



Australian Government



International Delegations Global Producers Exchange: Guidelines

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Screen Australia reserves the right to change its program guidelines. Please ensure you check the website for the latest version. These guidelines should be read in conjunction with Screen Australia's [Terms of Trade](#).

Accessibility

If you have accessibility requirements relating to submitting an application, please contact our Program Operations team via email at industry@screenaustralia.gov.au, or phone 1800 507 901, so we can assist.

Table of Contents

1. About this funding program	3
1.1. Overview	3
1.2. Available support	3
2. Inclusive Storytelling	4
3. Eligibility	4
3.1. Applicant eligibility	4
3.1.1. Eligible applicants	4
3.1.2. Ineligible applicants	5
4. Application Process	5
4.1. How to apply	5
4.2. Application Form	5
4.3. Required Materials	6
5. Assessment	6
5.1. Assessment Process	6
5.2. Assessment Criteria	6
5.3. Assessment priorities	7
5.4. Decision and Notification	7
6.4.1. Shortlisting	7
6.4.2. Final decision	7
6. Successful applicants	7
6.1. Contracting	7
6.2. Terms of Support	7
7. Contact	8
8. Privacy	8

1. About this funding program

1.1. Overview

Screen Australia and Australians in Film (AiF) are partnering to provide Australia's leading producers with the skills, knowledge, access, and relationships necessary to succeed in the global market, and to attract foreign investment and marketplace partnerships for Australian scripted content.

The Global Producers Exchange aims to give Australian IP and cultural stories the opportunity to be developed with internationally based collaborators who possess a global outlook and a proven track record of success with international audiences, and to help position projects for success in the global market.

Each successful applicant will receive a grant of \$60,000 to enable them to take part in the program which runs from March 2025 to July 2025.

1.2. Available support

Up to six production companies / producers will be selected to participate in the Global Producers Exchange development lab of roundtables and masterclasses with key US based screen decision makers, and individualised 1:1 mentorships.

Production companies can elect to have a team of two producers participate, however the program will only cover the costs of one grant (\$60,000) to cover the two participants per production company.

Up to six production companies/producers will be selected to take part in the Screen Australia / AiF Global Producers Exchange.

Each successful applicant will receive a grant of \$60,000, to:

- actively participate in the bespoke five-month (part-time) online (virtual) program of roundtables and master-classes with key US based screen decision makers, as well as individualized 1:1 mentorship (\$8500); and
- based on and after feedback throughout the lab from mentors and US executives, work with their attached key creatives to quickly refine and develop creative concepts and materials on the projects on their slate that receive traction, as well as create any suggested marketing materials and other strategies (including travel) to successfully pitch projects and/ or the company to potential co-development and/ or marketplace partners (\$51,500)

Applicants must be available to participate in all sessions, which will run from March to July 2025.

2. Inclusive Storytelling

For Australian screen content to effectively deliver cultural and economic benefits it must speak to, and be for, all Australians. Ultimately a diversity of ideas and a diverse workforce will grow the Australian screen industry, make it more relevant to Australian audiences and more competitive internationally.

Screen Australia is committed to building diversity, equity and inclusion into its programs and into our engagement with the community. Authentic storytelling, from and about under-represented groups is a priority for Screen Australia.

Screen Australia therefore encourages applications from applicants from all backgrounds, cultures and experiences. In particular, the agency welcomes applications from applicants who are First Nations, d/Deaf and disabled, culturally and linguistically diverse, LGBTQIA+, regionally based, or those from other under-represented groups.

We expect that any experiences portrayed through the narrative and contributors which are aimed at illustrating diverse perspectives are reflected within the key creative team with appropriate representation and lived experience. It is vital the creative team has the cultural authorship to tell the story so that telling of the story is authentic. This will be taken into account when assessing applications.

3. Eligibility

3.1. Applicant eligibility

3.1.1. Eligible applicants

To be eligible for this program, applicants must:

