



Scripted Development Guidelines

Development investment funding for scripted projects to advance culture by bringing Western Australian stories and identity to the screen for the benefit of the community.

What is it?

Provides Concept Development (Stage One) and Project Development (Stage Two) funding to new, emerging and experienced Western Australian practitioners creating scripted content for all delivery platforms (including theatrical).

Successful applicants will work toward delivering quality, distinctive projects that can reach their target audience and attract further investment and/or market interest. This two-stage fund will offer two intakes per financial year, subject to funding availability.

Concept Development (Stage One)

To develop early-stage concepts into materials that can be presented to a third party (e.g., producer, director, lead cast, market partner) for further development.

- Stage One is open to all practitioners who meet the eligibility criteria.
- Funds may be used for the following types of activities:
 - Work with script editors and/or brainstorm sessions to create pitch documents and mini bibles.
 - Create sizzle reels.
 - Develop a pitch into a feature length treatment.
 - Write a first draft screenplay.

Project Development (Stage Two)

To develop projects that have an already-existing pitch/bible, treatment or screenplay.

- Stage Two is open to all practitioners who meet the eligibility criteria.
- Requires an already-developed concept, funds may be used for the following types of activities:
 - Work with writers' room and/or brainstorming sessions to create series pilot drafts or full series bibles.
 - Work with casting agents to attach talent.
 - Work with executive producers to secure market partner development/investment.
 - Write a new draft of a feature length screenplay.
 - Other activities necessary to advance the project.

What Can I Apply For?

Concept Development (Stage One)

- Up to \$10,000 per application, per project.

Project Development (Stage Two)

- **Series**
 - Up to \$20,000 per application.
 - Max cap per project: \$30,000 (Stage One and Stage Two combined).
- **Feature Length**
 - Up to \$20,000 per application. Feature length projects may apply for up to two intakes of project development funding within a twelve-month period.
 - Max cap per project: \$50,000 (Stage One and Stage Two combined).

- Funding is not automatic, even if an applicant can demonstrate they meet all the assessment criteria.
- Screenwest may approve funding less than the requested amount, as guided by the recommendations made during the panel assessment process and the total demand on available funds.

Am I Eligible?

To be considered eligible for this program:

The Applicant:

- Must meet the applicable eligibility requirements as defined in the [Screenwest Terms of Trade](#).
- Must be a WA resident key creative or production company as per the Screenwest Terms of Trade. **Note:** For Stage One only, Screenwest may consider applications for feature length projects from producers not based in WA. Evidence of a genuine partnership with a WA-based writer would need to be provided, along with being able to satisfy how this project offers outstanding benefits to the WA screen industry.
- Must 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.
- Can apply for either Stage One or Stage Two.
- Cannot apply with the same project for the same stage more than once (excluding Stage Two Feature Length).

Additionally, for Stage Two:

- The applicant must:
 - Include at least one individual among the creative team (EP, producer, director, writer) who has a commercially distributed/released feature, series or equivalent credit in the last 5 years; **OR**

- Supply demonstrated market interest in the project; **OR**
- Have successfully delivered and fully acquitted a Stage One project.

The Project:

- Must be either a scripted series or scripted feature length project.
- Must be destined for broadcast/distribution to an Australian audience as a project of ambition.
- Cannot apply for Stage Two feature length funding if it has already been through the previous Feature Film Development Track initiative.
- If included on a company's development slate as part of previous Slate Development Investment funding it is still eligible to apply, but only at Stage Two - Project Development.

General

- Funding will not be awarded retrospectively, for example, fees for drafts written prior to funding assessment.
- If an application has been previously unsuccessful or removed from any track intake (e.g., Feature Film Development Track or Small Screen) during any milestone/assessment phase, it cannot be re-submitted for assessment unless it has been substantially and satisfactorily changed, developed or reworked since its last official assessment. If this is the case, a document should be included, highlighting the specific changes. If a re-submitted project application has not changed substantially, it may not be accepted.
- Projects with evidence of marketplace interest or with an already established audience base will be more competitive and therefore prioritised.
- Stage One funding does not automatically guarantee Stage Two funding.
- Applicants applying for Stage Two funding after having received Stage One funding will need to demonstrate significant development and progression in their application materials.
- In exceptional circumstances, further Stage Two funding of up to \$20,000 may be available to projects (series) of ambition that can demonstrate significant progress and potential interest

but that require additional financial support to achieve a market-ready package. Such funding will be available on a one-time basis within eighteen months of the execution date of the original Stage Two DIA. Please contact Screenwest directly to discuss eligibility and application requirements.

