



Audience and Community Engagement Fund Guidelines

Program Overview

The Screenwest (Australia) Ltd Audience and Community Engagement Fund (ACEF) provides grants to organisations for activities which enhance the Western Australian screen industry by promoting local productions and practitioners to audiences.

Such activities may include, but are not limited to, curated public screenings, festivals, engagement activities between Western Australian filmmakers and the public or tours that provide opportunities for Western Australian audiences to see and experience quality Western Australian screen content.

Screenwest is open to new and innovative activities which engage Western Australian audiences and strengthen community participation with the screen industry. Please contact the ACEF Program Manager at Screenwest to discuss your activity prior to submitting an application.

Screenwest will only consider applications that are able to take place in accordance with local COVID-19 public health warnings, online or have COVID-19 contingency plans in place in response to restrictions if the activity is planned to be held in the next 6 – 12 months.

The objectives of the funding program are to:

1. Profile diverse* and quality Western Australian film, television, interactive digital media and practitioners to Western Australian audiences.
2. Increase engagement between Western Australian filmmakers and the Western Australian community.
3. Provide opportunities for the Western Australian community, including regional Western Australia, to access a diverse range of screen productions.

4. Provide screen industry development opportunities.
5. To facilitate Western Australia in becoming a vibrant hub of cultural activity.

These guidelines must be read in conjunction with the [Screenwest Terms of Trade](#).

*Screenwest recognizes diversity as differences in gender; age; Indigenous identity; cultural and linguistic diversity (CaLD); disability; sexuality and gender identities, including lesbian, gay, bisexual, transgender, queer and intersex (LGBTQI+); location (including urban communities and remote regions) and socio-economic status.

Funding Available

There will be one intake per financial year. The level of Screenwest's funding commitment will be determined by the assessment process and the total demand on available funds.

Funding in 2019-20 is available for one financial year only to Tier 2 applicants.

Triennial funding has been awarded to successful Tier 1 applicants and will reopen to applications from 2021 for the 2021/2022 financial year. Please note exceptional cases may be given special consideration so please contact Screenwest to enquire further around Tier 1 applications.

ACEF is two tiered in its approach, offering:

1. Up to \$95,000 per annum for an activity in Western Australia that has demonstrated a national reach and appeal, significant ticketed sales and has established relationships with the screen industry and marketplace. In exceptional circumstances Screenwest may consider applications for an increased amount, at Screenwest Management's discretion and as per final approval by the Screenwest Board.
2. From \$2,000 up to \$10,000 per annum per application for smaller and emerging festivals, tours, projects or screen activities in Western Australia. In exceptional circumstances Screenwest may consider applications for an increased amount, at Screenwest Management's discretion.

Eligibility

An application must first meet the following eligibility criteria to be competitively assessed for funding through this program.

The activity that is subject to this application must:

1. Meet the general eligibility requirements set out in the Screenwest Terms of Trade.
2. Profile Western Australian screen content and filmmakers to Western Australian audiences.
3. Take place within Western Australia within 12 months of the application submission.
4. Commit to include screening of Western Australian productions, not including content that may be programmed by Screenwest as part of the activity.
5. If the activity is a touring event, the applicant must demonstrate consultation with the local Western Australian communities.
6. Short Film competitions, traveling content Q&A's and marketing of creative projects including films are not eligible for this funding.

Industry-focused activities such as stand-alone seminars, Q&As, marketing campaigns, conferences and workshops are not eligible for this fund. [For skills and development funding please see our website.](#) Screen Industry conferences and special events may be eligible for Sponsorship funding – please contact Screenwest to enquire about Sponsorship support. If you are unsure of what category your activity falls into please contact Screenwest to ensure you are applying for the correct fund.

Organisations awarded ACEF funding are ineligible to receive separate funding support for a project, event or activity that is part of an existing ACEF application or funded activity. This includes ACEF projects sponsoring another ACEF funded project.

Screenwest will not fund projects that contain material that will bring, or is likely to bring the Western Australian Government or Screenwest into disrepute, contempt, scandal, or ridicule, or which might reflect unfavourably on Screenwest.

Terms of Funding

Funding is provided as a grant. Successful applicants will enter into a written grant agreement with Screenwest, specifying the terms of the funding and what the applicant will need to deliver to receive payments.

