

BRISBANE INTERNATIONAL FILM FESTIVAL

EOI GUIDELINES — STAGE 1

**APPLICATIONS CLOSE
28 JANUARY 2025**

Published 18 December 2024





About this Expression of Interest (EOI)

Screen Queensland invites expressions of interest from experienced screen or film festival producers to deliver a bold, distinctive, and transformative Brisbane International Film Festival (BIFF). The vision for BIFF reflects Brisbane's rapid growth and cultural evolution as the city prepares for the Los Angeles 2028 baton exchange and the 2032 Brisbane Olympic and Paralympic Games, recognising the cultural significance of these historic milestones.

This is an exceptional opportunity for Queensland-based festival producers—or those collaborating with Queensland creatives or companies—to propose an innovative, daring and scalable vision for BIFF's future.

The goal is to elevate the festival's impact and reputation through a five-year growth plan, positioning it as a distinctly Brisbane-first world-class event.

STAGE 1

Vision pitch — submission requirements

In the first phase, interested applicants are invited to submit a pitch document presenting a forward-thinking vision for Queensland's flagship screen festival.

The proposal should capture the imagination of both the film-loving public and the state's vibrant screen industry.

Candidates shortlisted from Stage 1 submissions will be asked to present their application pitch in person at Screen Queensland headquarters in Brisbane.

**Applications for this stage close
5pm AEST, 28 January 2025**

Partnering for BIFF's future

As Brisbane advances towards the 2032 Olympic and Paralympic Games, Screen Queensland seeks a dynamic, forward-focused partner energised by a compelling vision for BIFF. Screen Queensland will provide funding (amounts to be agreed) and offer in-kind support to the successful applicant to help realise their strategy and plans for BIFF 2025 onwards.

Legacy and governance

The successful delivery partner will respect BIFF's proud legacy, operating with integrity and adherence to robust governance frameworks. Screen Queensland, as the festival's custodian, is committed to fostering a collaborative partnership that upholds high standards.

About BIFF

For nearly three decades, BIFF has been a premier Queensland festival, celebrating the work of diverse and talented filmmakers from the region while drawing international filmmakers who showcase bold ideas and fresh perspectives from around the world. This legacy sets the starting point for BIFF's next chapter—one of innovation, cultural significance and global recognition.



Applications guidelines

The two-stage application process includes a vision pitch round followed by more detailed written submissions from shortlisted applicants.

Stage 1 | Vision pitch

Applicants must submit their EOI for the BIFF vision pitch by 5pm AEST on 28 January 2025 using Screen Queensland's SmartyGrants portal.

A panel of assessors will review all submissions before selected applicants will be invited to pitch their vision in person to Screen Queensland in the week of 10 February 2025.

EOI submissions for the BIFF vision pitch require a high-level pitch proposal document suitable for also presenting in person (i.e. powerpoint/deck style).

What should you include in your pitch?

- An understanding of domestic and international film or screen festivals.
- An outline of the capacity, capability and strategic partnerships and supporters that the applicant has, or can bring, to realise their vision and plans. This may include board members, sponsors or other corporate, government, venue and industry partners.
- Considered approaches to engaging both audience and screen industry markets.
- Conceptual approaches to marketing and positioning the BIFF brand, including timing.
- Applicant credentials – who you are and why you are seeking this opportunity

Key dates

18 December 2024
SUBMISSIONS OPEN

28 January 2025
SUBMISSIONS CLOSE, 5PM AEST

w/c 10 February 2025
IN-PERSON PITCH SESSIONS

w/c 17 February 2025
APPLICANTS WILL BE ADVISED IF THEY
HAVE BEEN SHORTLISTED FOR STAGE 2



Applications guidelines continued

Stage 2 | Detailed written submission

Following the pitch sessions, shortlisted applicants will be invited to progress to Stage 2 which requires a detailed written submission to be provided by 5pm AEST on 10 March 2025.

