



Australian Government



International Festivals and Awards 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](#), and the [Information for Applicants](#) and [Information for Recipients](#) on the agency's website.

If applicants have questions about this program or accessibility requirements relating to submitting an application contact Screen Australia's Program Operations team at international@screenaustralia.gov.au or on 1800 507 901

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1. Funding program

1.1. Overview

International Festivals and Awards provides support to:

- the promotion of Australian content and talent at key international festivals and awards events, enabling the enhancement of international marketing strategies in conjunction with other partners.
- acknowledge the importance of global strategies for new titles, restricted to their world or international premiere and planned related sales and marketing activities at significant industry events.

Whilst there are hundreds of international film festivals, this program can only support titles invited to the most prestigious industry acknowledged events.

1.2. Available Funding

Screen Australia will contribute to the promotional budget for eligible events generally up to \$20,000 for feature films and television series and up to \$10,000 for short films and short form series.

The level of funding will be determined by a film's individual international marketing strategy as evidenced by a comprehensive plan and budget, produced by either the sales agent or producer. Festival screenings must be the title's world or international premiere.

Projects may receive only one grant through this program strand, unless the second relates to nomination for an eligible award i.e. Academy Awards®, British Academy of Film and Television Arts (BAFTA) Awards®, Emmy Awards®.

2. Inclusive Storytelling

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

Screen Australia is committed to building equity, diversity, inclusion and accessibility into its programs and into our engagement with the community.

Screen Australia encourages applications from applicants from all backgrounds, cultures and experiences. In particular, the agency welcomes applications from under-represented groups.

Screen Australia strives to make its funding programs accessible by removing barriers for people who are d/Deaf, and disabled and/or those from culturally and linguistically diverse

backgrounds.

3. Eligibility

- Applicants and projects must meet Screen Australia's [Terms of Trade](#), any general eligibility or other requirements set out on Screen Australia's website (see [Information for Applicants](#) and [Information for Recipients](#)), as well as the specific eligibility criteria set out in these guidelines.

3.1. Applicant Eligibility

This program is open to companies and individuals (either alone or as part of a team as co-applicants).

To be eligible, an applicant company must:

- be an incorporated company carrying on business in Australia, with its central management and control in Australia;
- have an Australian Business Number (ABN); and
- be registered for the purposes of GST if required by law.

To be eligible, an individual applicant (or each individual co-applicant) must:

- be an Australian citizen or Australian permanent resident (holding a permanent visa); and
- have an Australian Business Number (ABN).

3.2. Eligible Opportunities

Eligible events have been chosen to ensure that Screen Australia's support is as strategic as possible and the best use is made of available funds.

Proof of selection for an eligible festival or award must be provided.

Note: the invitation to a festival or awards event does not guarantee support. Approval is subject to the soundness of the marketing strategy and its plan for implementation, availability of funds and the strength of the application.

For festivals, the screening must be at least the title's international premiere outside its home territory

3.2.1. Eligible festivals:

- Annecy International Animation Film Festival
- Berlin International Film Festival
- Busan International Film Festival
- Cannes International Film Festival
- Clermont-Ferrand Short Film Festival

- CPH:Dox, Copenhagen
- Critics Week, Cannes
- Directors' Fortnight, Cannes
- Hot Docs, Toronto
- IDFA, Amsterdam
- International Film Festival, Rotterdam
- Locarno Film Festival
- SeriesMania, Lille
- Sitges International Fantastic Film Festival
- Sundance Film Festival
- SxSW, Austin
- Telluride Film Festival
- Toronto International Film Festival
- Tribeca Film Festival
- Venice International Film Festival.

3.2.2. Eligible awards:

- Academy Awards®
- British Academy of Film and Television Arts (BAFTA) Awards
- Emmy Awards®

On exceptional occasions, at the discretion of Screen Australia, an event not on the current list may be considered if it has grown in significance and/or offers unique commercial opportunities.

