



## Brighter Ideas Fund

### What is it?

The Brighter Ideas Fund is an expansion of the Bright Ideas Sustainability Fund – a special purpose practitioner initiative which was a key part of the sustainability package offered by Screenwest as a response to COVID-19. This new fund is specifically designed for internationally successful writer/directors.

The Brighter Ideas Fund is designed to support a select number of writer/directors to develop their own new Western Australian drama projects. Screenwest is looking for projects that are daring and aspirational. The fund is designed to put Western Australia's internationally proven talent to work developing WA projects in Western Australia.

Specifically, it is designed for:

- Immediate support for Western Australian writer/directors who have achieved international success within the last 18 months on a feature film or exceptional short film project.
- Filmmakers not currently funded directly by Screenwest or currently attached as a key creative on a Screenwest funded project.
- Filmmakers who can demonstrate an ongoing commitment to the Western Australian screen sector.
- Filmmakers who have recently returned to WA, or have been forced to stay in WA, as a result of the COVID-19 pandemic.

### How much can I apply for?

- Screenwest will provide up to \$20,000 per successful application.

Screenwest may approve funding less than the requested amount, as guided by the recommendations made during the assessment process and the total demand on available funds.

## Who is it for?

To be considered eligible for this program, the applicant must:

- Be a Western Australian scripted, television or feature film writer/director.
- Be able to demonstrate an ongoing commitment to the Western Australian screen industry.
- Have achieved international success within the last 18 months on a feature film or exceptional short film project.
- Demonstrate that they might reasonably have expected to work internationally if not for the pandemic.
- Not be a current recipient of Screenwest funding or be attached as a key creative on a current Screenwest funded project.
- Control the underlying rights to the project at the time of application. Screenwest development funding cannot be used to purchase options or rights to a project.

To be considered eligible for this program, the project must:

- Be a new work, never previously submitted to Screenwest through any funding initiative.

## What do I need to do to apply?

- Completed Application Form on SmartyGrants, including any other documentation requested.
- Project details to include:
  - Logline, one paragraph synopsis and a 3 – 4 page synopsis.
  - (Optional) Latest draft (if completed) of the full screenplay or treatment.
- Detailed development plan that includes current status of the project and goals for the funded development.
- Completed Screenwest development budget template, including a line by line rationale for the Screenwest funding request.
- CV (two pages max) that clearly demonstrates your relevant credits in relation to the eligibility requirements above.

- Any letters of support from key cast and/or interested parties, including letters or emails of intent or other documentation giving proof of marketplace interest.
- Strong Indigenous representation on all projects that tell Indigenous stories, through the involvement of and Indigenous key creative or through thorough consultation and collaboration that is adequately budgeted for.

Written confirmation of the willingness of both the subject(s) and the community to be involved in the project is essential (if relevant).

**See pages 19 – 29 of [Screen Australia's Pathways & Protocols](#) for protocols relating to initial research, project development and script development.**

## How is my application assessed?

### Assessment Criteria

Screenwest will competitively assess all eligible applications against the following criteria:

1. Applicant track record of the writer/director, including level of funding and support Screenwest has committed to the applicant historically and the outcomes achieved.
2. Strength of the submitted materials, the development plan and any support materials provided.
3. Applicant's commitment to developing drama projects for the benefit of the Western Australian industry.
4. Overall benefits of the project to Western Australia, including likelihood of the project being fully realised in Western Australia.
5. Market potential or interest and/or likely audience appeal of the project.
6. Support for Screenwest's commitment to the creation and growth of diverse representation as further described below.

In evaluating the application Screenwest will take into account any information and weight the above criteria as it judges appropriate to best serve the purpose and strategy of the organisation.

Screenwest may separately contact any party identified in the application as having agreed to participate in and/or supporting the project and discuss their involvement in the project.

## Assessment Process

Screenwest will follow the following process in assessing the application:

1. Screenwest will check the application's eligibility.
2. Any applications found ineligible will be reviewed by Senior Screenwest Management.
3. Eligible applications will be assessed internally by Screenwest Management.

