



Australian Government



# 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.

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 are unsure of which fund to apply to, please contact Program Operations on **1800 507 901**.

The following is Screen Australia's guide to project budgets 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 \$800,000 per hour	over \$800,000 per hour
Feature Films	under \$2.5million	over \$2.5million

\*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 will take into account the criteria listed under each stage of development as well as the availability of funds and diversity of the current slate of projects and teams across all platforms.

Marketplace interest or attachment will need to be evidenced for later stage funding when the project is moving towards financing. Note: these funds absorb the previous Matched Marketplace program fund. However, development funds committed by an arms-length marketplace entity with terms approved by Screen Australia may make a project more competitive for funds.

Previous Story Development applications are eligible to apply.

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 feedback on each project. Therefore, if your project is not successful at Stage 1 or Stage 2 you will receive an email notification and no further correspondence or discussion will be entered into.

### Stage 1:

Applications will be open all year round through the application portal from July 1, 2018 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 or individual evidence critical acclaim or commercial success with their previous work?
- **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 with the deadline listed on that email. 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. POCs 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
- **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.

Funding will be in the form of a grant and subject to a **non-negotiable** standard contract. All story development funds will be distributed 100% on signing. The delivery date will be a standard 6 month delivery from the date of signing the contract.

If successful, you must have an ABN in order to contract with us. If you are an individual, this can be a sole trader. However, if you are intending to pay other people, you will need a production company. The cost of setting up a production company can be included in your development budget.

## 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 end product (the long form). This might include:

- a pilot episode for a series e.g. [Wham Bam Thank You Ma'am](#)
- a short film for 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](#).

## 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 whose stories they are.

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 community and/or individual's willingness to participate. Please also refer to the AFTRS video on [Indigenous consultation](#).

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

## Subsequent Applications for Funding

Sole applicants may only apply 3 times within the financial year unless exceptional circumstances can be demonstrated.

### Successful projects:

If a project has been successful and awarded funding, the project **will not need to reapply** for the next phase of funding. When a project delivers, the applicant may elect to have these materials assessed for further funding. The original Development Grant Agreement (DGA) will be varied.

### Declined projects:

If you are declined at either stage of the assessment process you may reapply for Stage 1. Projects that have been declined 2 times for Stage 1, OR 2 times for Stage 2 are not eligible to apply again.

## What We Can't Fund

Screen Australia **does not provide funding for:**

- projects currently being developed by a commissioning platform, unless they can demonstrate a clear need for funding and why the project also needs government support.
- non-Australian components of the development budget, except for international consultants, mentors or script editors or international time critical filming and research.