**Business Enterprise Webinar**

| **TIMECODE** | **SPEAKER** | **CONTENT** |
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| 00:00:02:00 | TANYA | So let's begin. I want to say thank you for joining us for this Business Enterprise information session. I'm Tanya, the Head of Content and the Business Enterprise program actually sits within our content team. And we're very excited to launch this, because it's aligned to two of our major priorities - one which is to grow local screen businesses and the second is to create opportunities for above-the-line local practitioners.And our aim for this Business Enterprise program is to create commercially viable local screen businesses, to increase the volume of production for the national and global markets, to increase local IP retention, to increase opportunities for those above-the-line talent, and the growth and employment of those companies.Now, we're working with experienced advisers 113 Partners, led by Ian Murray, who is also onscreen. Ian has been instrumental in shaping the Screen Australia Enterprise...Business Enterprise programs. And so with us, Ian will be helping us with the assessments and the administering of the program.So for this session today, Ian will take us through a PowerPoint, the ins and out of the program, and then you'll be able to have your questions in the Chat and Ian and I will be able to answer them. So over to you, Ian. |
| 00:01:32:20 | IAN | Excellent. Thank you so much. I'll just bring up onscreen this PowerPoint so we can sort or just work our way through it all. Firstly, I'll just sort of introduce who everybody is going to be. Actually, I'll get Tanya, maybe, to talk to the people who you'll be dealing with day to day at Screen Queensland. |
| 00:01:50:09 | TANYA | Yes, so Dr Belinda Burns overlooks a few different teams, and one of which is Content. Then there's myself, and then I work closely with Phil and Ian, who are Content Directors. Not to be confused with this Ian that is talking. |
| 00:02:09:17 | IAN | Yeah. Thank you so much. OK, well, thank you, everybody, for coming today. It's great to see so many participants. Really great numbers.Over the next 12 or so slides we're gonna take you through the objectives of the program, what funding and support's available, what the eligibility criteria and application requirements are, a bit of an overview of the sorts of activities that can and can't be funded, the application process itself, the assessment criteria, and then finally the terms and the mechanics of the funding. So we might just dive straight in.As Tanya was talking about, the overarching goal of this program is to increase the volume of Queensland-created and owned intellectual property generated by local screen creatives in the state. And to take that down to a little bit more detail, there's sort of five areas there, I suppose, to talk to.So, as we say, increasing the local volume of retained intellectual property by Queensland businesses. And that comes about from a number of different types of things. So, firstly, increasing the number of commissions which are coming into the state from broadcasters, network streamers, other platforms.And then, in order to drive that demand, making sure that there's an increase in the range and number of projects which are in development by local Queensland businesses.How that manifests in terms of the type of businesses that we're then working with, the early-stage businesses, businesses which are fairly early in their trajectory and career or in their establishment, the program's really there to help them with access to resources, so helping them with cash flow, with helping them build their slates, developing capabilities and things like that.For more established businesses, so businesses which have been around for a while and, you know, have been... had some success in already establishing themselves, then the program's really encouraging them to find new areas to expand into, with a real focus on innovation and diversification of their business models.The funding which is available - there's two things which are available as part of this Enterprise program. There is grant funding of up to $150,000 per year, and that can be for up to three years, but it is subject to meeting reporting requirements and achievement of milestones and things like that, and we'll go into some specifics of how that's going to work a little bit later in the presentation.And then, secondly, for the successful applicants, there's also going to be a training program which will be curated to each of the individuals, and that training and scaffolding will really be designed based around the activities which the companies are undertaking and where the applicant company or business is up to in terms of their career and trajectory as well, and where they're at in their life cycle.So we'll really be creating bespoke education modules for each of the applicants as we move forward. It won't be sort of a group training environment.Talking to who the actual eligible applicants are. So there are a number of requirements which you need to meet in order to be eligible to apply to participate in the program. Firstly, the activities which you're going to undertake as part of the program need to be predominantly based in Queensland. So it's really important that the activities that you're going to propose to undertake focus on being based in Queensland.The business itself, so the applicant company, needs to be registered and based in Queensland. And, additionally, 75% of the staff of your business, if you have got staff, would need to be bona fide Queenslanders as well.Screen Queensland isn't able to contract with trusts, as many of the state and federal agencies aren't able to, so you'll need to be a company or a partnership or a sole trader, and importantly, you'll need to actually have an Australian business number and be registered with an ABN as well.You'll need to have reportable credits in the platforms or genres for which you're applying for support, and you'll need to also meet the Screen Queensland general eligibility requirements as set out in their Terms of Trade. And those Terms of Trade are available on the Screen Queensland website. In fact, most of the documents you'll need to refer back to are available on the actual Enterprise page on the website.And lastly, the primary business activity of the applicant needs to actually relate to the development and production of original screen content. So in this instance, games companies, post-producing companies, VFX or supplier businesses which support the screen industry in Queensland aren't eligible if their primary activity isn't around that development and production of original screen content. So I just want to make