

# Screen Culture Funding Program

2015-2016

## WHAT IS THE SCREEN CULTURE FUNDING PROGRAM

The screen culture funding program supports Queensland based events and projects across the state that help facilitate cultural activities and promote an understanding of film as a cultural experience. Events that engage and inform audiences, Queensland practitioners and regional Queensland about screen cultural activities and/or promote an understanding of the Queensland and Australian screen production industry within a broad global context.

Funding supports events and projects that are based in Queensland or linked with Queensland organisations and practitioners (in any format or on any platform).

The screen culture-funding program funding is provided by financial year and funding applications are offered in two rounds for the calendar year.

Successful applicants are provided with a grant to assist with the costs of running their event or project.

## WHAT FUNDING IS AVAILABLE?

The screen culture-funding program funding is provided by financial year and funding applications are offered in two rounds for the calendar years as follows:

Round 1: (1 July to 31 December) and  
Round 2: (1 January to 30 June)

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1 – Up to \$75,000 per annum is available for significant cultural festivals and events.

- ***Events seeking funding under this category must apply under Round 1.***

2 – Up to \$25,000 is available for Touring Festivals visiting over 6 regional centers.

- ***Events seeking funding under this category must apply under Round 1.***

3 – Up to \$8,000 is available per application for smaller festivals.

- ***With applications not be for less than \$2,000 for a single project.***
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## WHAT IS THE FUNDING RANGE?

Funding is capped for projects of cultural significance and touring film festivals.

Grants offered to successful applicants for smaller festivals will generally be in the range between \$2,000 and \$8,000. Funding is very competitive and to ensure Screen Queensland can support a broad range of events, often funding allocations are less than requested amounts.

Screen Queensland determines levels of funding on a case-by-case basis and **reserves the right to vary the amounts applied for by applicants**. Also noting that the assessment process and the total demand on available funds will determine the level of Screen Queensland's funding commitment within each round.

## WHO CAN APPLY?

Any individual, business; and/or organisation providing benefits to Queensland screen culture.

What cultural events are eligible:

- Film Festivals
- Public events that seek to engage and inform Queensland audiences about screen culture activities and promote film as a cultural experience and facilitate an understanding of the Queensland and Australian screen production industry within a broad global context.
- Workshops and Conferences may be eligible for funding where it engages the industry and the general public.
- Tours and/or visitations by leading filmmakers about projects of significance to screen practitioners that foster debate, discussion and peer contact.

What cultural events are ineligible:

- Publications or magazines about screen
- Development or production screen content and/or workshops;
- Marketing, i.e. P & A and film screenings
- Professional mentorships
- Travel to attend international film festivals for film screenings.
- Film Festivals and events that target a specific cultural group and where it is used to achieve community goals or raising awareness about a community issue.
- Internationally held screen culture events
- Private events and non-related screen culture events

To be eligible, Applicants must at least:

1. Meet the general eligible requirements set out in Screen Queensland's Terms of Trade including, but limited to the following:
  - A. Being an Australian incorporated entity;
  - B. Have a valid ABN
2. Demonstrate that they have the appropriate capacity, experience and track record to develop and implement their event proposal.
3. Demonstrate that the event proposal fulfils a need and interest in the community and how it will provide new opportunities for Queensland industry and or public and evidence of community support.
4. The business plan should demonstrate the viability of the applicant's ability to implement and achieve the financial and event milestones, viability and ability to implement the marketing plan and contingency plans for the proposal.
5. Demonstrate the viability and ability to implement a marketing plan and indicate if there is any media support if relevant.
6. The Finance plan and business plan should demonstrate any third party finance, for example any sponsors and plans to develop relationships in the private sector to support the development and delivery of the event.

7. Applicants who have any outstanding acquittal reports or who have not fulfilled their obligations from a prior screen culture program with Screen Queensland are not eligible to apply.

## When do I need to apply?

Screen Culture funding is offered in two rounds each financial year. The screen culture-funding program funding is provided by financial year and funding applications are offered in two rounds for the calendar years as follows:

Round 1: (1 July to 31 December)  
Applications open in late December  
Applications close February.

Round 2: (1 January to 30 June)  
Applications opens first week of August  
Close late first week of September.

Applications are open for 6 weeks with an at least six week to 8 week turnaround for assessment after the submission closing date.