- be individual producers or production companies
- be Australian citizens or residents (individual applicants)
- be incorporated and carrying on business in Australia, and have its central management and control in Australia (applicant companies)
- otherwise, meet Screen Australia's [Terms of Trade](#)
- have credits to evidence a strong track record as a lead producer on multiple completed long-form scripted episodic series and/or features, at least one of which that has been recently completed (last 4 years) and has:
 - screened on broadcast television or streamed on a subscription-based platform, and was 1 of the top 10 most-watched shows on that platform at time of transmission. [It is noted that data is not always readily available, especially historically, and assessors will give benefit of the doubt based on press links and other media

reactions about the title from time of release]; or

- streamed online on any reportable platform, with evidence of audiences/views in excess of 1 million or other evidence of trending on YouTube at time of release; or
 - premiered in official selection at Cannes, Toronto, Venice, Sundance, Berlin, SXSW, Series Mania festivals; or
 - been distributed and theatrically released in multiple major international territories; or
 - been a recipient of a significant international award such as awards from Cannes, Toronto, Venice, Sundance, Berlin, SXSW festivals or been nominated for Academy, BAFTA, or Emmy awards; and
- have:
 - slates with at least 3 long-form scripted episodic series or features in any genre that would appeal to a global audience and that could potentially be co-developed with US partners; and
 - projects on their slate that are uniquely and culturally identifiable as Australian stories and are bold, ambitious and have universal appeal.

3.1.2. Ineligible applicants

Applicants are not eligible for this program if they have:

- a parent company with offices in Los Angeles; and/or
- been selected for and completed other AIF/ Screen Australia programs such as Gateway LA, Global Producers Exchange, Mentor LA, Talent Gateway, or Talent USA: LA.

4. Application Process

4.1. How to apply

Applications close **5pm AEST Thursday 31 October 2024** and can be made via the Screen Australia [application portal](#) with the following materials:

4.2. Application Form

Through the application form, you must:

- provide all the information requested and answer the application

questions

- address all eligibility criteria and assessment criteria
- include all required supporting materials

4.3. Required Materials

Applicants must upload the following materials with their application form:

- CV including credits applicable to the required credit criteria and details of any commercial, significant viewership and/or major festival or awards success
- A proposal (maximum 10 pages) that includes:
 - detailed information on your current slate of projects - with 2-3 lead projects that you think would be best suited to workshopping. For each title mentioned on the slate provide: logline, synopsis, the stage of development and what materials are currently available*; any secured development funding; the estimated budget; and information on the currently secured key creative, cast and marketplace attachments and/or interest; and
 - specific and intended professional/ business development goals for the program e.g. What are the current strengths and weaknesses of you/ your company in relation to the aims of this program? Where are the knowledge gaps or barriers for international partnerships currently? What would you be hoping to learn /gain and then put into action after participating in the program?

*If your application is shortlisted, you will be asked to supply any existing materials for the 2-3 lead projects (e.g. pitching materials, bible, treatments, scripts)

5. Assessment

5.1. Assessment Process

Complete and eligible applications will be reviewed and assessed by Screen Australia and AiF staff members and/or industry specialists.

5.2. Assessment Criteria

Funding decisions will be made against the following equally-weighted criteria:

- **Proposal.** The strength of the proposal, the strength and diversity of the projects on the slate (and the creative talent attached to them), as well as the stage of development and suitability of the nominated lead projects for the program

- **International interest.** The amount of traction received internationally from the applicant's completed body of work
- **Experience.** The level of experience and knowledge of the applicant pertinent to the activity

5.3. Assessment priorities

Priority will be given to applicants who:

- have international co-production experience and/or have executed long form scripted series and/or features of reasonable budget
- can demonstrate ability to leverage significant recent success through international critical acclaim and awards and/or international audience awareness for their completed work
- have eclectic upcoming slates with a diverse array of internationally known and exciting Australian key creatives attached

5.4. Decision and Notification

6.4.1. Shortlisting

Applicants will be advised of either a decline or shortlisted outcome in writing by **Friday 29 November 2024**.

Those who are shortlisted will be asked to **submit further materials** on each lead project and will be required to undergo an **interview** over video software with AIF and Screen Australia.

6.4.2. Final decision

Final outcomes for the shortlisted applicants will be advised in writing by **Wednesday 18 December 2024**.

Screen Australia and Australians in Film recognise the significant work that goes into the preparation and submission of applications. Due to the anticipated high volume of applicants, we are unable to provide individual feedback on individual applications.

6. Successful applicants

6.1. Contracting

Screen Australia will send an approval via email to successful applicants with information about contracting.

6.2. Terms of Support

Successful applicants will enter into an Activity Grant Agreement with Screen Australia. This will set out the terms of Screen Australia's support.

7. Contact

If you are unsure about your eligibility or have questions about the application form, please email us at industry@screenaustralia.gov.au or call Program Operations on 1800 507 901.

Please note that we are not able to provide creative advice or suggestions to strengthen your application.

8. Privacy

Screen Australia collects personal information from individuals in different ways, including via funding applications, acquittal reports, or supporting material supplied with forms. Screen Australia will handle any personal information provided in connection with a funding application in accordance with its [Privacy Notice](#) relating to funding applications and its [Privacy Policy](#).