity of people and experiences from around Australia?

Screen Australia may decide to fund a project at Stage 1.

Stage 2:

If you are successful for the Stage 1, you will receive an invitation from Screen Australia to apply for Stage 2. Applicants will have three months to submit their Stage 2 applications. Applications will be assessed against the following criteria:

- **Story:** The strength and distinctiveness of the drama story, and if the execution will resonate with its intended audience. Proof of Concepts (POC) will also be assessed against this criteria.
- **Development plan:** The degree to which the development plan identifies and articulates the challenges present in the current material while also offering potential strategies to address them in the next phase(s) of development, taking into account any Screen Australia funding already received.
- **Audience & Budget:** a demonstrated pathway to audience appropriate to the project's budget size and financing strategy.
- **Talent:** the ability of the individual or team to develop the project, finance the project, execute the vision and leverage the opportunity to progress their careers/business.

Business affairs

Funding will be in the form of a grant and subject to a **non-negotiable** standard contract. All screen story development funds will be paid 100% on signing and meet any contractual pre-conditions. The delivery date will be a standard six month delivery from the date of signing the contract.

You can contract with us as a company or an individual (eg. sole trader) but in all cases you must have an ABN. If you are intending to pay other people, you will be required to set up a company with an ABN. The cost of setting up a production company can be included in your development budget.

We need to contract with the entity that controls the rights to the project. It may be directly with a key creative provided it can be demonstrated that they control the rights. You may add legal costs to your budget if you need to clarify this by entering new agreements. In some cases, we will require a solicitor's opinion letter confirming that the applicant has all the necessary rights.

If you have any questions with regards to protecting your rights or ensuring you have the appropriate credits, please contact your relevant guild or organisation such as the Australian Directors' Guild [ADG](#), Australian Writers' Guild [AWG](#), and Screen Producers Australia [SPA](#). Please refer to our [Terms of Trade](#) for further information.

Proof of Concepts (POC)

Screen Australia will also fund the production of POCs through the Generate and Premium funds. The POC you intend to produce should be a visual demonstration or showcase of the longer form. This might include:

- a pilot episode for a series e.g. [Wham Bam Thank You Ma'am](#)
- a short film that speaks to a feature film e.g. Jennifer Kent's [Monster](#) to [The Babadook](#), or
- a comedy sketch for an online series e.g. [Bondi Hipsters](#) to [Soul Mates](#), or
- a sizzle reel that features a montage, clips or segments that clearly and efficiently outline the concept and tone of the project.

Indigenous content, collaboration and participation

Screen Australia supports the telling of Indigenous stories by Indigenous creatives and storytellers. Where this is not the case, we expect meaningful collaboration and consultation with the Indigenous communities who these stories belong to.

Whenever there is Indigenous content and/or Indigenous community participation in the project, or when there are Indigenous 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](#) which includes a statement on how you are approaching the Indigenous content, (even if you believe the content is not specific to a community or individual), evidence of your consultation to date and where relevant, signed letters of consent confirming the community and/or individual's willingness to participate. Please also refer to the Australian Film, Television and Radio School (AFTRS) video on [Indigenous consultation](#).

All projects involving Indigenous content or participation will be assessed with Indigenous Assessors.

Inclusive storytelling

Gender equity, diversity and inclusivity are priorities for Screen Australia. We therefore expect that the diversity of the story world and characters are reflected in the creative team or that integrated and meaningful collaboration occur from the early stages of development. Consider whether your team has the right to tell the story and whether your telling of it will be authentic.

Subsequent applications for funding

Individual applicants:

Individual applicants may only apply three times within the financial year across multiple projects unless exceptional circumstances can be demonstrated.

Successful projects:

When a successful project delivers the materials agreed upon for that phase of development, the applicant may elect for the next phase of funding to be assessed based on these delivery items. If successful for this next phase, the original contract will be varied and you will not need to reapply to Stage 1 or Stage 2.

Declined projects:

If your project has received two declines, you are not eligible to apply with the same project again.

This includes any of the following:

- two declines across Generate and Premium Stage 1.
- two declines across Generate and Premium Stage 2.
- two declines from any previous Screen Australia drama development funding (excluding Gender Matters Brilliant Stories and Hot Shots Plus).
- one previous decline from Screen Australia drama development funding plus one decline from Generate or Premium.

If you are unsure about your eligibility please contact Program Operations on **1800 507 901** or via email development@screenaustralia.gov.au.

Funding limits

- Screen Australia will not fund non-Australian components of the development budget, except for international consultants, mentors or script editors.
- Screen Australia funding cannot be retrospective.