



Australian Government



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# **GUIDELINES**

# **ENTERPRISE**

# **PROGRAM**

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RELEASED 22 JUNE 2015

<b>OVERVIEW ENTERPRISE PROGRAM .....</b>	<b>2</b>
<b>ENTERPRISE PEOPLE .....</b>	<b>3</b>
<b>ENTERPRISE INDUSTRY .....</b>	<b>7</b>

# OVERVIEW

## ENTERPRISE PROGRAM

The Enterprise program provides production and distribution companies with enhanced, multi-year development funding targeted towards ideas, talent and innovative business initiatives.

The objective of the Enterprise program is to support local companies to fund activities that are difficult to resource on a project-by-project basis, that will underpin not only their company's longer-term strategic and commercial positioning but also contribute to the development of the sector as a whole.

Under this program, Screen Australia places particular emphasis on proposals showing a high level of innovation and ambition, and that have the capacity to create new models across development, financing and distribution.

The Enterprise program, commencing 2014/15, has been allocated \$10 million over three years. Through this program, Screen Australia has once again prioritised three areas for funding – early-career talent development; innovative development programs; and initiatives to support new models of financing and distribution – and these are supported via the two funding streams outlined below:

- **Enterprise People:** Targeted industry placements to advance the skills of early-career writers, writer/directors and creative producers
- **Enterprise Industry:** Encouraging ambitious and innovative development projects and advancing the development, across any platform, of new models for financing, producing and distributing Australian screen content.

2014/15 saw \$1.3 million of Enterprise funding awarded to 12 candidates through Enterprise People and a further \$3.2 million allocated to 10 companies through the separate streams of Enterprise Stories and Growth.

From 2015/16, Stories and Growth will be combined to become Enterprise Industry in order to encourage the broadest range of applications covering development, financing and distribution, as well as to simplify and streamline the administration process.

The Enterprise program was re-launched in July 2014 after a review of the outcomes of Screen Australia's inaugural Enterprise program and more than six months of industry consultation.

The review found that companies funded through the first two rounds of Screen Australia's Enterprise program recorded an overall improvement in business performance and escalation of production activity after receiving Enterprise funding. Activities of Enterprise companies also delivered some flow-on benefits to the broader sector.

See [www.screenaustralia.gov.au/EnterpriseConsult](http://www.screenaustralia.gov.au/EnterpriseConsult).

From 2014, Screen Australia's Enterprise funding is particularly focused on delivering *industry* benefits – supporting growth activities that address key industry-wide challenges to sustainability.

# Enterprise People

## *Targeted industry placements to advance the skills of early-career writers, directors and creative producers*

Enterprise People will support companies with development expertise to employ writers, directors or creative producers on a full-time basis over a one to two-year period. It will contribute to the sustainability of the industry by addressing both the need for sector-building through skills transfer and renewal, and the development of new intellectual property.

Screen Australia's program KPIs for Enterprise People will focus on demonstrating an increase in sustainable ongoing employment and screen credits for early-career Australian writers and producers.

### **What funding is available?**

Enterprise People will offer approximately \$1 million in its 2015/16 round, for approximately 8–12 one- or two-year placements.

Screen Australia expects to provide each company with around \$50,000–70,000 per year as a contribution to the salary of their placement.

### **Are you a target applicant?**

The program is aimed at established screen businesses with capacity to provide intensive on-the-job development for an emerging writer, director or creative producer but without the initial means to employ them on an ongoing basis.

Funding will target applicants who have identified a suitable writer, director or creative producer and have strategies to deliver high-level experience resulting in screen credits.

The program aims to support the early career development of writers and producers, which may include diversifying the skills of industry professionals.

Additionally in 2015, Screen Australia would like to offer companies the opportunity to submit proposals for candidates who will focus on innovative marketing and audience development activities from inception of project development to completion and screening of content. The application must meet all requirements and eligibility as stated in the guidelines for Enterprise People.

Companies must not submit more than one application. This application can be for one candidate only.

## Who can apply?

An application must first meet the following eligibility criteria in order to be competitively assessed for funding through this program.

