



# screen business

101 WORKSHOP



Screen Queensland (SQ) is dedicated to developing strong screen businesses and ensuring that production entities transform into thriving creative production companies through strong stories and good business understanding and partnerships.

SQ is giving twelve (12) producers the opportunity to take part in an intensive two day Screen Business 101 Workshop to be delivered by **Screen Producers Australia**.

The workshop will focus on various topics relevant to independent content producers including:

- Intellectual Property  
Including: Copyright Law, Chain of Title, Contracts, Insurances and Music Licensing.
- Financing  
Including: Equity Investment vs. Licensing, State and National Funding Bodies, The Producer Offset, Co-Production and How to go about it, Bank Equity and Gap Financing, Global Financing Models including US Studios, Funding for Broadcast.
- Business Models  
Including: Launching and Progressing a Creative Business, Distribution Models for the New Media, Social Media Engagement, Understanding the Marketplace.
- Marketing & Audience  
Including: Pitching; The role of Sales Agents, Distributors, Exhibitors - the current market and trends domestically and internationally across various platforms; marketing tools.

Producers will also have the opportunity to ask questions specific to their production company and / or slate.

The Workshop will be held in Cairns on 14 – 15 September and is open to all Queensland based producers and IP content creators.

It will be presented by Peter Herbert, Screen Producers Australia – Manager, Business Services & Content and Mark Donaldson, Screen Producers Australia – Manager, Legal & Business Affairs.

### **Who can apply?**

Queensland producers and content creators who wish to build their knowledge and skills in the area of Creative Business and are developing a slate of projects.

Producers should have had at least one credit on a short form project (ie. short film, short documentary or commercial video) and be able to demonstrate that they are developing a slate of broadcast, feature film or innovative projects that have marketplace appeal. These projects can be at concept or very early development stage.

As part of the workshop, and to ensure that producers from across the state are investigating co-production opportunities, Screen Queensland will also be offering six (6) travel grants of \$500 for producers not based in Cairns as a contribution towards travel and accommodation.

### Application materials

Applicants must provide:

- A CV and bio covering relevant experience.
- Details of at least three (3) projects currently forming part of the producer or production company's slate. These can be simply in the form of a substantial paragraph outlining the concept and any market interest and involved talent. Each project's outline must not exceed one (1) page.
- A short statement (no longer than one page) outlining the applicant's creative business aspirations.

### How will applications be assessed?

Applications will be assessed on the following criteria:

- The current track record of the applicant and their potential given their previous work and experience.
- The strength of their slate; including creatively and market and audience potential.
- Their understanding of building a creative business through their business aspirations.

Apply online at [screenqueensland.smartygrants.com.au](https://screenqueensland.smartygrants.com.au)

An automated application email will be sent to you within 30 minutes as confirmation that Screen Queensland has received your application. **It is the applicant's responsibility to contact Screen Queensland if you do not receive an application receipt email.**

### **APPLICATIONS CLOSE MONDAY 31 AUGUST AT 5pm**

For more information regarding the workshop or the application process, please don't hesitate to contact Hannah Fitzpatrick on 07 3248 0512 or [hfitzpatrick@screenqld.com.au](mailto:hfitzpatrick@screenqld.com.au).

### **About Screen Producers Australia**

Screen Producers Australia unites screen businesses to campaign for a healthy commercial environment.

### **About Peter Herbert**

Peter Herbert is Screen Producers Australia's Manager, Business Services and Content. He is responsible for developing the Business Services division, to provide members a program of strategic and targeted networking opportunities throughout the year, priority and discounted ticketing to SCREEN FOREVER, and other events such as Business Classes and the popular Breakfast Briefings, as well as in the key areas of industrial and commercial affairs.

### **About Mark Donaldson**

Mark Donaldson is Screen Producers Australia's Manager, Business & Legal Affairs. Mark provides legal and research support, and assists in the development of policy campaigns and the negotiation of industrial and commercial agreements.