



FILM VICTORIA

AUSTRALIA

INVESTING IN SCREEN BUSINESS, IDEAS AND PRODUCTIONS IN VICTORIA

SCREEN ENGAGEMENT PROGRAM GUIDELINES

We've divided our guidelines into easy to read sections:

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In these guidelines you will find details about the **Screen Engagement** program including:

- The funding strands available within the program
- General terms of trade
- General eligibility criteria, including;
 - what we won't support or accept
 - how your outstanding obligations you have with us might affect your application
- The application process and contract timeline
- Specific details on each funding strand in this program, which covers funding amounts, eligibility criteria, application notes, delivery items and who to contact if you have questions
- What happens if you're successful

Version 2.0 updated 12 January 2012

Updates from previous guidelines:

Section 2.1

SECTION 1: ALL ABOUT THIS PROGRAM

1.1 Program overview

The screen industry is a vital aspect of Australia's cultural life and identity. Through *Screen Engagement* we stimulate a vibrant screen culture in Victoria by supporting exciting opportunities for local audiences to engage with screen events and by promoting Victorian creativity and innovation.

The Screen Engagement program focuses on activities that:

- Increase and broaden audience engagement
- Target new audiences who would not normally have opportunities to engage with screen culture activities
- Encourage critical analysis and investigate screen craft
- Promote greater interaction between the Victorian screen industry and the public.

There are two funding strands to this program:

- *Audience Access* funds individuals and organisations that provide opportunities for metropolitan or regional Victorian audiences through film, television and digital media related activities such as festivals, events and exhibitions. Priority is given to Victorian based organisations. A grant of up to \$15,000 is available.
- *Regional Access* funds regional Victorian based individuals and organisations that engage with a provincial audience through film and television related activities such as festivals, events and exhibitions. A grant of up to \$20,000 is available.

1.2 How to apply

Before you apply

- Read these guidelines thoroughly
- Check your eligibility and what you'll need to deliver if you're successful
- You'll notice that we've **highlighted** certain terms throughout this document. These are URL links to explanations of terms, reference lists or other related documents that will help you understand the guidelines
- Download and review the **relevant application form**
- In order to ensure a smooth application process, five days before you submit your application please ensure you have discussed it with the Program Manager

- Initial enquiries to Maria Toscano, Administrative Support Officer 03 9660.3200 or Maria.Toscano@film.vic.gov.au . The Program Manager is Anna Kaplan, Industry Programs Officer (anna.kaplan@film.vic.gov.au)
- If your application is about a publication, please contact the Program Manager before you begin your application.

1.3 General eligibility criteria

To apply for Screen Engagement you must satisfy the following general eligibility criteria:

- Activities need to occur in Victoria and directly engage Victorian audiences
- Activities should not duplicate other activities already available in the region. If your activity is similar to one already on offer or recently offered, you'll need to demonstrate what the significant differences are that make your proposed activity unique
- You must demonstrate appropriate knowledge and experience, and a capacity to successfully deliver your proposed activity
- If you are a company or organisation you must have an ABN, be incorporated or registered in Australia and have at least one company director that demonstrates appropriate knowledge, experience and capacity to successfully deliver the activity and is an Australian citizen or permanent resident
- If you are applying as an individual you must be an Australian citizen or permanent resident and have an ABN
- Preference is given to Victorian based organisations and individuals.

Exclusions

To ensure fairness when assessing applications, these are the exclusions across all the strands when applying for funding:

- We won't accept late or incomplete applications
- We won't accept applications from Federal or State departments or entities
- We won't support capital works or acquisitions
- We do not support the purchase of capital equipment
- Students are ineligible to apply. However, we may accept applications from post-graduate or part time students where they meet the eligibility criteria and the activity does not contribute to course credits
- If an application is unsuccessful, it can't be re-submitted unless it's been substantially changed, developed or reworked and the resubmission has been discussed with the Program Manager
- Funding can't be sought retrospectively

Outstanding obligations

- If you're successful, we can only pay approved funding if you've complied with all of your outstanding obligations to us (including repayment, reporting and delivery obligations under any other contracts with us).

Assessment process and timeline

Once we've received your application we'll:

- Ensure your application meets the eligibility criteria and contains all of the requested submission materials.
- Acknowledge we've received your application with an email. This will happen within five working days of our receipt of your application.

