



Screenwest (Australia) Ltd
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Small Screen: Scripted Development Investment Fund

Program Overview

Small Screen is a development initiative that offers new, emerging and experienced Western Australian storytellers the opportunity to get their scripted series ready for market. The initiative is part of Screenwest's overall strategic objective to increase the number of drama and comedy series commissioned from Western Australia for the small screen (television, streaming services or web content). The initiative has two stages/funding streams:

Stage 1: Concept Development

Stage 1 is for creatives (Writers, Producers or Directors) who need to solidify their concept through creating pitch materials necessary to progress their project to its next level. Successful recipients will create materials that can be used to apply for Stage 2 funding and/or to present their project to a third party (e.g. lead cast, producer, director, market partner). Funding can be used for:

- Short pitch documents.
- Mini-bibles and/or episode outlines for television, streaming or online series.
- Creation of sizzle reels or promotional trailers.
- Script editors or brainstorm sessions.

Applicants will be assessed on the quality of the idea and recipients will be offered the opportunity to take part in additional skills development workshops.

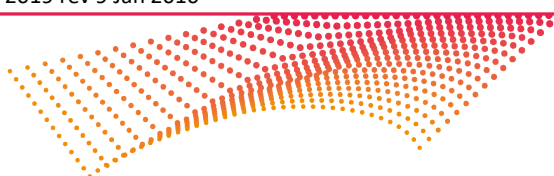
Stage 2: Series Development

Stage 2 is for creatives wanting to use their already-existing short form documents/pitch materials to take the project to the next stage. The funding can be used to write a pilot draft, hold a writer's room, attach talent and/or bring on board an executive producer. Stage 2 series development requires an advanced concept with a clear plan for the next stages of development.

The funding can be used for:

- Pilot drafts
- Series drafts
- Script editors
- Casting
- Writers Room or brainstorm sessions

Applicants can apply for either stage (but cannot submit the same project to both stages in the same round/intake). Applicants cannot apply with the same project for the same Stage twice.





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Applicants who intend to apply for Stage 2 funding after having received Stage 1 funding will need to demonstrate clear project development and progression in their application materials. Stage 1 funding does not guarantee a successful Stage 2 application.

Applicants can receive no more than one tranche of funding per stage per project. Recipients who successfully deliver on their Stage 2 funding may then be eligible to apply for additional development funding through Screenwest's Matched Development Investment Fund if they are able to demonstrate market interest per the guidelines of that program.

Projects will be evaluated at each stage by an assessment process, made up of either Screenwest Management and/or relevant external industry experts. Due to the high volume of projects which may be received through this initiative, Screenwest reserves the right to shortlist applications. Projects with evidence of marketplace interest or with an already established audience base will be more competitive.

Applicants will be required to meet the relevant criteria at each stage in order to ensure ongoing creative and strategic development.

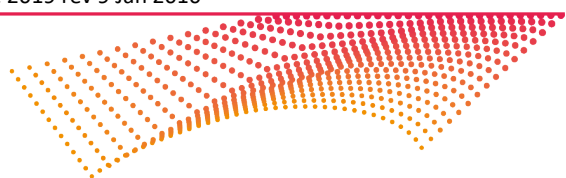
Funding Available

Successful applicants may be offered up to the below:

- **Stage 1 – Concept Development (up to \$10,000)**
- **Stage 2 – Series Development (up to \$20,000)**

There will be two rounds/intakes per financial year, subject to funding availability.

- The level of Screenwest's funding commitment will be determined by the assessment process and the total demand on available funds.
- All applications are assessed competitively. Funds are limited and demand on Screenwest's resources far outweighs its ability to support all applicants. Funding is not automatic even if an applicant meets all the criteria.
- Screenwest may approve funding less than the requested amount, which will be guided by the recommendations made during the panel assessment process.
- Production Companies can access a maximum total of \$50,000 per financial year (with a \$25,000 cap per application) through all Screenwest development programs, (including Emergency Feature, Track, TV and Documentary rounds)
- Funding will not be awarded retrospectively, for example, fees for drafts written prior to submitting an application are not eligible.
- Projects that were included on a company's development slate as part of the Slate Development Investment funding are still eligible to apply, but only at Stage 2 – Series Development.
- If an application has been unsuccessful in receiving support in the past, it cannot be re-submitted to Screenwest unless it has been substantially changed, developed or reworked. A





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document must be included with the application listing specific changes made to the re-submitted application.