## Diversity

Screenwest is committed to reflecting the broad diversity of Western Australia's community on screen and behind the camera, through stories funded and practitioners supported.

Screenwest recognises diversity as differences in:

- Gender
- Age
- Indigenous identity
- Cultural and linguistic diversity (CaLD)
- Disability
- Sexuality and gender identities, including lesbian, gay, bisexual, transgender, queer, intersex and ace (LGBTQIA+)
- Location (including regional and remote regions) and
- Socio-economic status.

## Indigenous Content and Participation

Where there is Indigenous content or participation in any project, Screenwest requires that each applicant complies with protocols related to the treatment of Indigenous Cultural and Intellectual Property Rights (ICIP). For more information on ICIP, please refer to the [Arts Law Centre of Australia](#).

Written confirmation of the willingness of both the subject(s) and the community to be involved in the project is essential.

**There must be strong Indigenous representation on all projects that tell Indigenous stories**, through the involvement of an Indigenous key creative and through thorough consultation and collaboration that is adequately budgeted for.

Please ensure you allow sufficient time for consultation so that people giving consent can more fully understand what they are consenting to.

Please note, these requirements apply equally to Indigenous and non-Indigenous filmmakers.

For information on what Content, Consent and Consultation means, please refer to the Screenwest website for more information on [Filming with Indigenous People, Content and Land](#).

For more detailed information on Indigenous Content and Participation protocols, please refer to [Screen Australia's Pathways & Protocols: a filmmaker's guide to working with Indigenous people, culture and concepts](#).

## What are the Terms of Funding?

- Funding will be provided as an investment.
- Successful applicants will enter into a written Development Investment Agreement (DIA) with Screenwest, specifying the terms of the funding.
- Recipients are required to provide a written acquittal report detailing the outcomes achieved as a result of funding. Aspects of these may be published on the Screenwest website following consultation with the applicant.
- It is the applicant's responsibility to obtain and keep current, all necessary permissions, permits and Chain of Title documentation for the development, production and exploitation of the Project, as relevant to the project. Screenwest reserves the right to sight and approve the above at any time, upon written request to the applicant.

## What is the deadline?

Monday, 16 November 2020 at 5:00pm AWST.

## How do I submit my application?

- Applications will be accepted through the [Screenwest SmartyGrants Portal](#). Do not email applications directly to individual Screenwest staff members.
- You can start your application at any time once the portal opens. You can save your progress and return to it at any time before the deadline. **Do not start your application the day it is due.**
- An application receipt will be automatically forwarded to the applicant from SmartyGrants to confirm that Screenwest has received the application.
- **It is the applicant's responsibility to contact Screenwest if an application receipt has not been received within two working days.**

If you are unable to submit an application online or are having difficulties, please call Screenwest on [+61 8 6169 2100](#) or 1800 463 043 (regional callers).

**Please note:** the submission portal for all funding programs close automatically at **5:00pm AWST sharp** on the specified due date.

Allow plenty of time to submit your application in case of unanticipated problems. **Late or incomplete applications will not be accepted.**

## Who can I speak to about this program?

**Barbara Connell, Drama Development Manager**

**Screenwest**

**T:** [+61 8 6169 2127](tel:+61861692127)

**E:** [barbara.connell@screenwest.com.au](mailto:barbara.connell@screenwest.com.au)

**Franziska Wagenfeld, Development & Production Executive**

**Screenwest**

**T:** [+61 8 6169 2110](tel:+61861692110)

**E:** [franziska.wagenfeld@screenwest.com.au](mailto:franziska.wagenfeld@screenwest.com.au)

**Screenwest (Australia) Ltd**

30 Fielder Street

East Perth WA 6060

**Toll Free:** 1800 463 043 (regional callers only)

[www.filminwesternaustralia.com](http://www.filminwesternaustralia.com)

[www.screenwest.com.au](http://www.screenwest.com.au)

**Please note** that meetings with program contacts can be in high demand, so it's best to telephone or email for an appointment or general advice well before planning to submit an application.

Applicants are **strongly** encouraged to discuss their applications before applying.