



ON-DEMAND CONTENT FUND GUIDELINES

Program overview

The *On-Demand Content Fund* provides production funding for online, interactive, virtual reality and/or multi-platform projects with a well-defined narrative, intended for a national and/or international audience.

This fund is aimed at lower-budget productions that will assist in the development of early career creatives.

Projects submitted under this fund will need to have a well-defined narrative that will engage audiences on a digital platform and/or screen-based device. Projects will also need to have significant market attachment and financing partner/s.

Funding available

Applications for the *On-Demand Content Fund* can be submitted at any time. Successful applicants may be offered up to a maximum of \$100,000 per application.

The level of Screenwest's funding commitment will be determined by the assessment process and the total demand on available funds. Please note: projects are eligible to apply for **either** Production Investment Funding **or** On-Demand Content Funding; a project cannot receive both.

Given limited funding available, applicants will be limited to accessing this fund up to a maximum of twice only per financial year.

Eligibility

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

The applicant must:

1. Meet the general eligibility requirements as set out in the [Screenwest Terms of Trade](#).
2. Hold the underlying rights to the project at the time of application. Screenwest's funding cannot be used to purchase options or rights to a project.
3. Be a resident Western Australian Digital Producer/Production Company, or include the involvement of a Western Australian Digital Producer.
4. Submit proof of their market attachment and other financing sources in the form of an official letter or email.
5. As this fund is aimed to assist early-career creatives to build a competitive project slate and advance their professional experience, the creative team must have limited broadcast or theatrical credits or provide a compelling argument as to why this particular project will provide significant career development outcomes.
6. Be in good standing with all previous Screenwest funds and programs. Applicants that 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. Applicants should contact Screenwest directly for advice on their specific situation.

Supported by

The project that is subject to this application must:

1. Have a well-defined narrative.
2. Be intended for any online platform (including, but not limited to web series, tablet, mobile and PC based distributions or combinations of these platforms).
3. Have a clear national and/or international target audience.
4. Have a clear financing plan for the production of the project.
5. Have confirmed additional market partners and funding sources as part of the financing structure of the project.

The following activities/projects will **not** be supported:

1. Digital Extensions or marketing sites of films, television projects, brands or otherwise (unless the Project and its narrative represent a substantially new work that exists in a stand-alone capacity).
2. Re-packaged existing film and/or television content for delivery on an online platform (unless it represents a substantially new work and new narrative).
3. Projects where a game, app or eBook component is the dominant user experience or the majority spend in the budget.
4. Content made for internal or educational training purposes only.
5. Projects unable to demonstrate how they will reach an online audience.

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 document must be included with the application listing specific changes made to the re-submitted application. Screenwest may not accept a re-submitted application if it is determined the project has not changed substantially.

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

Terms of funding

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

It is expected that 80% of the Screenwest grant is attributed to WA spend. If this is not achievable, the onus lies with the producer to define returns to WA that are compelling and competitive in any given application.

Any relevant chain of title documents will be requested and must be provided to Screenwest as part of the contracting process.

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

How to apply

Applicants will need to submit the following:

1. A completed Application Form.
2. A detailed project proposal, including scripts, outline or treatment and/or a design document of the Project's content that clearly demonstrates that the project is production ready.
3. A Producer's Statement outlining the objectives and creative vision of the Project.
4. A production schedule, with appropriate milestones and/or delivery dates.
5. Functionality and/or interactivity overview, including details on how the narrative unfolds across the specified platform/s and the user-experience.
6. Wireframes and/or prototyping.
7. Market overview, including details of the target audience, strategies for obtaining audience reach, and key performance indicators (KPI's).
8. A full A-Z budget to completion (and release), that also includes the Western Australian expenditure (QWAE), using a relevant industry standard format. Budget templates can be found on the [Screen Australia website](#).
9. Proof of market attachment and financing partner/s. If a project is successful, confirmed agreements outlining all details and conditions of all finance and partnerships will be required for Screenwest contracting purposes.
10. A finance plan, including evidence of other the finance sources, using an industry standard format. Templates can be found on the [Screen Australia website](#).
11. A clear summary of the Project's proposed delivery materials, including release plan and format.
12. CV's (max one page) of the key creatives/principal personnel.
13. Any additional relevant supporting creative materials that you think will strengthen your application.

Applicants must ensure all requested material is complete and submitted together. Applications that do not include all requested material may not be accepted for assessment.

Assessment criteria

Screenwest Management and relevant Industry specialists as required assess eligible applications against the following criteria:

1. The quality and strength of the submitted creative materials.
2. The development outcomes for the applicant and the WA Industry.
3. The viability of the proposed finance plan including evidence of other substantial marketplace attachment and financing partner/s.
4. The strength of the release plan, including audience reach and the proposed marketing strategies.
5. The potential of the team being able to deliver a quality project within the proposed budget and timeframe.
6. Strength of the narrative and the level of Innovation and/or interactivity.

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 date

Applications may be submitted at any time, but please allow plenty of time for internal approval processes to occur. For specific advice about current internal timeframes, please speak with the Program contact (details below).

Submitting an application

Emailed applications

Applications are to be emailed to funding@Screenwest.com.au. Applicants should forward all required application materials in a single email. Application materials **are not** to be emailed directly to individual staff members.

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 –Development Team
Screenwest
PO Box 3275
EAST PERTH WA 6892

Hand deliver applications to:

Attn –Development Team
Screenwest
30 Fielder Street
EAST PERTH WA 6000

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 emailed 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 contacts

To talk to someone about this fund, applicants should contact:

Ross Grayson-Bell

Scripted Executive

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

Franziska Wagenfeld

Factual Executive

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Applicants should note that 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 planning to submit an application. Applicants are **strongly** encouraged to discuss their applications before applying.