Eligibility

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

The **applicant** must:

1. Meet the general eligibility requirements set out in the [Screenwest Terms of Trade](#).
2. Be a WA Resident, as per the Screenwest Terms of Trade.
3. Hold the underlying rights to the project at the time of application. Screenwest's development funding cannot be used to purchase options or rights to a project.
4. Be in good standing with all previous Screenwest funds and programs. Applicants who have an outstanding acquittal report and/or deliverable(s) or have not fulfilled their contractual obligations relating to prior Screenwest funding are not eligible to apply unless an alternative arrangement is agreed with Screenwest prior to application.

The **project** that is subject to this application must:

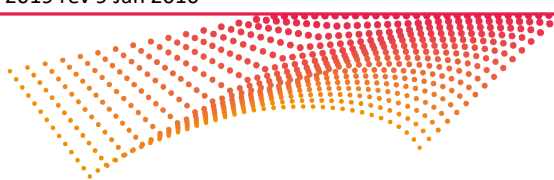
1. Be in one of the eligible formats – Scripted Drama/Comedy Television Series, Scripted Drama/Comedy Series for a Streaming Service, Scripted Drama/Comedy web series.
2. Be destined for broadcast/distribution as a project of ambition.

Terms of Funding

Funding is provided as an investment. Successful applicants will enter into a written Development Investment Agreement (DIA) with Screenwest, specifying the terms of the funding and what the applicant will need to deliver in order to receive payments.

It is the Producer's responsibility to obtain and renew (i) the entire copyright in all material commissioned and/or acquired by it for the development of the Project, (ii) all necessary consents to permit the development of the Project, and (iii) all necessary consents to permit the Project to be produced and exploited.

Failure to fulfil acquittal and/or meet deliverable requirements as specified within the funding agreement is 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





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eligible for future Screenwest funding until outstanding funds are paid back and the matter resolved with Screenwest.

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

How to Apply

Applicants will need to submit the following materials within the dates set out for each stage. Please submit each separate document on a new page for ease of assessment.

Stage 1 – Concept Development (up to \$10,000)

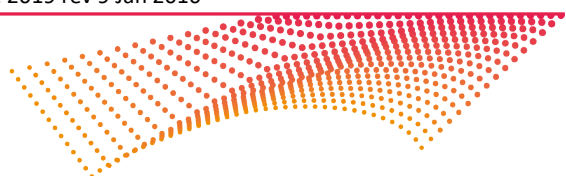
1. A completed Application Form.
2. Cover letter listing all submission materials submitted.
3. CVs (one page) for each of the project principal(s) and, if applicable, a company profile.
4. If the project has been submitted and declined funding previously, a document listing specific changes made to the re-submitted application is required.
5. An outline of no more than 2 pages (or a pitch to camera*) that includes:
 - a. Project title, logline, format;
 - b. Synopsis of series concept (overview of story world, characters, story engine);
 - c. Why the idea is important to the applicant; and
 - d. Proposed target audience and broadcaster/platform.
6. An indicative budget on how Stage 1 funding will be allocated should the applicant be successful and a Budget Rational explaining how the budget choices have been made.
7. A clear development strategy outlining the objectives and tasks to be undertaken throughout this stage of development.

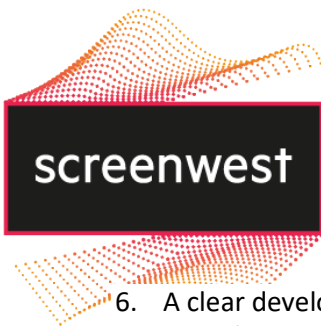
If submitting a pitch to camera, please only submit one pitch of no more than 2-3 minutes, via Vimeo link, as assessors will watch no more than **one per application.*

**Please check your link works when submitting, as Screenwest may not have the opportunity to follow up on corrupt links.*

Stage 2 – Series Development (up to \$20,000)

1. A completed Application Form.
2. Cover letter listing all submission materials submitted.
3. If the project has been submitted and declined funding previously, a document listing specific changes made to the re-submitted application is required.
4. Comprehensive pitch materials. Must contain a log line, one paragraph synopsis and a one-page detailed synopsis, format, likely classification and time slot (if applicable).
5. If the project has previously had Stage 1 funding, a paragraph summary outlining the significant changed/new project/team elements.





