

## YouTube Entrepreneurs

Screen Queensland (SQ) will support Queensland screen content creators to implement strategic plans to engage a viable audience on YouTube and elevate their digital content creation businesses through a SQ YouTube Entrepreneur program totalling \$150,000.

Applicants are invited to submit proposals demonstrating how strategic investment from the SQ program would be used to take their content to the next level and pave the way for future success. This could include targeted strategies to increase or diversify content, improve skills, boost marketing, collaborations with other content creators within and beyond the YouTube platform, and innovative ways to engage new audiences. There is no limit to the scope, creativity and ambition of each strategy and all reasonable proposals will be considered. Projects that offer wider communal benefits to the Queensland screen industry and a positive legacy are encouraged.

The process will be competitive, with as many or as few applicants supported based on the strength, effectiveness and viability of their proposal and the limit of the total fund.

The YouTube Entrepreneur program is the second outcome of a three-year partnership between Screen Queensland and YouTube.

### Who should apply?

Applications are invited from Queensland screen content creators engaging audiences through YouTube. This content may be scripted or unscripted, and include standalone projects, be part of a new or ongoing series, designed for a dedicated channel, or to support a collaboration. Or perhaps you're creating something new and unforeseen, which will reshape the world of YouTube entertainment. We're looking for screen storytellers with a vision of success that is bold, clear and ambitious.

### What are the eligibility requirements of this opportunity?

#### To be eligible, applicants must:

- Be bonafide Queensland residents
- Be an Australian Citizen or Permanent Resident
- Be a creator of YouTube content, working with a creator of YouTube content or strongly demonstrate the team's ability to create successful content on YouTube
- Not have any team members involved with any projects in default with SQ
- Not be a full-time student. For part-time students, funded activities may not contribute to the coursework or research of any study the applicant is undertaking
- Not be employed by a Government Screen Agency
- Not be employed by a broadcaster
- Not apply for retrospective activities.

### How will my application be assessed?

#### You will need to provide:

- CVs and Bios for all team-members

- Examples of your previous work, including links to your YouTube channel/s and any statistical information to demonstrate the success of your previous content (e.g. views, subscriptions)
- A strategic plan detailing your audience and business growth strategy and measures for success
- A budget itemising how funding will be spent.

**Eligible applications will be assessed by Screen Queensland on the following criteria:**

- Track record and potential of the applicant and any collaborators, including experience creating content for YouTube
- Quality of the existing and proposed content
- Strength, effectiveness and viability of the proposal and likely impact on the growth of the applicant's YouTube audience and business
- Benefits for Queensland screen industry.

### Key Dates

<b>Applications open:</b>	Friday, 18 August 2017
<b>Applications close:</b>	Friday, 15 September 2017
<b>Successful applicants notified:</b>	Friday, 13 October 2017

### How do I prepare for this opportunity?

Screen Queensland will host an information session about the YouTube Entrepreneur program on August 15 at our office in Newstead, Brisbane. This will be an opportunity to talk informally about your proposal and hear from others in a group discussion led by Andrew Webster, VP Content (Business and Audience). Register your interest by emailing [awebster@screenqld.com.au](mailto:awebster@screenqld.com.au) or by calling (07) 3248 0500.

If you aren't able to make the information session, you can contact Andrew directly to discuss your proposal.

Potential applicants are also encouraged to attend the upcoming Create Queensland workshop for YouTube practitioners on July 6 at the Brisbane Powerhouse. Create Queensland is an initiative led by YouTube and the Queensland Government that aims to support creators in developing quality content that expands their target market reach. Participation is free, and open to YouTube creators with a following of 5,000 or more subscribers. Learn more and register at: <https://www.eventbrite.com.au/e/create-queensland-day-launching-building-your-channel-with-creatorup-tickets-35395594175>

### How do I apply?

1. Read the guidelines
2. Attend the information session on August 15 or contact Andrew Webster, VP Content (Business and Audience) to discuss your application (07) 3248 0500 / [awebster@screenqld.com.au](mailto:awebster@screenqld.com.au)
3. Apply online at <https://screenqueensland.smartygrants.com.au/>. Please note, **applications will open Friday, 18 August and close Friday, 15 September 2017**. 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. Incomplete and ineligible applications will not be assessed.

Due to the volume of applications, individual feedback will not be available for unsuccessful applicants.

### About Screen Queensland

Screen Queensland is a government-owned company based in Brisbane, Australia, that exists to grow the screen industry on all platforms to be a significant contributor to the economic and cultural well-being of Queensland.