that quite clear.In terms of other application requirements, there are a few things just to sort of be aware of.Any individuals that you're referring to or whose personal information is included in your application, they need to be aware that you're including that application, so please don't put in, you know, any details of individuals without checking with them first.There are a number of documents there. The Screen Queensland Terms of Trade, the Screen Queensland Qualifying Production Expenditure Definition, the Strategic Plan for 2023-2025 for Screen Queensland, the Screen Diversity and Inclusion Network Charter, and the Screen Queensland Annual Review are all mandatory documents to sort of have had a read-through, and which you will need to agree to as part of the actual submission process.Again, all of those documents are available with links on the Enterprise page, so you'll be able to find them all there.You'll also need to submit financial accounts for your business for FY22 and FY23, so that's for the 12-month period ending 30 June 2022 and ending 30 June 2023. And they will need to be certified by your accountant.We understand that the FY23 year documentation is really just coming up to being needed to be submitted now, but presumably it'll be mostly in a draft form for most if you haven't already completed those.But if it is still in draft form, you know, it just needs to be certified from your accountant that it's going to be in, ostensibly, the form which will be submitted at the end of the financial year.And then lastly we're going to require a three-minute video or a video up to three minutes which will be part of the application process as well for you to have an opportunity to explain what your application is and to talk to that, you know, with that little bit... You know, rather than just words on a page, you can sort of convince the assessors what it is that you're after as part of that. |
| 00:08:40:14 | TANYA | I'll just chime in there. We're not judging you on your production values there. It's more just getting to hear from you as opposed to the words on the page. |
| 00:08:50:07 | IAN | AbsolutelyOK, what sort of activities can be funded? So, as we said earlier, for emerging businesses or for businesses which are starting out, activities which are going to assist them with becoming financially viable and build their capabilities when it come to working in the local and the global markets. Any activities relating to those, you know, are fine. And again, we'll go through some of the specific exclusions in a moment.And for more established businesses, the types of activities we're expecting to see being asked to be funded are things which are going to relate to them growing the local screen production sector through some form of diversification or business initiatives.So it's not business as usual. It's trying to find a new pathway to markets and revenues in a way which will be sustainable, which will sit ideally alongside what your existing business practices are.So getting into the nitty-gritty of that, this isn't an exhaustive list. It's just to give you an indication of the sorts of things which potentially could be funded, but, yeah, some ideas there just to get you started.Getting some assistance and advice with regards to your company and business structuring.Developing and executing strategies which are going to enhance your capabilities in local or international markets. Helping you to develop better relationships and connections to organisations or individuals who may help with financing of projects.Anything around innovation or diversification of your business models.Finding and engaging with experts or consultants who've got expertise that you might, you know, benefit from as you're going through the process of growing your business.And of course finding and engaging staff to help you with your business growth and viability.I think that that last one in particular will probably be of interest for most people when we're looking at the quantum of funding which is available.Funding which, you know, is not intended to be for specific projects. So if you've got a particular project on your slate that you want to put funding towards, you'll still be able to access the Screen Queensland development funding outside of the Enterprise program. But, yes, certainly funds from the Enterprise program aren't intended to be put into specific projects on your slate.And also, the funding isn't able to be used for corporate infrastructure costs such as office space leasing or upgrades to your office or buildings or anything like that.Getting into the actual process of the application itself, it is a two-stage application process. Stage 1 is for everybody who meets those eligibility criteria we talked about earlier. But Stage 2 will only be for those who've submitted the most competitive stage 1 application, and they'll be invited to then press on to Stage 2. The deadline for Stage 1 is by 5pm on Friday, 22 March, and in order to meet that deadline, you'll need to have submitted those three things below.So you've filled out the SmartyGrants application in its entirety, submitted your three-minute video pitch and then provided those financial statements from your accountant. At a minimum we'll require the profit and loss. Ideally we'd have the full financial pack for those two financial years.We will be making available - it's not there at the moment - but we will be putting up on the website a version of the SmartyGrants questions in a Word format. So if you want to work offline on developing your application, you want to do that in Word, you can have a version there that you can work on on your desktop. That can sometimes be a little bit easier to work on than logging into the SmartyGrants site and working in there.So, yeah, well make that available. It's not up there right at the moment, but it'll be up there shortly, so you can draft your submission in there. And then you'll be able to copy and paste from that document into the SmartyGrants site.Just remember the formatting in SmartyGrants doesn't really hold as you sort of copy and paste from Word docs. It really just is a text-based field. So, yeah, don't get too fancy with your formatting in your Word doc, and you won't be able to sort of submit any diagrams or anything like that if you built those in your Word documents.But, yes, you'll be advised by the close of business on Friday, 3 May whether or not you've been declined or whether you're being invited to participate in Stage 2. And for those people who are going to be progressing on to Stage 2, you'll be sent a link to complete a second-stage application and some other materials.And Stage 2 will very much focus on the details of the activities which you're