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WHY

The aims of Enterprise Business & Ideas are to:

- Identify and support new ideas or business proposals that drive change and capitalise on success, both for companies and the screen industry.
- Build capacity by supporting businesses to diversify, innovate, and develop pathways to sustainability.
- Share information and experience between industry practitioners, to build capability.
- Encourage practices and business structures that recognise the value of creative collaborators who generate and develop screen story content.
- Promote the business opportunities and commercial benefits of gender equity, diversity and inclusion.

WHAT

Enterprise Business & Ideas will support **new business proposals or ideas** that will create changes and benefit the screen industry more broadly.

Enterprise Business & Ideas will also support businesses to:

- develop **strategic/business plans**
 - engage **business consultants or business mentors**
 - engage a **new company placement** that will help their business to evolve or innovate, and build capacity
- Maximum \$200,000 per year for up to two years for a business or idea.
 - Maximum \$100,000 per year for up to two years for company placements full-time or part-time.
 - Maximum \$20,000 for a strategic/business plan (up to \$10,000), consultant (up to \$5,000) and/or mentor (up to \$5,000).

WHO

- Applicants may apply as any Australian [entity](#) (sole trader, company, not-for-profit, etc.) However, we will not be able to contract with a Trust.
- We want commercially and creatively minded people who will challenge the status quo and introduce new approaches and ideas for the creation, distribution and monetisation of screen story content.
- Applicants may be from the screen industry or related industries such as advertising and media as long as the business proposal or idea is for the screen industry.

HOW

Applications are open all year round and available via the [online application portal](#).

For a strategic/business plan, consultant and/or mentor, or if you are applying for a Company Placement without submitting an application for a Business or idea, there is a one-stage process for assessment with normally a four-week turnaround for decisions. Materials include:

- an application form and a maximum four-minute video pitch or five-page written pitch
- for Company Placements, a draft position description using the Screen Australia [template](#)
- for a mentor application, a letter of support from the mentor

For business & idea proposals, standalone or in conjunction with a company placement, there is a two-stage process for assessment with normally an eight-ten week turnaround for decision at each stage.

Stage 1 materials include:

- an application form and a maximum four-minute video pitch or five-page written pitch
- for Company Placements, a draft position description using the Screen Australia [template](#)

Stage 2:

- Invitation only.
- The applicant has up to three months to submit after a Stage 1 approval.
- If invited to Stage 2, applicants will have the opportunity to consult with [Enterprise Exchange](#) experts before submitting a Stage 2 application.
- Materials include a detailed proposal and/or strategy/business plan and a detailed budget.

Application and assessment process

Applications can be submitted at any time. That means you can apply when you are ready with a strong, well thought through, competitive application.

You can apply for multiple elements concurrently.

Applicants may apply for funding through Enterprise Business & Ideas more than once. For example, applicants may wish to apply for funding to develop a **strategic/business plan** before applying for funding for a **company placement** or for funding to support a **new business proposal or idea**. Applicants should understand that success at any stage does not imply success for funding at a later stage or for a separate application.

The questions on the application form are designed to not only to provide information for the assessors, but to get you to think about the aims and assessment criteria of the program. Refer to the application form when reading these guidelines.

Applications will be assessed by Screen Australia executives and/or external industry specialists as required. While there is no eligibility criteria other than meeting Screen Australia's [Terms of Trade](#), applications will be assessed against the aims and assessment criteria of the program as well as the strengths and capabilities of the entity.

All applicants will be assessed on merit against the aims of the program and the criteria below. You may be asked to attend an interview as part of the assessment process.

Assessment criteria:

Business & Idea Proposals

- How does the proposed activity in the application reflect the aims of the program?
- What is different and/or innovative about the proposal in terms of approach, implementation and outcomes?
- How is the proposal viable in terms of the entity's skills, success, opportunities, financial contribution, partners/collaborators, budget and timeline?
- How will the outcomes of the proposal be of significant ongoing benefit to the entity and the wider Australian screen industry?

Company Placement

- How does the proposed activity in the application reflect the aims of the program?
- How is the entity in a position (capacity, success, opportunities) to take advantage of a Company Placement?
- Why is there a need for the Company Placement in relation to the entity's vision and how is the position description appropriate to the role?
- How will the proposed outcomes from the funding of this role help the entity achieve its vision and also result in significant ongoing benefit to the entity and the wider Australian screen industry?

Applicants/businesses who are able to contribute up to 30% of the placement salary will be deemed more competitive.

Note: The Company Placement is for experienced professionals to expand a company. For Career Placements see [Enterprise People](#).

Strategic/Business Plan, Consultant and/or Mentor

- How does the proposed activity in the application reflect the aims of the program?
- How is the entity in a position (capacity, success, opportunities) to take advantage of a strategic/business plan, consultation or mentorship?
- How will the proposed outcomes of the strategic/business plan, consultation or mentorship create ongoing benefits for the wider Australian screen industry?
- How is the business consultant and/or business mentor appropriate to the vision and proposed development of the entity?

Decisions and funding

Recommendations will be made to an internal committee comprised of the Screen Australia CEO, COO and Head of Content. Final decisions will be made by this committee.

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 proposal.

If you are successful, you will need to enter into a Screen Australia grant agreement with specific non-negotiable core conditions.

Funding will be in the form of a grant.

Drawdowns:

- For strategic/business plans, consultants, or mentors: 50% on entering into a grant agreement and 50% upon completion of the project (eg the drafting of a business plan).
- For business and ideas proposals: 60% on signing, 35% on receipt of mid-term report (or at the end of year 1), 5% on receipt of final narrative report and cost report.
- For company placements drawdowns will be split according to the length of the placement.

Screen Australia will consider alternative drawdown allocations in special circumstances.

See the [FAQs](#) for further information.

For any questions, please contact Program Operations on 1800 507 901 or via email enterprise@screenaustralia.gov.au.

Enterprise Exchange [Pilot]:

Enterprise Exchange is a pilot program where a pool of experts will be available to advise and consult with businesses and individuals during the Stage 2 application process. Applicants will be provided with the opportunity to consult with industry experts on their proposal - to test it, explore it and modify it if needs be in order to get the best possible application and outcomes for Stage 2. Please note: success at any stage does not imply success for funding at a later stage.

Enterprise Exchange will also provide support and information to successful Enterprise applicants including existing Enterprise alumni and recipients of Brilliant Careers and the Indigenous Screen Business Fund. Enterprise Exchange will seek to build partnerships across industry and grow capacity by sharing knowledge.

The aims of Enterprise Exchange are to:

- provide expert support and advice so recipients can move forward with confidence with their careers and/or ideas
- ensure the best outcomes from Enterprise applications so businesses and freelancers thrive
- create broader partnerships and information sharing between Screen Australia and the local and international industries

Applicants may also be asked to provide further information about the business (financial, activities, employment) in order to get the best out of the Exchange experience.

Update Log

- 11 September 2019 - extended decision turn-around time to eight-ten weeks.
- 27 May 2019 - increased page limit for written pitch from three to five pages