- Contact you if we require supplementary information not asked for in the application form, for the purposes of assessment
- Assess your application
- Advise you of the outcome within approximately six weeks.

Information about our panels and committees is available [on our website](#).

Contract timeline

If you're successful we'll require you to enter into a written agreement with us.

- In the agreement we'll specify the terms of the grant including what you'll need to deliver to us to access payments
- We'll issue an agreement within approximately 20 business days from the date of decision
- The first payment will be made within approximately 14 business days of our receipt of the fully executed agreement AND once all conditions have been satisfied
- The conditions may include (but are not limited to) the provision of a valid tax invoice and bank account details, and your satisfaction of any outstanding obligations to us
- Successful applicants should consult their agreement for specific conditions and we recommend you seek your own legal advice before signing the agreement.

1.4 Our Glossary

You / The Applicant

When we refer to "You", we mean the applicant for funding.

- The Applicant is the legal entity we contract with i.e. a company, incorporated association or an individual (not a business name) or the individual who submits the application on behalf of the legal entity we contract with
- If the application is made on behalf of an entity, the entity must have ownership or control of the activity funding is being sought.

Capital Works

Capital Works are production and office equipment, other than approved props. For example: the building or purchase of offices, studios, facilities, cameras and other production or administration equipment.

Key Performance Indicators (KPIs)

Key Performance Indicators are the measurable goals or targets for your activity.

Publications

This can be an online or hard copy book or magazine. Online publications do not include blogs, which is a website maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video.

Regional Victoria

Regional Victoria is the area within the municipal districts of the 48 regional and rural local governments, as defined in the *Regional Infrastructure Development Fund Act 1999*, and the alpine resorts within the meaning of the *Alpine Resorts Act 1983*. A list of districts is available on our [website](#).

Subscribers

Proven readership figures or a detailed projection analysis from an established publisher.

SWOT analysis

A SWOT analysis is a strategic planning method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project/event or activity. It involves specifying the objective of the project and identifying the internal and external factors that are favourable and unfavourable to achieving that objective.

Victorian Screen Content / Australian Screen Content

We will assess the percentage of content screened during the course of the activity or publication that is Victorian or Australian. Applications should indicate what percentage of the content;

- has originated out of Victoria
- is produced in Victoria
- has been produced by Victorian creative personnel
- has originated out of Australia
- is produced in Australia
- has been produced by Australian creative personnel

Our full glossary is available on our [website](#)

SECTION 2: AUDIENCE ACCESS

Through *Audience Access* we support experienced event organisers to present the best contemporary screen content to Victorian audiences.

We will fund the delivery of innovative and engaging activities that increase the public's engagement with Australian screen content, and create an active and relevant screen culture in Victoria.

2.1 What funding is available?

- Up to \$15,000 per activity is available as a grant
- The level of support requested should be commensurate with the benefit provided to Victorian audiences and screen practitioners
- There are typically two rounds per year with [deadlines available online](#)
- Funding is available per activity on an annual basis
- Our funding is limited so applications will be considered in competition with others submitted in the same funding round. You'll be assessed in the context of other activities taking place in Victoria that engage audiences, and within the context of broader Victorian Government priorities
- On-going support for annual activities can't be guaranteed

2.2 Who is eligible?

- Individuals or organisations experienced at producing events such as festivals or exhibitions that will engage at least 1,500 attendees
- Experienced individuals or organisations whose proposed publication (online or offline) will engage with at least 1,500 demonstrated subscribers
- Applicants who can demonstrate that delivering screen culture activities forms part of their core business
- You and your activity must also satisfy the eligibility criteria in Section 1.3 above
- Applications that address the majority of the assessment criteria listed in Section 2.3 below.

2.3 Assessment criteria

Applications must have a clear strategic vision and activities should demonstrate the majority of the assessment criteria:

- The activity enhances and increases engagement with Australian screen content
- The activity explores new modes of viewing and/or promoting access to screen culture for those who have limited opportunity to engage with it
- You have incorporated ancillary aspects which target screen industry practitioners and/ or interaction between the public and the industry, such as Q&As, master classes, lectures
- There is demonstrated strong audience demand and market differentiation for your activity
- You have an appropriate marketing plan to effectively reach the target audience
- You have accessed a diverse range of revenue sources from a number of different sectors
- You have formed strategic alliances / partnerships with industry organisations which support effective delivery of the activity
- The activity targets regional audiences
- Publications needs to show a benefit to the entire screen industry
- Publications should demonstrate that they support critical debate and analysis of the local screen industry and screen content generally.