The applicant company must:

- meet the General Eligibility requirements set out in Screen Australia's Terms of Trade, including the requirement to be incorporated and carrying on business in Australia, and have its central management and control in Australia
  - have at least one screen credit produced within the last 10 years
  - include at least one company director who has a minimum of five years' relevant participation in the media and entertainment industry and has the following minimum credits:
    - one credit as writer, director, producer or executive producer of a feature film selected for a major film (Cannes, Venice, Berlin, Sundance or Toronto) or documentary (Hot Docs, IDFA) festival OR
    - three credits as writer, director, producer or executive producer on any combination of:
      - a feature film (drama or documentary) which has been released on a minimum of five commercial screens in one territory;
      - a television drama, television series, documentary or factual program which has been broadcast in prime viewing time on Australian free-to-air or subscription television (children's programs or series must have been broadcast in scheduled C period).
- For writers, television credits should be 'written by'.

The application must include:

- a candidate identified for industry placement within the applicant company in the area of script-writing, directing or creative producing; the candidate must be an Australian citizen or permanent resident but cannot be a current member of staff at the time of application (including contract staff);
- a nominated mentor or mentors able to demonstrate within the last 10 years either:
  - credits produced or
  - relevant industry experience.

Companies and candidates funded under previous Enterprise programs (including Enterprise Stories and Growth) are eligible to apply for Enterprise People, as are recipients funded through Enterprise Industry. However, previous recipients of funding through Enterprise People are not eligible for consideration.

## Application process and materials

You must apply using the Online Application Portal available on the Screen Australia website by the nominated deadline. No extensions will be granted. As part of your application, you will need to submit:

- a brief history of your company and a description of its present position in the industry, including a summary of relevant credits, and how the company would benefit from the proposed placement

- a statement from the candidate for industry placement, setting out their experience and achievements to date, and highlighting why they are suitable for the proposed placement
- a profile of the nominated mentor or mentors, the role of the mentor, including their capabilities to play this role and confirmation they are willing and able to mentor during the nominated period.
- a plan of how your company will incorporate the placement into its activities over the proposed period of funding
- a description of how the requested funding will achieve:
  - skills development for the candidate for placement;
  - screen credits for the candidate;
  - ongoing employment for the candidate at the end of the funding period, either within the company or elsewhere in the sector
- key performance indicators (KPIs) appropriate to your proposal
- a current [ASIC company extract](#) (no more than three months old).

### **What is the application timing?**

Applications should be submitted through the online application portal, by the published deadline. The turnaround time for a decision is 6-8 weeks.

### **Funding decisions**

Eligible applications will be considered by Screen Australia executives against the following criteria:

- the suitability of the proposed candidate, based on their achievements to date, commitment to a career in the screen production industry, and demonstrated potential for development
- the strength of the company's one- or two-year plan to develop the candidate including opportunities for skills development, screen credits and ongoing employment
- the demonstrated capabilities of the company and nominated mentor(s) to deliver a fruitful industry placement.

The above criteria are equally weighted.

Other factors, including availability of funds and diversity of proposals, may also influence Screen Australia's funding decisions.

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

### **Terms of funding**

Funding will be provided as a grant.

Progress against agreed KPIs will be reviewed six-monthly, and ongoing payments under the Enterprise Agreement will be subject to satisfactory performance and reporting. In addition, in order for Screen Australia to report against KPIs, placements will be asked to complete an 'exit' survey when their placement is complete.

As set out in its Terms of Trade, Screen Australia requires all successful applicants to act fairly and reasonably towards all third parties participating in their projects.

Successful applicants to Enterprise People will be eligible to apply for other forms of Screen Australia funding, including Enterprise Industry. However, Screen Australia may not prioritise applications for other programs where the funding is for similar activities or initiatives to those supported under this program.

Funding recipients and placements may be asked to provide material for case studies, program evaluation and/or participate in seminars or workshops to share their knowledge and experience.

Funded recipients must enter into an employment agreement with the placement under which the Enterprise grant is provided directly to the placement. Superannuation will not be funded by the Enterprise grant and is the responsibility of the funded recipient.