6. A clear development strategy for how the story will be developed (e.g. hosting a writers' room/shooting a proof of concept) outlining the objectives and tasks to be undertaken throughout Stage 2 of development (e.g., writer's notes and a clear strategy from the producer on how they are going to move the project forward to commissioning).
7. A clear and realistic strategy that identifies industry professionals to be approached, their likely interest/availability and a pathway to attaching them on the project.
8. An analysis of the Broadcaster and/or Commissioning Platform to be approached for Matched Development Funding.
9. A market analysis that realistically identifies the audience for the project and the pathway to reaching that audience.
10. A development budget that breaks down the investment from all investors, including the Applicant (if any). A Budget Rational explaining how the budget choices have been made.
11. If relevant, there must be strong indigenous representation on all projects that tell indigenous stories, through the involvement of an 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.

Applicants must 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 criteria:

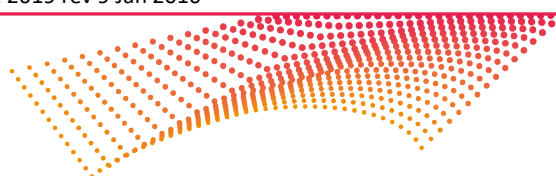
Stage 1 – Concept Development (up to \$10,000)

1. The originality, quality and strength of the idea to launch either a one-off or ongoing series in Western Australia considering budget, locations, and other creative elements.
2. The market potential and likely audience appeal of the project.
3. The strength of the development strategy and the applicant/team to take the project through to the next stage.

Stage 2 – Series Development (up to \$20,000)

1. If the project has been previously funded via Stage 1, evidence and strength of development progress as evidenced by significant changed/new project/team elements.
2. The strength of the development strategy and the team to take the project through to the next stage.
3. Demonstrable level of engagement with the intended potential Broadcaster or Commissioning Platform.
4. Cultural and creative benefits of the project to Western Australia and likelihood of project being realised in Western Australia.

Additional considerations





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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 or 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](#).

Screenwest will take into consideration whether the applicant has a number of concurrent outstanding projects in development or production that may impact on the quality and timely delivery of further projects as part of its assessment of the application.

Screenwest seeks to reflect the diversity of Western Australia's community on screen and behind the camera, through projects funded and practitioners supported. The funding panel will take into consideration diversity elements of a submission during the assessment process.

Closing Dates

All closing dates are listed on the Screenwest website and are published in the Screenwest newsletter. To subscribe to the newsletter, go to the Screenwest homepage www.screenwest.com.au

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

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

Submitting an Application

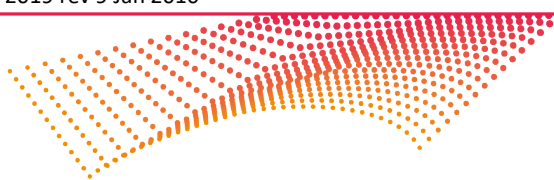
Emailed applications

Screenwest Small Screen Development Fund Guidelines – June 2019 rev 9 Jan 2010

Screenwest is supported by



Department of
Local Government, Sport
and Cultural Industries





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Applications are to be emailed to funding@screenwest.com.au. Applicants are to forward all required application materials in a single email. Application materials **are not** to be emailed directly to individual staff members, as they will not be logged.

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

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

Hard copy applications

Post applications to:

Attn: Screenwest Development & Production Assistant, Scripted
Screenwest
PO Box 3275
East Perth WA 6892

Hand deliver applications to:

Attn: Screenwest Development & Production Assistant, Scripted
Screenwest
30 Fielder Street
East Perth WA 6004

Screenwest recommends that mailed applications are sent via registered post. No responsibility is taken for unregistered mail.

Application receipt confirmation

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

Barbara Connell, Drama Development Manager

Screenwest

T: (08) 6169 2127

E: barbara.connell@screenwest.com.au

Toll Free: 1800 463 043 (regional callers)

www.screenwest.com.au

Applicants should note that just prior to a closing date, consultations can be in high demand. Consequently, it is best to telephone or email the program contact for an appointment or general advice well before the advertised closing date.