Where the activity has been previously produced, your application must also:

- Demonstrate how the activity continues to be innovative, relevant and increase your audience size
- Address issues identified in previous SWOT analysis.

2.4 Specific Exclusions

In addition to the specific exclusions under section 1.3, there are specific exclusions in this strand;

- Activities targeting specific cultural groups, and those where screen media is used to achieve other goals (such as community building or raising awareness of a specific issue), are ineligible in this strand.
- Applications for academic publications (such as peer reviewed publications) or publications prepared specifically for an education purpose (primary, secondary, TAFE or higher education students) are not eligible.

SECTION 3: REGIONAL ACCESS

Through the *Regional Access* strand we support regionally-based organisations and individuals with relevant event organisation experience to present the best contemporary screen content to regional Victorian audiences.

We aim to see the delivery of a diverse range of engaging activities such as festivals and events that drive an active and relevant screen culture, and address the needs of regional audiences.

3.1 What funding is available?

- Up to \$20,000 per project is available as a grant
- Funding is available year round, however applicants are only eligible to receive funding once in a 12 month period
- Funding is available for activities that are related to screen content and engage or directly benefit regional Victorian audiences
- The level of support requested should be commensurate with the benefit provided to regional audiences and screen practitioners.
- Funding is apportioned relative to how many people will engage with or attend the activity. Applications that demonstrate they will engage at least 1,000 people will be considered more favourably in relation to accessing the higher amount of funding available
- On-going support for annual activities can't be guaranteed.

3.2 Who is eligible?

- Individuals and organisations who can demonstrate experience in successfully delivering events and activities.
- You are based in **regional Victoria**
- Your activity and your own event experience will need to satisfy the eligibility criteria in Section 1.3 above
- Applications that address the assessment criteria listed in Section 2.3 below.

3.3 Assessment criteria

Applications must have a clear strategic vision, measurable outcomes and a demonstrated strong audience demand with a clear market differentiation. All applicants must include an appropriate marketing plan that shows effectively how your activity will reach the identified target.

Your application should demonstrate that the proposed activity meets at least two of the following:

- The activity enhances and increases audience engagement with Australian screen content.
- The activity targets new audiences by exploring new modes of viewing and/or promoting access to screen culture for those who have limited opportunity to engage with it
- You have incorporated ancillary aspects which target screen industry practitioners and/ or interaction between the public and the industry, such as Q&As, master classes, lectures.

Priority will be given to applications which also demonstrate that:

- The activity has diverse revenue sources
- You have formed strategic alliances / partnerships with organisations which support effective delivery of the activity.

Where the activity has been produced previously, you must also:

- Demonstrate how the activity continues to be innovative and relevant
- Address issues indentified in previous SWOT analysis.

SECTION 4: IF YOU'RE SUCCESSFUL

4.1 How we'll notify you of our decision

- Decisions are conveyed to applicants within 2 to 3 working days after the assessment panel meeting.
- Decisions are final.
- We'll provide brief verbal feedback about your application at the time we advise you of the decision.

4.2 Your legal obligations

If you're successful we'll enter into a written agreement with you. In this agreement, we'll specify the terms of your funding including what you'll need to deliver to us to access payments.

Screen Engagement offers grants that are typically paid in 2 or 3 instalments depending on the schedule for the activity.

Payment 1	On execution of the agreement
Payment 2 (only applicable for some activities)	On receipt and approval of progress report
Payment 3	On receipt and approval of acquittal report

4.3 Your delivery obligations

You'll need to submit an acquittal report within 30 days after the activity, incorporating:

- Narrative report on the activity
- KPI report
- Brief SWOT analysis of the activity
- Audience data and an analysis of audience satisfaction
- Financial report with details of (cash and in-kind) expenditure against budget and notes on variations greater than 10%
- Marketing report

You can access an acquittal report template at <http://www.film.vic.gov.au/downloads>

Your individual funding agreement will stipulate any additional acquittal materials that we require.

4.4 Related documents you need to know about

We have resources available on our website to assist you with your application and acquittal, including budget and KPI templates. You can access them at www.film.vic.gov.au/engagement