Failure to fulfill acquittal and/or meet deliverable requirements as specified within the funding agreement may be a breach of contract. If contractual obligations are not met, Screenwest has the right to recoup funds already paid to the applicant and it may disqualify the recipient from being eligible for future Screenwest funding until outstanding funds are paid back and the matter resolved with Screenwest.

How to Apply

Prior to submitting an application, it is preferred that the applicant discuss the application with the program contact.

All applicants are required to submit:

1. A completed Application Form.
2. A completed Budget Form using Screenwest's provided template.
3. A comprehensive Risk Assessment inclusive of a COVID-19 management and contingency plan
4. A detailed project plan that includes:
 - a. Business Plan including Organisational Chart.
 - b. Dates, locations, timeline and other pertinent information.
 - c. A statement separately addressing each of the Assessment Criteria listed below.
 - d. Letters of support from sponsors or community/industry representatives, if available.
5. To be considered for triennial funding, a three-year proposal with anticipated outcomes and projected growth year to year, a multi-year Business Plan (minimum three years), and most recent event report including audited financial statements.

6. All applications submitted must include a COVID – 19 Contingency Plan responding to public health restrictions that may impact the activities proposed plans, staff and audience safety.

The full application including support materials must not exceed twenty (20) pages in total, excluding the Business Plan.

Please ensure all requested material is completed and submitted together. Applications that do not include all requested material may not be accepted for assessment.

Assessment Criteria

Screenwest competitively assesses eligible applications against the following ten criteria:

1. The applicant's capability, experience and track record, including, where applicable, how the activity has grown and remains relevant and responsive to their audience.
2. The activity is well planned and achievable within the budget provided and reflects the activity's size and benefits to Western Australia.
3. Evidence of strategic and sustainable partnerships (other than Screenwest) that maximise sponsorship or other support from private and/or other government sources (both cash and in-kind support).
4. The activity incorporates and commits to profile quality Western Australian produced screen content, contributing to the growth and/or recognition of the Western Australian screen industry, and how the filmmakers will participate and interact with audiences in the activity.
5. The activity is diverse and targets a gap in the WA screen industry and community that is not currently being engaged by existing industry activities.
6. The activity will have an industry development component.
7. Provision of a marketing plan and budget to show that consideration has been given to marketing, promotion and target audience.
8. The activity has a clear Business Plan with specified measurable objectives and KPI's.

9. If the activity is a touring event to remote or regional Western Australia, there is demonstrated consultation with the local communities and must not be in breach of COVID-19 Government restrictions and directives.
10. Disability access arrangements have been addressed and outlined in a Disability Inclusion Action Plan. This includes considerations for access, closed captions, hearing loop facilitation etc.

Applications with strong industry development component(s), commitment to programming diverse content, opportunity and participation of diverse groups, connection of Western Australian communities with Western Australian filmmakers, and activities in regional Western Australia are highly sought after.

As part of its assessment of the application, Screenwest will take into consideration whether the applicant has a number of concurrent outstanding activities or projects that may impact on the quality and timely delivery of the project or activity being applied for. This includes studies and existing funding commitments.

Closing Date

All closing dates are listed on the Screenwest website and are published in the Screenwest newsletter. Subscribe by entering your details in the Screenwest Newsletter Subscription Form linked on the Screenwest homepage www.screenwest.com.au.

All application materials must be submitted by 5:00pm AWST on the specified closing date.

Applicants should allow plenty of time to submit an application in case of unanticipated problems as late applications will not be accepted.

All applicants will be notified of the outcome within 6 weeks of the specified closing date. As funding cannot be awarded retrospectively, applications must be received well in advance of the commencement of activity.

Submitting an Application

Applications can be emailed to funding@screenwest.com.au. Applicants are to forward all required application materials in a single email. Application materials that are emailed directly to individual staff members will not be considered.

For emails larger than 8MB, send via Screenwest's Hightail Account by following this link:

<https://spaces.hightail.com/uplink/screenwest>.

An application receipt will be forwarded to the applicant within two working days 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 this timeframe.**

Application material(s) will not be returned by Screenwest.

Program Contact

Cassandra Jordan

T: [+61 8 6169 2108](tel:+61861692108)

Toll free: 1800 463 043 (WA country callers only)

E: cassandra.jordan@screenwest.com.au