



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.

The core objectives of the funding program are to:

1. Profile diverse¹ 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.

¹ 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 asexual (LGBTQIA+); location (including urban communities and remote regions) and socio-economic status.

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](#).

Funding Available

Triennial funding has been awarded to successful Tier 1 applicants and will reopen to applications in 2020 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.

Tier 2 and 3 applicants will have annual rounds depending on available funds. The level of Screenwest's funding commitment will be determined by the assessment process and the total demand on available funds.

ACEF is three tiered in its approach, offering:

1. Up to \$95,000 per annum on a triennial agreement for an activity in Western Australia that has demonstrated a national reach and appeal, significant ticketed sales and has established relationships and partnerships with the screen industry and marketplace nationally.

It is expected applicants at this level provide significant value to the Western Australian screen industry nationally.

2. Up to \$75,000 per annum for an activity in Western Australia that has demonstrated Western Australian Screen Industry and local community value and appeal, significant ticketed sales and has established relationships with the screen industry and marketplace.
3. From \$2,000 up to \$10,000 per annum per application for smaller and emerging festivals, tours, projects or activities in Western Australia.

In exceptional circumstances Screenwest may consider applications for an increased amount, at Screenwest Management's discretion

In exceptional circumstances Screenwest may invite additional proposals from Tier 1 applicants for an increased funding amount to help support the activity's Industry Skills and Development initiatives that have strong outcomes for WA practitioners. This is at Screenwest Management's discretion and subject to final approval by the Screenwest Board.

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 communities.
6. Industry-focused activities such as Short Film competitions, awards, traveling content, Q&A's, marketing of creative projects including films, stand-alone seminars, conferences and workshops are not eligible for this fund.
7. Funding is to be used for activities being presented, not for organisational funding purposes as per Screenwest's terms of trade.
8. Funding will not be provided to activities that are not financially stable or sustainable under Screenwest's financial accountability as an organisation. Audited financials must be made available on request to verify the solvency of the activity.
9. The applicant must be legally constituted in Australia.

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 from other Screenwest funding programs. This also 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 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 agreement with Screenwest, specifying the terms of the funding and what the applicant will need to deliver to receive payments which will be based upon milestone achievements and reporting.

Failure to fulfill acquittals 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

Application Materials

Applications are to be made online through the [Screenwest SmartyGrants Portal](#). 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.
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.
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).
6. All Tiers must include their most recent event report including audited financial statements.

Please ensure all requested material is completed and submitted through SmartyGrants. Applications that do not include all requested material or meet assessment criteria may not be accepted for assessment or be assessed for a lower tier of funding.

Any Application Materials that are emailed directly to individual staff members will not be considered.

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 tangible benefits to Western Australia.
3. Must include evidence of strategic and sustainable partnerships 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 an opportunity in the WA screen industry and community that is not currently being engaged by existing industry activities.
6. The activity includes an industry development component and/ or industry collaboration.
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 KPIs.
9. If the activity is a touring event to remote or regional Western Australia, there is demonstrated consultation with the local communities.
10. Disability access arrangements have been addressed and outlined in a Disability Inclusion Action Plan. (A full DIAP is required for Tier 1 and 2 applications).

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 remote or 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 10 weeks of the specified closing date. As funding cannot be awarded retrospectively, applications must be received well in advance of the commencement of activity.

How to Submit Your Application

- Applications will be accepted through the [Screenwest SmartyGrants Portal](#). Do not email applications directly to individual Screenwest staff members.
- You can start your application at any time once the portal opens. You can save your progress and return to it at any time before the deadline. **Do not start your application the day it is due.**
- 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 are having difficulties, please call Screenwest on [+61 8 6169 2100](tel:+61861692100) or [1800 463 043](tel:1800463043) (regional callers).

Please note: the submission portal for all funding programs close automatically at **5:00pm AWST sharp** on the specified due date.

Allow plenty of time to submit your application in case of unanticipated problems. **Late or incomplete applications will not be accepted.**

Program Contact

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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.