being... which you're proposing to undertake as part of the program. So it'll give you an opportunity to really get into the nitty-gritty of the specific activities that you want to actually apply the funding towards, and what resources and so on you're going to be accessing as a consequence of the funding.I will just flag for you that Stage 2 will be fairly quick. I mean, even though the actual requirements of what you need to supply is less than what's in Stage 1, you'll probably only have around four weeks to complete Stage 2.We will be providing some additional support to assist you with that phase of the application if you're successful in moving through to Stage 2, though. So when we get to that stage, we'll be able to give you a little bit more hand-holding to get through that second phase of it, because we do recognise that it's going to be quite a short turnaround to get that done pretty much over May.In terms of the assessment criteria... And this is really important for you to sort of pay attention to, because, you know, this is ultimately what your applications will be measured against, and, you know, will...will determine whether or not you're going to get through.So there's five criteria which we're assessing as we're looking at the applications. The first one is really around the strategy, whether the application and what you're proposing to undertake makes sense in the context of what your existing business focus is, and that the opportunities that you've identified in the marketplace and the objectives of the actual program. So all of those objectives we talked about at the very beginning, making sure there's a good alignment to those.Secondly, we want to make sure that the proposed activities are going to be viable, and by that we mean that the business has actually... You've contemplated how you're going to be able to continue to undertake those activities beyond the terms of funding.What we don't want to do is to have activities which are undertaken just for a short burst of time and then stop as soon as the funding stops. So we want to ensure that there is long-term viability from the activities and that they, ideally, are going to be able to provide cash flows and revenues which will make them self-sustaining over the longer term.Thirdly, diversity, equity and inclusion. We need to understand, you know, how the proposed activities are meaningfully going to contribute towards fostering and promoting diversity and inclusion, and that's in the context of the current state of the business and the broader industry.From a capability and executability perspective, we need to understand that you've identified the resources and expertise that you'd need to be able to deliver those proposed activities, and how you're gonna go about finding access to those resources and capabilities if you don't have them in-house already.And then lastly we wanted you to talk to the benefits to the industry. So how are the activities going to actually have a benefit for the ongoing future of the Queensland production industry, again, in line with the objectives of the Enterprise program.So those five assessment criteria, I'd really encourage you to sort of, you know, make yourselves very familiar with those. Again, they are on the website. But as you're writing your document, it would certainly be useful for you to sort of contemplate having those to one side as you're writing it, and referring back to that on a regular basis.Last thing I'll talk to you about before we sort of move onto having some questions and answers is around the actual terms of the funding itself.So, if you are successful, with the... with your application, then you will need to enter into a grant agreement with Screen Queensland. Those grant agreements will only be for a 12-month duration, but they may be renewed for up to another additional two years, so a total of three years.I'll talk to that process in just a second, but the other thing which I'll just mention is the drawdowns, which will... You know, the timing of the drawdowns will be based around your application submission, and the activities that you're proposing to undertake within that application, so they will be considered on an individual basis and the drawdowns will be tied to those. However, there will be, across the board, a requirement for interim reporting on a quarterly basis.Now, going back to that 12-month contracting component and the renewal of it, at the end of each 12-month period, the applicants, people who have been successful in moving through into the program, will need to then come and present to Screen Queensland, outlining how they've progressed against their KPIs within that year, detailing what their planned activities for the subsequent year is and how they're going to be able to continue to move forward through the program.And then, if they're deemed eligible, then Screen Queensland will then move into a subsequent agreement for a second or third year of financing at that point.So it really is a, you know, a matter of making sure that you've met those objectives and KPIs that you've set for yourself as you've moved forward.So I think that's it for the actual presentation. What we might do now is to stop this share and move into answering any questions that you might have. |
| 00:18:27:20 | TANYA | Thanks, Ian. So, yes, if you have any questions, just write them through on that Chat. No questions yet. Well, we do have comprehensive frequently asked questions on our website and thorough guidelines. And we've set up an Enterprise email account, so you can address any questions either to myself or to that one, which is enterprise@screenqld.com.au. |
| 00:19:05:15 | IAN | There are just a couple of questions coming through on the Q&A here, so I might just answer a couple of these as we go.So, "Is there a limit for how long a business need to have been operational for?" No. When you're going through the actual application itself, you'll need to make sure that you, when you're answering the questions which are in there around, you know, whether you meet the criteria, that you need to make sure that you actually meet all of those criteria. But, no, there's not a limit for how long it needs to have actually operated for before you can apply.So if you want to... If you're currently operating under a particular structure and you wanted to change that structure - for instance, if you currently trading as a trust and you wanted to register as a business - you're welcome to do so between now and the time that you actually apply. |
| 00:19:52:02 | TANYA | I've got a question here if prop-hire businesses are classified as a service-based business. In this case, they are. We're really focusing on the generation of local IP and the storytelling of production. |
