



Australian Government



Screen Industry Partnerships: Guidelines

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Screen Australia reserves the right to change its program guidelines. Please ensure you check the website for the latest version. These guidelines should be read in conjunction with Screen Australia's [Terms of Trade](#).

Accessibility

If you have accessibility requirements relating to submitting an application, please contact our Program Operations team via email at industry@screenaustralia.gov.au, or phone 1800 507 901, so we can assist.

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1. About this funding program

1.1. Overview

Screen Australia is now accepting applications for events, conferences and activities which exhibit unique benefits to the Australian screen industry.

These events must demonstrate an understanding of changes in audience engagement and how content is financed, made and delivered. Applications must demonstrate how they will have an impact on their audience/participants, or within their particular area of focus.

The aims of the program are to:

- create opportunities through new, original and inclusive approaches to the industry that will expand networks and grow the Australian screen industry.
- support impactful events which are also evolving to be relevant to future audiences and the screen industry
- provide opportunities for professional development/business growth

Screen Australia is interested in receiving applications from organisers of industry events which are innovative and forward-focused, with plans to engage practitioners in the rapidly changing screen sector.

1.2. Available funding

Screen Australia will consider contributing to a budget for an event/activity conducted by a screen industry organisation over the financial year.

Funding is available for one, two or three years at Screen Australia's discretion.

Due to the limited nature of Screen Industry Partnership funding, applicants are required to discuss the scope and details of their proposal and confirm funding availability with Manager, Festivals and Industry Partnerships. Contact the Program Operations team on 1800 507 901 or industry@screenaustralia.gov.au.

Note: Screen Australia is not in a position to offer sponsorship funding.

2. Equity, Diversity, Inclusion & Accessibility

For Australian screen content to effectively deliver cultural and economic benefits it must speak to, and be for, all Australians. A diversity of ideas and a diverse workforce will enhance the Australian screen industry, making it more relevant to Australian audiences and more competitive internationally.

Screen Australia is committed to building equity, diversity, inclusion and accessibility into its programs and into our engagement with the community.

Screen Australia encourages applications from applicants from all backgrounds, cultures and experiences. In particular, the agency welcomes applications from

applicants who are First Nations, d/Deaf and disabled, culturally and linguistically diverse, LGBTIQ+, women or gender diverse, regionally based, or those from other under-represented groups.

Screen Australia strives to make its programs accessible by removing barriers for people who are d/Deaf and disabled and those from culturally and linguistically diverse backgrounds.

3. Eligibility

Applicants must meet the general eligibility criteria for Screen Australia funding in the [Terms of Trade](#). In addition:

- Applicants must apply as an Australian company. Individuals or sole traders are not eligible to apply.
- An applicant company must be an incorporated company carrying on business in Australia, with its central management and control in Australia.
- To be eligible, events must:
 - be generally (or for new events, intend to be) annual or regular events such as conferences and markets; and
 - take place within Australia.
- Screen Australia will not provide funds to cover events or activities that have already taken place.
- This program is not intended for script or story development, nor for production activities.
- Applications for Games or activities related to Games should be made through the [Games Festivals and Events Fund](#).

4. Application Process

4.1. How to apply

Applicants can apply at any time through Screen Australia's [Application Portal](#).

4.2. Application Form

Through the application form, applicants must:

- provide all the information requested and answer the application questions including:
 - A statement of the event's intent or purpose
 - Timeline/schedule for producing the activity/event
 - Quantifiable outcomes of the activity (KPIs)
 - Description of how the activity is inclusive; both in terms of participants and also the organisers and presenters
- address all eligibility criteria and assessment criteria
- include all required supporting materials.

4.3. Required Materials

Applicants are required to upload the following supporting materials with their application form:

- Activity Plan - The plan outlining the details of the activity which may include speakers, panelists and facilitators, proposed participants and/or audience including any regional outreach, and the selection process where applicable
- A detailed Budget for the event including substantiating documentation. Please include actuals from the event's previous year's budget (if applicable) against the forecasts in this application.
- Company Statement - Background information about the applicant organisation and the experience and skills of relevant personnel to effectively run the activity

If applying for a multi-year program of activities, a 2/3-year Strategic Business Plan and Accounts should also be included.

- A Strategic Business Plan should include:
 - a statement of the event's intent or purpose
 - forward plan outlining the event's adaptability to changes in industry practices
 - an executive summary
 - mission statement
 - specific plans for the activity/event
 - intended outcomes or KPIs (should be quantifiable)
 - financials
 - marketing plans
 - governance and operations
 - access and inclusion strategy
- Accounts: The most recent set of audited and un-audited annual accounts for the applicant's organisation or business

Note: Additional materials may be requested

5. Assessment

5.1. Assessment Process

- Once submitted, the Program Operations team will review each application to determine eligibility and ensure that required application materials have been provided. Once eligibility has been confirmed, the applicant will receive an email advising that their application has moved to assessment.
- Screen Australia executives and/or industry specialists will assess all applications, taking into account the assessment criteria below.

5.2. Assessment Criteria

Applications will be assessed against the following criteria:

- **Industry benefit.** The proposed activity and the extent to which it will benefit the Australian screen industry
- **Viability.** The extent to which the event is well-planned and achievable within the budget, with consideration given to financial and corporate governance, and evidence of strategic partnerships that maximise revenue (both cash and in-kind support).
- **Relevance.** The impact of the event today and the applicant's strategies for securing its future relevance for the Australian screen industry.
- **Distinguishing features.** Distinguishing features of the event e.g. accreditations, competitions and prizes, industry programs.

5.3. Decision and Notification

Turnaround time for decisions is normally four to six weeks from receipt of an eligible application.

We receive many more applications than we can support. Inevitably, some applications will be unsuccessful and applicants will be disappointed by this result. However, our decision is final.

6. Successful Applicants

6.1. Contracting

If approved, the applicant will receive an email detailing Screen Australia's approved contribution, as well as information about the contracting process and any applicable conditions.

Successful applicants will be required to enter into a funding agreement with Screen Australia which will outline the terms of funding.

6.2. Terms of Funding

Funding through this program is provided as a grant.

7. Contact

For any enquiries, please contact the Screen Australia Program Operations team on 1800 507 901, or industry@screenaustralia.gov.au

8. Privacy

Screen Australia collects personal information from individuals in different ways, including via funding applications, acquittal reports, or supporting material

supplied with forms. Screen Australia will handle any personal information provided in connection with a funding application in accordance with its [Privacy Notice](#) relating to funding applications and its [Privacy Policy](#).