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Interactive Pilot Fund Guidelines

Program overview

The Screenwest *Interactive Pilot Fund* provides funding support for the development and/or production of high-quality original interactive digital media content projects, including:

- VR (Virtual Reality)
- AR (Augmented Reality)
- MR (Mixed Reality)
- XR (Extended Reality)
- Video games (including Serious Games which may have the potential to effect social change)
- Multi-platform projects

All of which should be intended for release to national and international audience and have a well-designed procedural narrative.

This is a special pilot fund designed to allow Screenwest to explore engagement with the West Australian interactive sector. Screenwest is looking to support local games developers and interactive practitioners. It is anticipated the outcomes of this fund will assist in securing future pathways for national and international partnerships and leverage innovative funding to create a sustainable industry in the state for the long term.

Projects that apply for this fund will need to have a well-defined project plan that consists of professionally created content that will be distributed on a digital platform and/or screen-based device that is capable of interactivity with the end user. Whilst a market attachment (such as platform or publishing interest) is not necessary to be able to apply, demonstrated market engagement will be a significant factor in assessing the merits of competitive applications.

The **Screenwest Terms of Trade** apply to all Screenwest funding and support programs, including special initiatives. To the extent of any inconsistencies, variations and/or omissions between the Terms of Trade and Guidelines, the Guidelines shall prevail.

Funding available

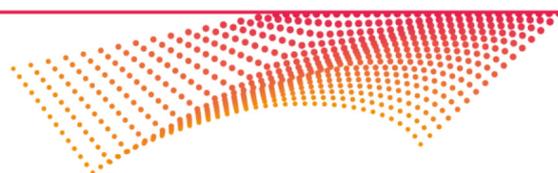
Successful applicants may be offered up to a maximum of \$20,000 per application.

- The level of Screenwest's funding commitment will be determined by the assessment process and total demand on available funds.
- All applications are assessed competitively. Funds are limited and demand on Screenwest's resources far outweighs its ability to assist all applicants. Funding is not automatic even if an applicant meets all the criteria.
- Screenwest may approve funding at a reduced rate to the funding request, as guided by the Assessment Criteria and recommendations made during the assessment panel process.

Screenwest is supported by



Department of
Local Government, Sport
and Cultural Industries



As this is a pilot initiative, there will only be one funding round at this time.

Eligibility

An application must first meet the following eligibility criteria in order to be competitively assessed for funding under these guidelines.

The applicant must:

1. Meet the general Minimum 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 Interactive Developer or include significant involvement of a Western Australian Interactive Developer.
4. Have an executive team with the experience and commitment required to deliver and commercialize the project.
5. If a marketing/commercial attachment has been successfully obtained, written proof must be supplied at the time of application. Applications with secure marketing/commercial attachment will be more competitive.
6. If an applicant is intending on providing a matched commitment "in-kind", they must provide an itemized breakdown of the projected hours to be spent on tasks.
7. Be in good standing with all previous Screenwest funds and programs. They must not have an outstanding acquittal report and/or deliverable(s) or have unfulfilled contractual obligations relating to prior Screenwest funding. In this instance, applicants 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.

The project that is subject to this application must:

1. Have a well-defined concept and product pitch.
2. Be intended for any electronic platform (including, but not limited to console, tablet, mobile, VR, AR/MR, XR and PC based platforms or any combinations of these platforms).
3. Have a clear national and/or international target audience, including an intended pathway to that audience through its distribution platform.
4. Present a clear finance plan, inclusive of any additional financing secured, and precisely how much work will be supplied in-kind by the developers.
5. Not be a commissioned project.

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

1. Interactive extensions or marketing sites of existing films, television projects, brands or otherwise (unless the Project and its narrative demonstrate that the content that is being created is stand-alone and a substantially new work), unless the project directly relates to a licensed IP.
2. Re-packaged existing film, game and/or television content for delivery on any electronic platform (unless it represents a substantially new work or specifically a platform port).
3. Content made for internal, corporate, educational, training or promotional purposes only.
4. Projects unable to demonstrate how they will reach their target and/or a wider audience.
5. Projects that consist primarily of user generated content.
6. Content Projects that are primarily for interpersonal communication.
7. Projects that are primarily repurposed linear and streaming content that have not been augmented or enhanced.

Eligible costs include platform developer's kits.

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

Terms of funding

Funding is provided as a grant, or an investment in the event of a prototype. Successful applicants will enter into either a written Production Grant Agreement (PGA) or Production Investment Agreement (PIA) with Screenwest, specifying the terms of the funding and what the applicant will need to deliver to receive payments.

It is expected that at least 70% 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. Applications that spend the majority of their budget in Western Australia will be considered to be more competitive.

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:
 - a. any relevant scripts;
 - b. concept art;
 - c. outline or treatment; and/or
 - d. a design document of the Project's content that clearly demonstrates that the project is ready for either prototyping or further production.
3. A Developer'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 procedural narrative/gameplay unfolds across the specified platform/s and the user-experience.
6. Wireframes and/or prototyping.
7. Marketing overview, including:
 - a. release plan.
 - b. details of the target audience.
 - c. strategies for obtaining intended audience reach, and
 - d. key performance indicators (KPI's).
8. A full budget to completion (and release), that also includes the Qualifying Western Australian Expenditure (QWAE), using the provided template.
9. Proof of market attachment and additional financing partner/s if relevant. 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 finance sources, including any in-kind commitments, using the provided finance plan must be supported in writing.
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

An assessment panel comprised of Screenwest Management and relevant Industry specialists, will assess eligible applications against the following criteria:

1. The quality and strength of the submitted project proposal, particularly in regard to:
 - Creative.
 - Strength of (procedural) narrative, and
 - The level originality and/or interactivity.
2. The development outcomes for the applicant and the WA Industry.
3. The viability of the proposed finance plan including evidence of other marketplace attachment and financing partner/s.
4. The strength of the release plan (or as much that is suppliable in the case of a submission for a prototype), in terms of how it will engage its intended audiences on a digital platform and/or screen-based device and the proposed marketing overview.
5. The potential of the team to deliver a quality project within the proposed budget and timeframe.

Additional Considerations

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 date

All applications must be submitted by 5.00pm WST on Monday 1 July 2019.

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

Please also allow sufficient 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>

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 contacts

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

Vee Pendergrast, Games & Interactive Project Officer
Screenwest

T: +61 (08) 6169 2118

E: vee.pendergrast@screenwest.com.au

Toll free: 1800 463 043 (regional callers only)

www.screenwest.com.au

Applicants should note that consultations can be in high demand. Consequently, it is best to telephone or email the Games & Interactive Project Officer for an appointment or general advice well before planning to submit an application. Applicants are strongly encouraged to discuss their applications before applying.