| 00:20:07:07 | IAN | Yep. And I think that's really important that, you know, at the point that you're applying, you need to make those undertakings that the business meets the criteria, and one of those criteria at the moment for this application is that the, you know, the core business and what you're actually doing at the moment relates to original content production.So if you're working in a different field, for instance, a design company who supplies screen that wants to move into that space, you wouldn't be eligible at the moment if that's not your core business.If, in future years, if Screen Queensland is able to run this program again and you want to apply at some point in the future, then, you know, you'd want to make sure that you'd shifted your business focus between now and that subsequent application period, that that became your core competency of what your business was actually doing. |
| 00:20:50:08 | TANYA | There's a question here about saying, when we refer to diversity, does that include regional employees and women? Yes, of course. And we have a definition of diversity, but it's mostly underrepresented groups.But also it can be, within your business, all the stories that you're telling. So it's...it's up to you with how you are reflecting that diversity within your business or the production slates that you have. It's quite open. |
| 00:21:21:15 | IAN | "Can we get a copy of the recording of the webinar?" Absolutely. That will be available for people for a period of time. |
| 00:21:27:11 | TANYA | Yeah, it will be available in a few days, 'cause we're going to have it captioned, so in a few days' time you'll have that available. |
| 00:21:35:13 | IAN | And in terms of the preview application form, when will that be available, you can actually get into the SmartyGrants form now. You can open up an application and access that straightaway. That form is in...is the form that you'll actually be applying under.In terms of the Word document, we'll have that up on the website over the next few days. It's exactly the same as the SmartyGrants questions which are in there, though, so there's nothing to stop you from getting in and familiarising yourself with the questions and the categories of what you actually need to be looking at. |
| 00:22:04:19 | TANYA | There's a question here about, "How many grants will be given for the Enterprise?" So at the moment, it's a $3 million fund, and that's a million per year. You can request up to 150,000, so, mathematically, that's like six at 150 and one at 100.We don't know what applications are gonna come our way, but it could be anywhere from six to seven companies, or if the money requests was less, it could be more. |
| 00:22:35:10 | IAN | Yeah, certainly. "Conflicts of interest, how will they be handled?" So, there's a fairly clear conflict-of-interest process which Screen Queensland has, which, you know, in which, if a conflict of interests exists, and then they're identified and anybody who's required to recuse themselves from being involved with that particular company can do so. |
| 00:22:58:03 | TANYA | I'm just reading this. "Scripted and unscripted production?" Yes. Both are eligible. |
| 00:23:06:20 | IAN | For a new business owner, if you haven't got the FY22 and FY23 financial reports, that's fine, that's, you know, we understand that if you have a business which hasn't been operating for that long, that obviously you won't have those. So, yes, that will taken on a case-by-case basis. Those requirements are there for businesses which have been established for long enough to have those financial reports available. |
| 00:23:33:02 | TANYA | "Does reportable credits refer to produced credits rather than IP in development?" I mean, it's gonna be a case-by-case basis, but basically the activity that you propose to use the Business Enterprise funding for, we'd be looking at, does your team have the capabilities and the competences to bring that to fruition? And whether that's perhaps even employing a staff member with the Enterprise money, that could satisfy that. But we really want to make sure that we are selecting businesses and the principals and the key creatives along with that that can really achieve what the proposed activity is. |
| 00:24:18:18 | IAN | Interesting question there around, "Can you apply for more than one idea for your company? And should we speak to you in advance?" But, look, certainly, when it comes to applying for more than one, I... Yeah. You can only submit one application for each company. So, you know, in order to be competitive, you really probably want to focus in on the activity or activities which you intend to actually do with the funding.It's not that you only need to do one activity with the funding. You absolutely can do multiple activities with funding, and it probably would be expected that, for many businesses, they would be splitting their funding over a number of different activities.So, yeah, if you're talking about that, then, yes, you know, by all means, outline what the activities that you want to undertake are, and it's fine for there to be multiple ones, but if you mean, "Can we apply for two completely different things as two applications," no, it'll just be one application per company. |
| 00:25:13:02 | TANYA | There's a question here, "If you're successful in securing Enterprise, does that preclude you from applying for other funds, such as market travel?" No, of course not.Because our Business Enterprise isn't focused on production funding or development funding, if you're successful, you are eligible to apply for our general core business activities, which include market travel, development and production funding.There was another one here, "Are projects written and produced by Queenslanders adapted from work outside of Queensland ineligible as part of a strategy?" No, not at all.We recognise that stories come from anywhere. But what should be noted is that the activity that you're proposing to be used for the Enterprise money isn't to be focused on a project. It's rather how are you building your company or what staff are you employing to get to where you need to go? Or how are you diversifying your already established company? |