Please contact international@screenaustralia.gov.au prior to your submission to determine eligibility.

Important: Applications cannot be made retrospectively.

4. Application Process

Before applying, applicants must read and understand these guidelines, Screen Australia's [Terms of Trade](#), [Information for Applicants](#), [Information for Recipients](#), and preview the application form on SmartyGrants.

4.1. How to Apply

Applications can be made at any time through the [Application Portal](#) after receipt of the invitation for the relevant opportunity.

Applications should be submitted six weeks in advance of the festival or award event to allow time for processing and providing feedback before implementation of your marketing strategy.

Note: a minimum of three weeks submission in advance is required.

4.2. Application Form

- Complete and submit the online application form through Screen Australia’s [Application Portal](#) on SmartyGrants.
- Through the application form, applicants must:
 - provide all the information requested and answer the application questions;
 - meet, where required, all eligibility criteria; and
 - include all required supporting materials.

4.3. Required materials

Applicants are required to upload the following supporting materials with their application form:

- Proof of festival invitation or award nomination (mandatory)
- A comprehensive marketing plan, setting out the objectives for the festival or event, what activities are planned including publicity, promotions and marketing collateral, and how the event will enhance the title’s market potential.
- An associated publicity plan if the request includes expenses for Australian cast on the red carpet.
- A full marketing budget for the event showing all proposed expenditure, with substantiating documentation including supplier quotations on letterhead. All sources of income should be shown including contributions from the sales agent, state bodies, the producers and investors.
- The festival’s mandatory delivery list.

5. Assessment

5.1. Process

- Once submitted, the Program Operations team will review each application to determine eligibility and ensure that required materials have been submitted. A member of the team may contact the applicant if there are questions regarding submission materials or eligibility. Once eligibility is confirmed, the applicant will receive an email advising that their application has moved to assessment which will take approximately three (3) weeks.
- Applications are assessed against the published criteria by Screen Australia delegates, with industry specialists consulted as required.

5.2. Criteria

Applications will be assessed against the following criteria:

- **Strategy.** The strength of the title’s international marketing strategy and the role the event will play in the sales or release plan.
- **Opportunity.** The status of the section/forum into which a project or person has

- been invited.
- **Viability.** The viability of the marketing budget, including contributions from other sources.

Other factors may be considered including the:

- availability of funds;
- range of projects in receipt of funding from Screen Australia, inclusive of a project's scale, budget, intended audience, genre, themes;
- range of applicants in receipt of funding from Screen Australia, inclusive of applicant, applicant company and geographic diversity; and
- extent to which a project is likely to effectively and properly increase and amplify equity, diversity, inclusion and accessibility.

5.3. Decision & Notification

- Applicants will be notified of the outcome of their application within approximately three weeks of receiving the 'moved to assessment' email.
- Screen Australia will advise applicants in writing of the outcome.
- Decisions on applications are final.
- We receive many more applications than we can support. Inevitably, some applications will be unsuccessful and applicants will be disappointed by this result.

6. Successful applicants

6.1. Contracting

- If an application is approved, the applicant will receive an email detailing the level and type of Screen Australia's approved contribution, as well as information about the contracting process and any applicable conditions.
- Successful applicants will enter into an Activity Grant Agreement with Screen Australia.

6.2. Terms of funding

- Funding through this program is provided as a grant.
- Recipients are required to provide a written report detailing the outcomes of the funding.

7. Other Resources

Further information about Screen Australia funding and resources to assist with submitting an application is available on Screen Australia's website:

- [Terms of Trade](#)
- [Information for Applicants](#)

- [Information for Recipients](#)

8. Contact

- If applicants have any further questions contact Screen Australia's Program Operations at international@screenaustralia.gov.au or on 1800 507 901.
- Please note that Screen Australia is unable to provide creative advice or review any materials that may form part of an application.

9. 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](#).