# Enterprise Industry

***Encouraging ambitious and innovative development projects and/or innovative business initiatives, including the development of new models for financing, producing and distributing Australian screen content***

Enterprise Industry is focused on providing broader industry benefits by:

- resourcing ambitious and innovative development programs aimed at capitalising on the talents of experienced Australian writers, directors and creative producers, and delivering high-quality, original, market-ready scripts (for film, television or online)
- supporting activities that not only develop a company's own business but also advance the capacity of the industry as a whole.

Examples of initiatives delivered by previous recipients of Enterprise funding include:

- Playmaker Media launched the Scribe Initiative for writers in 2011, an Australian showrunner development program. Projects coming out of the program to date include two series of *House Husbands* and *Love Child* and the ABC political thriller *The Code*
- Robert Connolly's Arenamedia (*Paper Planes*) will advance its Cinema Plus distribution model and develop new finance models for screen projects
- Every Cloud Productions (*Miss Fisher's Murder Mysteries*) will develop market-ready scripts for television and multiplatform delivery
- The Van Vuuren Bros (*Bondi Hipsters*) and Chloe Rickard will create longer-form, audience-driven content using a multiplatform approach
- The Independent Cinemas Association of Australia (ICAA) will expand marketing and promotion activities for Australian film, through their cinema membership/network, especially in regional areas.

## **What are the program objectives?**

Funding through Enterprise Industry aims to:

- provide intensive development opportunities for content creators, develop scripts ready for production financing or further market development
- support projects with high potential for audience engagement and enhance the industry's ability to respond to evolving audience behaviours and apply innovative methods enabling Australian content to reach audiences
- significantly advance the exploration of new or alternative finance sources and markets for Australian screen content
- increase the size of the overall market for Australian screen production or distribution, including through domestic and international collaborations.

Applications to the program could include proposals which:

- identify and develop Australian creative talent, strengthening the pool of experienced Australian writers, directors and creative producers

- draw on international resources to help develop Australian storytellers and harness opportunities to profile Australian writing talent domestically and internationally
- harness new domestic or international sources of finance or markets for Australian screen content (collaborations or co-productions, branded entertainment, finance sources specific to the target audience)
- assist Australian producers to identify and engage with the widest possible audience for their content (digital extensions, event-driven marketing and audience-building through social media)
- assist Australian producers to generate revenue from both conventional and new digital modes of distribution (new business models, data analysis) and apply innovative approaches to the financing, production and distribution of professional screen content across any platform.

Enterprise Industry will fund a diverse range of companies with a variety of budgets and projects. The program will support the best proposals addressing the objectives of the program, with funding levels appropriate to the scale of the activity and supported by a budget.

Applicants for Screen Australia's Enterprise Industry program will be expected to identify measurable KPIs that demonstrate at least one of the objectives outlined below:

- an increase in the development of high-quality audience-focused scripts and projects which progress to production and release; and/or
- increased opportunities for Australian content to generate audience engagement; and/or
- enhanced scope for generation of finance and revenue for Australian screen content.

### **What funding is available?**

Enterprise Industry will offer approximately \$2 million in 2015/16 to deliver diverse initiatives costing between \$100,000 and \$400,000 over one to two years.

Screen Australia will consider support for projects across this entire budget range.

### **Are you a target applicant?**

Applicants for Enterprise Industry may be:

- production or non-production entities
- new companies or alliances with capacity to grow
- established companies proposing initiatives that would not be undertaken in their normal course of business
- collaborations between companies, including with international partners.



## Who can apply?

An application must first meet the following eligibility criteria in order to be competitively assessed for funding through this program.

The applicant company must:

- meet the General Eligibility requirements set out in Screen Australia's Terms of Trade, including the requirement to be incorporated and carrying on business in Australia, and have its central management and control in Australia
- include at least one company director with a minimum of five years of relevant participation in the media and entertainment industry (participation must be recent, ie within the last two years)
- demonstrate a commitment to contribute financially to the delivery of the proposal.