| 00:26:17:13 | IAN | Yep. One thing which has come up a couple of times here is the difference between, you know... what's an emerging versus an established business? Look, this isn't a defining term, and certainly you don't need to identify in your application as to whether you're an emerging or an established business.I suppose as we're looking at the actual applications themselves and the specifics of each business, you know, if you have a business which has been in operation for a number of years and which is, you know, somebody who's actively been participating in the Screen Queensland...in the Queensland production environment for a while, we would treat that as being a more established business and we'd be looking for, you know, how you're going to innovate from what your current business activities are, whereas a business which has not been around for a number of years, for many years, and which hasn't been an active participant in the same way as, you know, businesses which are...which are known and which are, you know, active participants would be, you know, seen as being more emerging.But it's not a defined term, and there's certainly no specific requirements to sort of, you know, fill out different parts of the form depending on which one you are. |
| 00:27:28:17 | TANYA | "Can you establish a Queensland branch of an existing Australian company reflecting expansion to Queensland and qualify?" Not at the moment.So the... It's what your business is today in terms of eligibility. So you need to have that Queensland base and be registered in Queensland as you apply today, as opposed to, "If I get the money and then I can employ this staff, then maybe I'll be eligible." |
| 00:27:59:00 | IAN | Yeah. |
| 00:28:04:05 | TANYA | Here's another one. "I'm an..." Oh, sorry, it just went away. "I'm an emerging screen business with a focus on mostly web and online. Can I apply?" Yeah, you can apply. I mean, we're looking at screen businesses. |
| 00:28:25:08 | IAN | "With regards to the original content IP, does the content have to be a Queensland story and does it have to be shot in Queensland? And can the project be a story outside of Queensland and Australia but have to have the Queensland team work on it?" Well, yeah, look, really what we're looking for here is any form of intellectual property which is originated and retained and owned in Queensland. So it doesn't have to be a Queensland story per se. It can be any form of IP.But really we're just looking to try to support the Queensland production sector in terms of owning and retaining and growing the IP which they're getting value from in the future. |
| 00:29:03:00 | TANYA | If you've previously received enterprise funding from Screen Queensland or Screen Australia, the question is, "Will that hinder your application?" No, not at all.You may realise that Screen Aus is also running an enterprise program at the moment. I think their applications are due in a few weeks' time. In terms of asking money for the same activity from both companies, we'll be, you know, alive and aware to that, but, no, you could apply and be successful in both. |
| 00:29:45:00 | IAN | And somebody was asking... They were saying that they're internationally a business which does a lot of work in the international sector, and are they still able to apply if they're based in Queensland? Look, again, the majority of the activities you're undertaking as part of the Enterprise program have to happen in Queensland. So, so long as you're confident that the activities which you could be undertaking as a consequence of the Enterprise program are Queensland-based activities, then you're still eligible. |
| 00:30:11:20 | TANYA | How long is the application form and what types of information will be required? So, you can preview and actually start filling out the form on SmartyGrants and you can open a SmartyGrants for submission and you don't actually have to put Submit. You can work on it on and off.What we've done is, I think there's about seven or eight questions and they all have word limits on them, so I think the largest one is 1,500 words and that is the one where you detail your activity that you would use with the funding for enterprise.The other information, aside from those questions - and we'll put the Word document up, as Ian mentioned, if you want to work on it offline - are general questions about who the principals of the company are, you know, where you're based, what electorate. Just general sort of things that the government asks for. |
| 00:31:12:09 | IAN | I think we've kind of talked to this a little bit, but, yeah, "Is Stage 2 is shortlist or an acceptance...?" No, Stage 2 is just a shortlist still, so it will still be a competitive process to get through Stage 2 and certainly not all of the people who progress to Stage 2 will finally be accepted. |
| 00:31:30:07 | TANYA | We have one about previous successful companies had in common. Well, we haven't run an enterprise program like this for a while.Before I began here and with a whole different team and a whole different CEO, there was an enterprise funding scheme, I think, in the COVID era, but I can't talk to that. I mean, Ian might be able to talk to Screen Aus, but they also have a different strategy than what Screen Queensland has. |
| 00:31:59:20 | IAN | I suppose, yeah, just on that, this program, you know, has been designed specifically for the objectives outline that we talked to earlier and they are different from, you know, previous iterations of both the Screen Queensland Enterprise and other enterprise programs. So...so, yeah, it's a little bit difficult to compare apples with oranges in this instance.Yeah, I really encourage you to familiarise yourself with the assessment criteria and what you'll actually be assessed against in this particular application, because that's ultimately what will make a successful application. |
| 00:32:37:20 | TANYA | There's a question here about the acknowledgement of skills shortages such as entertainment lawyers, line producers, and the question is, "Is it possible to utilise that Enterprise funding to hire staff for that key position, but they're not Queensland-based?" Yes, we're open to that.We do realise that, to grow companies, sometimes you need the best experience and the best personnel, and they're not going to be necessarily available in Queensland, and that's something that we actually want to address. We want to make sure that we do have, over time, enough of all different practitioners in different areas of businesses who are able to form part of production companies and services. But, for now, yes, if it was exactly the right fit, yeah, we're open to that. |
| 00:33:25:02 | IAN | Yep. |
| 00:33:31:20 | TANYA | There's another one about, "If you're a line producer and you have credits, are you able to set up a company, and do those credits translate?" Yeah, of course, but, again, it would probably come down to - without knowing the detail of that question - is there an alignment to things you have worked on and where you're heading with your business? |