What Do I Need To Do To Apply?

Stage One – Concept Development (Series and Feature Length)

- Completed Application Form, including any additional documentation and materials listed
- Project details to include:
 - Project title, logline, format and synopsis of the concept (overview of story world, characters, story engine).
 - Why the idea is important to the applicant.
 - Why this project needs to be made now; and
 - Proposed target audience and distributor/delivery platform.
- Document highlighting specific changes to the project if it's been previously unsuccessful.
- Detailed plan for this next stage of development, including specific tasks to be undertaken.
- Completed Screenwest development budget template, including a line by line rationale for the Screenwest funding request.
- CVs (one page) of the key creatives and company bio if relevant.
- 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 (if relevant).

Optional

- 'Pitch to Camera'
- One pitch only, 2-3 mins maximum length, via Vimeo link. Assessors will not watch more than one pitch per application. Please ensure all links work - corrupt links will not be followed up on. Also, if the link is password protected, please ensure the password is included.

Stage Two - Series

- Completed Application Form.
- Project details to include:
 - Log line, one paragraph synopsis and a detailed synopsis, format, likely classification and time slot (if applicable).
 - Summary of specific changes to the project if it's been previously unsuccessful.
- Paragraph summary outlining the significant changed/new project/team elements (if the project has had Stage One funding).
- Current pitch documents.
- Detailed development plan for how the story will be developed outlining the objectives and tasks to be undertaken throughout Stage Two development.
- 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.
- An analysis of the delivery platform.
- A market analysis that realistically identifies the audience for the project and the pathway to reaching that audience.
- Completed Screenwest development budget template, including a line by line rationale for the Screenwest funding request.
- CVs (one page) of the key creatives and company bio if relevant.

- 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 (if relevant).

Stage Two – Feature Length

- Completed Application Form.
- Project details to include:
 - Logline, one paragraph synopsis and a detailed synopsis.
 - Summary of specific changes to the project if it's been previously unsuccessful.
- Latest draft of the screenplay. Screenplay to have title page with project name, draft number, full date (day/month/year), writer's name and, if applicable, producer's name/company.
- If only a treatment is submitted, then a sample script from the writer must also be provided.
- Detailed development plan that includes the writer's AND producer's assessment of the 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.
- If a director is attached, a working link to their show reel.
- 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.
- CVs (one page) of the key creatives and company bio if relevant.
- 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 (if relevant).

How is My Application Assessed?

Applications will be assessed against the following criteria:

Stage One – Concept Development

1. 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. Market potential and likely audience appeal of the project.
3. Strength of the development plan.
4. Likelihood of the applicant/team being able to take the project through to the next stage.

Stage Two – Project Development

1. Specifically, for projects previously funded for Stage One, evidence and strength of development progress as demonstrated by significant changed/new project/team elements.
2. Quality of the current draft and/or support materials.
3. Perceived ability and/or track record of the writer and team.
4. Market potential or interest and likely audience appeal of the project.
5. Participation of a local producer and key creatives.
6. Strength of the development plan.
7. Cultural and creative benefits of the project to Western Australia and likelihood of the project being fully realised in Western Australia.
8. Support for Screenwest's commitment to the creation and growth of diverse representation as further described below.
9. Alignment with Screenwest's current strategic plan.

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

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 a Screenwest Manager.
3. Depending on the number of applications, Screenwest Management reserves the right to shortlist applications, prior to formal panel assessment.
4. Final applications will be approved at a panel assessment meeting with Screenwest Management and at least one external industry assessor.

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.

Applications that contribute to and promote diverse representation will be prioritised.

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](#).

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. Screenwest reserves the right to sight and approve the above at any time, upon written request to the Producer.

What is the application deadline?

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

All closing dates are listed on the Screenwest website and are also announced in the Screenwest newsletter. You can opt-in through the [Screenwest newsletter subscription page](#).

Applications must be complete and be submitted by 5:00pm AWST on the specified closing date.

How do I submit my application?

- Applications will be accepted through the [Screenwest SmartyGrants Portal](#), with application forms going live **Monday, 27 July 2020**. Do not email applications directly to individual Screenwest staff members.
- 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 having difficulties, please call Screenwest on [+61 8 6169 2100](#) or 1800 463 043 (regional callers).

Who can I speak to about this program?

Barbara Connell, Drama Development Manager

Screenwest

T: [+61 8 6169 2127](#)

E: barbara.connell@screenwest.com.au

Toll Free: 1800 463 043 (regional callers)

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.