



Gender Matters: Better Deals & Attachments for Women

Gender Matters is Screen Australia's ambitious \$5 million initiative that aims to address the gender imbalance in Australia's screen sector by ensuring that production funding is targeted to creative teams that are at least 50% female by the end of 2018.

The current gender disparity is most notable in traditional film with just 32% of women working as producers, 23% as writers and only 16% as directors. Gender Matters comprises five distinct programs to address this disparity: Changes to Assessment Criteria; Brilliant Stories; Brilliant Careers; Better Deals and Attachments for Women. These programs both incentivise the industry and provide new opportunities for women.

Last Chapters of the Five Point Plan

Better Deals is a \$1 million pilot program that will create a new incentive for distributors considering quality female-driven feature film projects. Screen Australia will match the distributor's minimum guarantee of \$100,000 and more up to \$300,000, which will be provided as a grant towards the marketing of the film. This will give producers greater negotiating power to secure better deals with distributors, and encourage positive collaboration between the producer and distributor. Better Deals is open to all projects that satisfy the 'Three Tick Test' (female writer, director, producer and/or protagonist), and is not limited to those that have received Screen Australia production investment.

Attachments for Women is a program run in conjunction with the existing Production Investment Programs. It requires all scripted drama projects that receive more than \$500,000 from Screen Australia to have a paid female attachment position built into the budget. This \$1 million scheme will provide valuable production experience for women who want to break into long-form storytelling, extend their production experience or take the next step in their career either as creatives or crew. Participating projects will receive up to \$20,000 to cover wages and other costs of the position, including supplementing childcare, travel or other suitable expenses as agreed to by the company and the attachment. This is to encourage producers to look outside of capital cities for potential attachments, giving more opportunities to female screen makers from regional areas.

The Gender Matters Journey

Gender Matters began in December 2015 with immediate changes to Screen Australia's Assessment Criteria. These changes were made across Screen Australia and aimed at removing the barriers faced by women as well as adding the consideration of gender and cultural diversity when assessing overall slate development.

The call for applicants for the next two steps for Gender Matters, Brilliant Stories and Brilliant Careers, garnered a record-breaking 452 applications, the most applications ever received for a funding program. The 58 successful recipients of Brilliant Stories and Brilliant Careers were announced on 12 July 2016. This marked the largest cohort of projects funded in a single day in the agency's history and the recipients will share in more than \$3.5 million in funding for story development or business infrastructure.

Brilliant Stories is a targeted initiative to increase storytelling by women, focusing on bold, original and compelling story concepts. The 45 successful applicants for Brilliant Stories will receive up to \$100,000 for feature films; up to \$50,000 to develop an inventive concept into a scripted television series of any genre or budget size; and up to \$50,000 for scripted online and interactive projects. These projects must also satisfy the 'Three Tick Test'.

Brilliant Careers will create business and industry infrastructure around women, encouraging mentorship schemes, placements, slate development, workshops, events and proposals for strategy and business development. The program recognises the importance and value of women in the screen industry, both in business and as storytellers. The fund is for companies, industry organisations and guilds for proposals of up to \$250,000 that: generate sustainable careers in the screen industry for women; identify gaps in career development pathways for female creatives; and support projects and businesses that connect content to audiences.



Fiona Cameron, Screen Australia COO



Claudia Karvan



Judy Davis



Abby Earl, Genevieve Clay-Smith & Erin Black



Deanne Weir, Jane Harber & Nerida Moore

Gender Matters: Brilliant Stories and Brilliant Careers announcement on 12 July 2016.