| 00:34:01:14 | IAN | "What kinds of materials will be required at Stage 2?" It'll just be written materials for Stage 2, so no further videos required. We only have to, yeah, go through that pain once.But it'll be a lesser requirement in terms of the actual volume of words on a page. And, as I say, we're very specifically drilling into the activities which you want to then undertake with the Enterprise funding itself.While Stage 1 is a slightly broader application where you're explaining a bit more about your business and the principals and who you are and what you've been doing, the Stage 2 will really just be focusing in on those activities, which will be funded with the Enterprise funds. |
| 00:34:43:20 | TANYA | There's a question about, "Are sole traders eligible?" Yes. Yes, you are.There have been instances I know in Screen Australia where perhaps two very established practitioners come together to form a company, and that was eligible because of all the experience that they had and where they were channelling together in their direction. But, yeah, sole traders are eligible. |
| 00:35:12:20 | IAN | Is it realistic to apply for the full $150,000 if it meets requirements? Yes, absolutely.I mean, what we would encourage you to do is to contemplate what activities you'd want to undertake and do some budgeting to figure out what it's going to cost for you to actually be able to access those resources and to undertake those activities and then make sure that the ask, you know, marries up to that work that you've done around that.So, you know, just applying blanket for $150,000 without sort of contemplating how it relates to the activities probably wouldn't be as competitive, but if the activities you undertake do, you know, come up to that full quantum, then there's nothing to stop you from getting that. |
| 00:35:55:07 | TANYA | There's a question about, "If your credits are in factual and you want to move into scripted, will your credits be eligible?" Yeah, they would be, and we'd be looking at it, what's the scaffolding that you have around ensuring that your move into scripted will be successful?So we'd be looking at the experience of your credits to date as a practitioner and what... Yeah, what people are you working with or what your strategy is there. |
| 00:36:30:20 | IAN | "If you're asking for $100,000 this year, if successful, can we ask for $150,000 in subsequent years or does it have to be the same for every year?" No, the contracting is only for the 12-month period and then for the subsequent period, we'd be looking to understand what activities you'd be undertaking in the subsequent 12 months, which may be an increase in activities, it may be a decrease in activities.And so, you know, year to year, feasibly, you could have a variance to the actual amount that you're applying for, so long as, again, it related to the activities you're undertaking and that there was a good alignment between, you know, what you've been doing in that first year onto the second year and that you are meaningfully growing those activities. |
| 00:37:13:23 | TANYA | "If you are successful in other funding from SQ, such as SheDoc, are you eligible?" Yes, they're separate programs with different strategies around them. They're distinct, so there's no crossover there.And there's another question about, "In the case of sole traders coming together to form a company, would the company need to be established before the application or would one or both apply as a sole trader?" Well, it comes down to, on the application, there's these tick boxes that you're kind of warranting who you are when applying, so, if the company hasn't been established at the point of application, but the sole trader is available, I would say apply as a sole trader and talk about your plan to bring people on. |
| 00:38:07:18 | IAN | Question here about, "Can money be used for business establishment, for example, website builds?" So, business establishment's a little bit of a loaded term, so, yeah, if we're taking the specific example of a website build, if part of the activities you're undertaking is to increase your market presence and reputation and to engage in a bunch of marketing activities which will help you to engage better domestically and internationally, absolutely. That's a valid use of funds.Actual business establishment costs in terms of corporate establishment, no, because the business would need to be established before you even applied.And, again, just to reiterate that, you know, we can't use it for corporate infrastructure costs like, you know, office-related activities. So, yeah, just be a bit wary of saying, "For business establishment activities," but certainly for website builds if it made sense and you'd drawn the correlation between the need to have that with the activities and where your position in the market is at the moment, that would be fine. |
| 00:39:10:08 | TANYA | Will the program run again in 2025? Well, yes, that is our ambition and our aim, but at the moment, we have funding for this three-year program, and, as we said, a lot of it comes down to, you know, at the end of the first year, you don't automatically get the second- and third-year funding 'cause we're seeing how you're tracking against what you had planned to do with the Enterprise funding and that's going to come into play of whether we are successful in obtaining more money from government because it will come down to the metrics and the success, so that's why we've build these things into it, because we would love to keep running these programs. |
| 00:39:50:05 | IAN | Yeah."If the business is looking to further transition from working as a supplier into IP creation, would they be considered for the program?" Again, at the time of application, you need to, you know, undertake that your core business activities are around original content creation and development. So, if that's not something that your business is already doing, then no, we wouldn't be able to consider that at this point.But, again, if you were to make that transition now and there were a subsequent version of the program, then you may be eligible then. |
| 00:40:25:04 | TANYA | I think this might be a joint answering from myself and Ian. "On the note of funding over three years, should the application focus on the activities for the first year or are you expecting the application to include a three-year period?" Well, the view that I have from the SQ perspective on that is we want to ensure that once the money, you know, stops, that the company is viable, so that's number one. What are your thoughts on that, Ian? |