Shortlisted applicants will be required to provide the following:

- more robust details on the event scope and proposal including financial and operating plans
- three-year growth plan, outlining specific growth strategies for years one, two and three respectively
- details of key personnel
- critical KPIs including a revenue strategy factoring diverse revenue sources
- three-year event budget plan
- audience development and marketing plan
- critical event timings and requirements.

Submissions will be assessed and provided for final recommendation to the Screen Queensland Board.

Key dates

w/c 17 February 2025
SHORTLIST INVITED TO COMPLETE
WRITTEN SUBMISSION

10 March 2025
WRITTEN SUBMISSIONS CLOSE, 5PM AEST

Final recommendations will then be provided to the Screen Queensland Board and all applicants will subsequently be advised of the outcome of their decision.



Applications guidelines continued

Assessment criteria

Submissions will be assessed in accordance with this guidelines document and considered against the following key criteria:

• Festival vision and scope

Will the applicant be able to deliver on the festival vision outlined in the business plan and event proposal?

• Capability and track record

What is the finance and sponsorship plan envisioned for the event, and is the plan achievable? What key benefits to Brisbane and the state are considered? What is the capacity to deliver the event and delivery on the financial and event milestones?

• Industry benefit

What are the proposed industry components, how will this seek to engage the industry and support capacity upskilling opportunities?

• Audience development and marketing plan

How does the applicant seek to build and engage audiences? What is the growth strategy? Does the marketing plan align in scope and scale?

Key Performance Indicators may include:

- audience metrics and growth, including audience segmentation/demographic data
- industry benefits and engagement opportunities
- ticketing update and sales data
- audience, festival participants, industry and vendor engagement
- financial management, including diverse revenue sources and cost management
- economic impact, including Queensland business supported and engaged, Queensland spend, venue engagement
- program details, including proposed number of films/activations/diversity of content
- publicity/marketing/social media outcomes
- detailed reports summarising quantitative and qualitative feedback from post-event surveys (audience, sponsors and venues).

Assessment process

- For the first stage, all submissions will be assessed for eligibility by both an internal and external assessor before further review and interview by an assessment panel.
- Following the in-person pitch sessions, the panel will conduct further robust assessment post interviews and selected applicants will be invited to complete a detailed written submission.
- The second stage submissions will then be assessed by the panel and a recommendation will be submitted to the Screen Queensland Board for final review and decision.

Available funding and agreement period

Final funding levels to be agreed. Note, prior funding for BIFF was \$250,000 per year for three years.

The successful applicant will be contracted for an initial period of three years commencing at the start of the financial year 2025–26.

A contract extension up to a further two years is possible based on fulfilment of Key Performance Indicators and other factors determined by Screen Queensland.

How to apply

Assessment criteria

Applications are made using the Screen Queensland's online SmartyGrants application platform.

> YOU CAN APPLY ONLINE HERE

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 materials 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.

Application Terms and Conditions

Submission of an application constitutes an acceptance of these Guidelines and the application terms and conditions.

Your information will be used in accordance with Screen Queensland's Privacy Policy which you hereby agree to by submitting this application.

Applicants must notify Screen Queensland in writing if they have an actual, perceived, or potential conflict of interest in applying for the Funding and, if so, the manner in which they propose to deal with the conflict.

The Applicant retains all intellectual property rights in its submission. The Applicant grants an irrevocable, non-exclusive royalty and fee free license to Screen Queensland to use, adapt, and modify its intellectual property rights in its submission for the purposes of Screen Queensland analysing and evaluating the applicant's submission.

Screen Queensland's liability in relation to the application process is limited to \$1.

Screen Queensland reserves the right to change any element of the funding, these guidelines or the application process at any time and in its absolute discretion.

Unsuccessful applicants may request feedback from Screen Queensland.

Important documents to read

- > Terms of Trade
- > Screen Queensland Strategic Plan 2023-25

Further assistance

If you have any questions about the EOI process and requirements in the first instance, please email Screen Queensland at screenculture@screenqld.com.au outlining your query, along with your full name and contact details.

Program contact:

Rowena Billard, Head of Creative Industry Partnerships
07 3248 0500
screenculture@screenqld.com.au