Recipients of funding under previous Enterprise programs (excluding Enterprise Stories and Growth) are eligible to apply and, if successful, must fully acquit any loan repayments. Recipients of funding under Enterprise People are also eligible.

## Application process and materials

There will be a two-stage application process.

### Stage 1

Using the Online Application Portal accessed via the Screen Australia website you must first submit an Expression of Interest (EOI) setting out company details and the amount requested, along with:

- a written proposal (a maximum of three to five single-sided pages) outlining
  - the objectives and strategy and company's strengths in delivering it,
  - your company's financial contribution to the strategy,
  - how you will measure its success,
  - a current [ASIC company extract](#) (no more than three months old)
- [recommended but optional] a pitch to camera, maximum length three minutes, summarising the proposal and its relevance to the Enterprise Industry program.

Screen Australia recommends that applicants be strategic about the amount and length of material they include in their application.

Only EOIs submitted by the nominated deadline will be considered – no extensions will be granted. Please note we will not accept any additional materials after this deadline date nor will we accept documents which exceed specified limits.

### Stage 2

If your project is shortlisted, you will be invited to submit a complete application together with further supporting material via the Online Application Portal, including:

- A concise business plan (maximum 10–12 pages) which outlines the strengths of the proposal including:

- the strategy for the delivery of the initiative, including a timeline and how your company will incorporate the proposal into its activities and how it fits with the company's strategic direction,
- a market analysis and the rationale for the initiative,
- how the proposal addresses the objectives of the program,
- details of any other sources of funding in addition to that sought from Screen Australia,
- details of any partners, collaborators or service providers,
- any other information that is relevant.
- a one-page budget (outlining the main budgeted costs per project or activity such as fees, marketing, travel)
- key performance indicators (KPIs) appropriate to your proposal
- a brief history of your company, and a description of its present position in the industry, including a summary of relevant credits or achievements.

You will have three weeks to submit this material; otherwise your application will be deemed ineligible.

Screen Australia reserves the right to request additional information, such as company financial statements.

### **What is the application timing?**

Expressions of Interest must be received by Friday 10 July 2015.

### **Funding decisions**

Applications will be considered by a committee of Screen Australia executives. External industry assessors may be engaged where relevant.

#### **Stage 1: Shortlisting**

Eligible Expressions of Interest will be shortlisted against the following criteria:

- the quality of the proposal, including its level of innovation combined with a realistic rationale
- the relevance of the proposal to the objectives of the program
- the viability of the proposal in light of the company's capabilities and financial contribution.

#### **Stage 2: Final decision**

Shortlisted applications will be considered against the following criteria:

- the quality of the proposal including its level of innovation combined with a realistic rationale
- the relevance of the proposal to the objectives of the program
- the skills and experience of the applicant, including any external partners, collaborators or service providers, and their capacity to undertake the proposal
- the viability of the budget and timeline
- the applicant's commitment as demonstrated by the level of resources and/or funds allocated to the proposal by the applicant

- demonstration that the proposal could not be undertaken without Screen Australia support.
- the extent to which the proposal will enhance the ongoing viability of the company and/or the screen sector beyond the funding provided.

The above criteria are equally weighted.

Other factors, including availability of funds and diversity of proposals, may also influence Screen Australia's funding decisions.

All other things being equal, Screen Australia may prioritise proposals that have a lower ask of Screen Australia funds as a proportion of overall budget.

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

### **Terms of funding**

Funding will be provided as a grant.

Progress against agreed KPIs will be reviewed six-monthly, and ongoing payments under the Enterprise Agreement will be subject to satisfactory performance and reporting.

As set out in its Terms of Trade, Screen Australia requires all successful applicants to act fairly and reasonably towards all third parties participating in their projects.

Successful applicants to Enterprise Industry will be eligible to apply for other forms of Screen Australia funding. However, Screen Australia may not prioritise applications for other programs where the funding is for similar activities or initiatives to those supported under this program.

Recipients may be asked to provide material for case studies, program evaluation and/or participate in seminars or workshops to share their knowledge and experience.