| 00:40:56:00 | IAN | In Stage 1 application, absolutely. You know, we probably want to understand what you are going to do over a three-year period. Stage 2 will be drilling down into, really, that first year of it in a lot more detail.But in terms of the Stage 1 application, we'd encourage you to contemplate activities, you know, that would occur over three years, understanding that, obviously as we move down the track, things are going to change.That's part of why we have that sort of process each year to be able to review how things are progressing and to understand what's changed and give people the opportunity to reapply for the subsequent year and to potentially refocus what they're actually engaging in in year two and year three.But, certainly, you know, activities which you're undertaking as part of your Stage 1 application, we would encourage you to think about that over the longer term and things which can have some longevity and, ideally, run for three years. |
| 00:41:51:00 | TANYA | Are we going to be judged on how much revenue we've made in the financial years? There were no losses and income are mostly grants. Does that make us less or more attractive? What we're looking at in those financials as part of the proposal that you have for the Enterprise funding,I guess we're looking at if you wanted to hire staff, we can see, yes, that makes sense, or if you're not being paid yourself, yeah, there's an issue here. How can we make you be in that business permanently?So, there's no judgement in terms of yes or no. It's just getting a view of the landscape of how, you know, where your costs are, where your profits are, what revenue channels you have and if the enterprise activity that you're proposing is kind of going to align to that and grow your business. |
| 00:42:53:20 | IAN | "Can I apply as an individual even though I work for a company but the application intention is to create a new, separate company?" Again, you want to apply with whatever entity you're actually going to be undertaking the activities within, so if you are planning on setting up your own business, or if you're going to apply as a sole trader because you're setting up something new, that's absolutely fine.Yeah, and there's nothing, yeah, from... There would be nothing to stop you from applying, even if you are working for somebody else at the moment.Just remember, it will be a heavily competitive round and, you know, there won't be a huge number of businesses which will be funded from this, so I'd encourage you to sort of contemplate that, that, you know, that anything which you're going to put forward needs to make sense and really, you know, cut through from the activities you're undertaking, from that perspective. |
| 00:43:55:02 | TANYA | This one - "Is the grant... Is there an acquittal for the grant and does it require an external audit and does the enterprise funding include a fee for the grant acquittal?" Well, our general terms of trade give us an ability to ask for an audit. I don't think we would request an audit unless there was reason to request one, but in terms of, does the Enterprise funding include the fee for getting your materials, well, that to us is business-as-usual activity. What are your thoughts on that, Ian? |
| 00:44:30:24 | IAN | Yeah, um, I think... Sorry, I'm just trying to find that question. |
| 00:44:35:15 | TANYA | It's...it's, um... "Is the grant an acquittal and does it require an external audit and does the funding include a fee for the grant acquittal?" |
| 00:44:46:02 | IAN | No, there will be a quarterly acquittal process where you'll be reporting against what you've, you know, undertaken in that quarterly process over that quarter, but there's no requirement as part of that to have that externally audited or any costs involved in doing that, so there's no fees associated.There's a question here around, you know, "lf company directors are not all Queensland-based but staff will be, are we still eligible?" Again, I'd encourage you to go back to those initial eligibility requirements. So, you know, the company needs to be the Queensland-based company, 75% of all staff need to be bona fide Queenslanders, so it's not necessarily around where the company's directors are located and so on. It's really just making sure that you meet those criteria, as quite clearly articulated in the eligibility part of the documentation. |
| 00:45:40:20 | TANYA | There's a question here. "If we have specific ideas, can we run it by someone at SQ before applying so we can be sure we fit the criteria?" Yes, we're available to answer those questions. And also, we do have that email as well at enterprise@screenqld.com.au, and you can ask some questions there. And we do have the FAQs, which are pretty comprehensive, on the website. |
| 00:46:13:24 | IAN | "Who are assessing the applications - internal or external parties?" It's a combination of both, so there will be internal and external assessors reviewing the applications. |
| 00:46:25:13 | TANYA | "Is there a weighting towards demonstrating local employment growth opportunity versus market growth?" No, it depends on your business proposal and the people behind it and your company's vision and trajectory of where you're going."In terms of hiring staff from interstate, does that mean their activity would need to relocate to take place in Queensland?" No, not necessarily, and it would depend on the position, of course. I mean, is there an actual shortage in Queensland and you can't get that position elsewhere? Or is that person exactly the right fit?Again, coming back to all our priorities, it's about growing the local screen business, but also creating opportunities for Queensland practitioners.We're just reading through the questions. |
| 00:47:42:22 | IAN | It's mostly done there. |
| 00:47:44:05 | TANYA | Oh, there's one about, "Can we use it for extra editors and equipment? 'Cause it's not meant to be for assets or infrastructure." Well, extra editors are staff, so that's a yes."If you're successful, but your strategy changes due to responding to, you know, a changing market, does that mean you're not eligible for further user funding?" No, not at all, but we have those quarterly check-ins, as we said, for those successful recipients, so we would be aware of what's going on, as would you. So, no, that is fine. |
| 00:48:32:15 | IAN | "Is international travel eligible as part of the Enterprise program? So, can you apply for international travel?" Look, again, you're not excluded from other grant programs which are being run, so, you know, probably encourage you to go to those places in the first instance as part of any funding which you require for international travel.If it was for something which wasn't going to be covered by a grant, then we could absolutely look at that if it made sense in the context of what it was you are doing in the application and the activities that you are proposing to undertake. |