## How do I apply?

Applications are made using Screen Queensland online smarty grants application systems.

You can apply online at

<https://screenqueensland.smartygrants.com.au/ScreenCulture2016Round1>

Please allow for system down time or internet service provider problems when completing your application and save the application regularly.

Please note late applications cannot be accepted. Screen Queensland reserves the right to not accept incomplete applications. Application material will not be returned by Screen Queensland.

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.**

## How will my application be assessed?

Screen Queensland will assess each application, taking into consideration:

### The Track Record

Track record of the applicant will be assessed according to:

- Previous performance and delivery of similar events
- Previous career and professional development success and any awards, professional and industry recognition;
- The network of business relationships to allow the business and event plans to be achieved.
- Expertise and skills of the applicant and their ability to successfully realise the business plan.

### The Event Proposal

- Regional component and/or period outside of Queensland.
- Showing content that the community would not otherwise have access to.
- Quality and viability of the proposal, does it fulfil a need and/or interest in the community.
- Background information on the event
- Explanation of how the event will present new opportunities for Queensland filmmakers and the public
- Evidence of community support

### The Business Plan

- Viability and ability to implement and achieve financial milestones.
- Financing plans for the development and production of the event.
- Viability and ability to implement marketing plan.

### The Marketing Plan

- Financing plans for the marketing
- Viability and ability to implement marketing plan
- Level of media support, if any?

### Resources;

- Viability of submitted budget
- Demonstrated relationships with or plans to develop relationship in the private sector to support the production of the event.
- Any third party finance including private equity;
- Business and marketing skills and
- The equipment and facilities available to deliver applicant's business plan.

Applications will be assessed by two, at least, two readers and possibly one external assessor, depending on the needs of the project.

## **Assessment Ratings:**

Each of the above criterion will be graded against the following scale:

5 – Excellent: The assessment criterion is of a high standard and the proposal is thorough and substantiated with relevant materials. 4 – Good: The application is of a moderate to high standard and has provided relevant materials to support the proposal. 3 – Acceptable: The application is consistent and acceptable – proposal is adequately supported with materials. 2 – Marginal: The application has not fully met the assessment criterion and the proposal remains unclear and unsubstantiated. 1 – Poor. The application has not met the assessment criterion and the proposal is unclear and no relevant materials are provided.

With the with each of the above outlined criteria weighted as follows in level of importance:

Event Proposal – 35  
Business Plan – 15  
Marketing Plan – 15  
Resources – 15  
Track Record – 10

## Risk Mitigation - 10

Screen Queensland publishes the names of its external assessors on our website and applicants should indicate any conflicts of interest in writing, at the time of lodging the funding application.

Applications will not be assessed until all of the relevant materials have been provided. Screen Queensland aims to make funding decisions within 6 weeks of an application being lodged and will advise applicants in writing of the outcome of their application.

## What happens when my application is successful?

### Accepting a Grant:

Successful applicants will be sent a letter of offer with the grant of amount available for their event and outlining the next steps.

Applicants who accept the grant offer will then be required to enter into an agreement with Screen Queensland outlining the specific deliverables required.

### Reporting Requirements:

Successful funding applicants must provide detailed reporting and acquittal information on the activities undertaken which will be negotiated between the successful applicant and Screen Queensland at the time of contracting.

### Payment of Grant

A specific drawdown schedule will be agreed between Screen Queensland the successful applicant. Payment of the grant will only be made on the receipt of a valid Tax Invoice.

## What documents do I need to provide?

Please review the check-list at the end of the application form. Incomplete applications will not be assessed.

For all applications we require:

- Event synopses
- Event Proposal
- CVs and bios of all key personnel
- Business Plan
- Marketing Plan
- finance plan
- Event budget
- Letter/s of Support (if applicable)

Applicants are welcome to provide additional material where they believe it will be beneficial to the application. Screen Queensland will inform you in writing of any missing materials and you will have ten business days to supply the missing documents, after which the application will be deemed to have been withdrawn.

## **What do I do if I've read this and want to talk it through?**

Email Screen Queensland at [screenculture@screenqld.com.au](mailto:screenculture@screenqld.com.au) outlining your query and giving your full name and contact details.

Who is the Program Contact

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