



Australian Government



# Screen Industry Partnerships: 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](#).

If you have accessibility requirements relating to submitting an application, please contact our Program Operations team at [industrydevelopment@screenaustralia.gov.au](mailto:industrydevelopment@screenaustralia.gov.au), or on 1800 507 901.

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## **1. About this funding program**

### **1.1. Overview**

Screen Australia is now accepting applications for funding for partnerships which exhibit unique benefits to the Australian screen industry.

Proposed events may be platform-agnostic, target specific areas in film, television, direct to audience content or games - or a combination.

The aims of the program are to:

- create opportunities through new, original and inclusive approaches to the industry that will expand networks and grow the Australian screen industry.
- support impactful events, which are evolving to be relevant to future audiences and the changing needs of the Australian screen industry.

### **1.2. Available funding**

Funding is available for one, two or three years at Screen Australia's discretion.

Due to the limited nature of Screen Industry Partnership funding, applicants are required to discuss the scope and details of their proposal with Screen Australia before applying.

Contact the Program Operations team if you are unsure of who to speak with on 1800 507 901 or at [industrydevelopment@screenaustralia.gov.au](mailto:industrydevelopment@screenaustralia.gov.au).

Note: Screen Australia is not in a position to offer sponsorship funding.

## **2. Equity, Diversity, Inclusion & Accessibility**

For Australian screen content to deliver cultural and economic benefits it must speak to, and be for, all Australians. A range 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 applicants from under-represented groups.

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

## **3. Eligibility**

Applicants must meet the general eligibility criteria for Screen Australia funding in the [Terms of Trade](#). In addition:

- Applicants must apply as an Australian company. Individuals or sole traders are not eligible to apply.
- An applicant company must be an incorporated company carrying on business in Australia, with its central management and control in Australia.
- To be eligible, events must:
  - be generally annual or regular events such as conferences and markets;
  - for games related events, not be deemed ineligible as outlined in the program FAQs; and
  - take place within Australia.
- Screen Australia will not provide funds to cover events that have already taken place.
- This program is not intended for script or story development, nor for production activities.
- This program is not intended to support stand-alone awards events or activities.
- Applications for the sole purpose of funding travel to domestic or international events or festivals are not supported through this fund.
- Applications for Film Festivals or activities related to film festivals should be made through the [Australian Screen Festival Fund](#).

For games-related events or activities, please refer to the FAQ's for the further eligibility requirements.

### **3.1. How to apply**

Applications should be submitted through Screen Australia's [Application Portal](#) at least four months prior to the starting date of the event.

### **3.2. Application Form**

Through the application form, applicants must:

- address all criteria, provide the information requested and answer the application questions including:
  - A statement of the event's purpose, the goals for the event and how they reflect the assessment criteria
  - The intended audience for the event
  - A clear timeline, including announcement date, the date tickets are on sale (if the event is ticketed), and date of the event
  - Description of how the event is inclusive; both in terms of participants and the organisers and presenters

### **3.3. Required Materials**

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

- Event Plan - may include speakers, panelists and facilitators, proposed participants and/or audience including any regional outreach, and the selection process where applicable.
- A detailed Budget for the event, including any co-contribution from the applicant or proposed partners. Please include actuals from the event's previous year's budget (if applicable) against the forecasts in this application.
- Company Statement - Background information about the applicant organisation and the experience of relevant personnel which demonstrate that they can effectively run the event.

If applying for a multi-year program of events, a 2/3-year Strategic Business Plan and Accounts should also be included.

- A Strategic Business Plan should include:
  - a statement of the event's purpose, with intended outcomes or KPIs
  - an executive summary
  - mission statement
  - specific plans for the event
  - financials
  - marketing plans
  - governance and operations
  - access and inclusion strategy
- Accounts: The most recent set of audited and un-audited annual accounts for the applicant's organisation or business

Note: Additional materials may be requested

## **4. Assessment**

### **4.1. Process**

- Once submitted, the Program Operations team will review each application to determine eligibility and ensure that the required application materials have been provided. Once eligibility has been confirmed, the applicant will receive an email advising that their application has moved to assessment.

- Screen Australia executives and/or industry specialists will assess all applications, taking into account the assessment criteria below.

## 4.2. Assessment Criteria

Applications will be assessed against the following equally weighted criteria:

- **Industry benefit.** The extent to which the proposed event will benefit the Australian screen industry
- **Viability.** The extent to which the event is well planned and achievable within the budget, with consideration given to financial and corporate governance, and evidence of strategic partnerships that maximise revenue (both cash and in-kind support).
- **Relevance.** The impact of the event and the applicant's strategies for securing its future relevance for the Australian screen industry.
- **Distinguishing features.** Distinguishing features of the event e.g. accreditations, competitions and prizes, industry programs.
- **Diversity, Equity, Inclusion & Accessibility.** How well the applicant has considered diversity, equity, inclusion and accessibility in the planning of the proposed event.

## 4.3. Decision and Notification

Turnaround time for decisions is normally four to six weeks from receipt of an eligible application.

## 5. Successful Applicants

### 5.1. Contracting

If approved, the applicant will receive an email detailing Screen Australia's approved contribution, as well as information about the contracting process and any applicable conditions.

### 5.2. Terms of Funding

Successful applicants will be required to enter into a funding agreement with Screen Australia which will outline the terms of funding. Funding through this program is provided as a grant.

## 6. Contact

For any enquiries, please contact the Screen Australia Program Operations team on 1800 507 901, or at [industrydevelopment@screenaustralia.gov.au](mailto:industrydevelopment@screenaustralia.gov.au)

## **7. 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](#).