| 00:49:06:08 | TANYA | "What's the purpose of supplying financial statements? Is profitability over the recent period part of the eligibility criteria?" No, it's not. Profitability is not a criteria. The purpose is so we can get an understanding of the request that how you're actually going to spend the $150,000 so we can see if that makes sense and is aligned to your strategy. Because one of the strategic objectives for us is to create commercially viable companies, you know, that don't...that don't end because the Enterprise funding ends in three years' time.So, it's to give us a snapshot and to give yourself a snapshot and to give yourself a snapshot to see where you're at and what you need to get to where you want to get to. |
| 00:49:58:17 | IAN | "And if the company doesn't have any current staff, can the engagement of staff be a good ask for this funding?" Yeah, absolutely.If you don't have any current staff and you're just currently a solo operator, be that a sole trader or a company with a single director, and you wanted to use the funding to engage staff and that was aligned with the activities you wanted to undertake, then, yes, that would be a good use of funds."Is upskilling a valid use of funds, whether for staff or founders?" Yes, if, again... Look, anything which is going to help your business, you know, be more competitive in the local and global marketplace and which is going to, you know, align with an outcome that you've been able to articulate in your application, which is going to help meet the objectives of the program, then that would be a valid use of funding and that can extend to upskilling for staff and founders. |
| 00:51:01:02 | TANYA | This one might be for you, Ian. "As a newly established entity, what replaces the end of financial year accounts?" |
| 00:51:07:15 | IAN | Yeah, so, again, if you don't have end-of-financial-year accounts, because you haven't...don't have them, then, obviously, then there's no requirement to supply those. It's really only for businesses which have been trading for a number of years that we're looking to understand what that trajectory they've been on.I think we currently have multiple... |
| 00:51:35:14 | TANYA | Of how... What... Oh, do you? I was just going to say, "What type of activities do you want to see Queensland companies engage in?" We do have a list of, you know, suggested activities, but it's not an exhaustive list. We want to see companies engage in activity that is gonna grow their business and is aligned to their strategic... their own strategic plan. So wherever you're heading as a business, you know, align those activities to that. |
| 00:52:05:19 | IAN | So, really encourage you to grab that, you know, page of objectives which have already been articulated in this presentation which we're on, and also on the website. So have a look at what the program objectives are and then have a look at the assessment criteria, and use those two as your guidelines, really, to, as you're answering questions, make sure that, you know, when you've answered a question, that they make sense in both those contexts so you feel like you've actually met the objectives of the program and that your answer, you know, is easily understood in the context of how it will be assessed. |
| 00:52:37:20 | TANYA | And just to clarify, "Is it just production companies who are eligible?" Well, sole traders, production companies, but screen businesses - those that are creating stories and productions and are developing IP. |
| 00:52:56:04 | IAN | OK. I think we've answered the last couple of ones there, so, yeah. Anything else? |
| 00:53:08:20 | TANYA | If anyone has any other questions, type them in. |
| 00:53:18:04 | IAN | "If you're applying for a new employee that you want to help grow the business and you... Do you need to have that person already picked and included, or can you source them if funded?" Look, again, it comes down to the individual application. There's no requirement to have that individual identified as part of the process, in fact you might want to actually go through a recruitment process or something like that to help find that right person.The strength of the application will really be on the basis of, you know, describing what that person's doing and how they're going to contribute to the overarching strategy that your describing for your business. But, yeah, you don't need to necessarily identify that person. If it's for a very specific role where it makes sense to identify somebody in advance, it might strengthen it, but it's not an absolute requirement. |
| 00:54:07:14 | TANYA | Question here. "What about developing IP for use within or by other screen businesses?" Well, the Enterprise funding isn't to be used for slate funding or for developing IP because we already have those funding streams available separate to Business Enterprise. So I don't think...that's really relevant in this case. |
| 00:54:34:20 | IAN | And similar, "Can we use the funds to acquire IP?" No. It's the... The intent of the funding isn't to...to go into the actual, into individual projects on the development slate, so, no, we would not expect it to be for acquiring any IP.And, "If it's not for developing slated projects, then why would you want to hire an editor?" That would need to be a case that you would need to explain to us as to why you would want to hire an editor, and presumably it'd be based around an activity which you felt was going to strengthen your business in some way. But it just wouldn't be related. As we say, it can't be specifically tied to a given project. |
| 00:55:17:05 | TANYA | Well, it looks like that is the end of the questions. As mentioned, we will have this available as a recording. We're just going to have it captioned. So it should be available early next week.We have the Enterprise email, which is enterprise@screenqld.com.au. And you can contact the Content team for any other questions.Otherwise, it was six weeks from last Friday which you have for the application process, so that's 22 March which it's closing.And then it's about a six-week assessment process, and then you'll be notified whether you are invited to apply to Stage 2. And we won't be giving feedback for... if you weren't successful there.Any other thoughts, Ian? |
| 00:56:11:24 | IAN | I think, look, I really would encourage you, as I say, to sort of read the guidelines as, you know, in detail, and to...to really, you know, familiarise yourselves with both the objectives and the assessment criteria, 'cause they're the two things which are going to really allow you to craft the best application that you can. |
| 00:56:30:22 | TANYA | Yeah, and we're excited about this program, so I hope everyone is too. We've had over 100 registrations for this recording, and I saw that there was over 70 questions, so obviously you're all excited as well. Thanks for joining us, everybody. |
| 00:56:46:24 | IAN | Thanks so much. |