



On Demand Content Fund Guidelines

To assist in increasing production volumes to advance culture by bringing Western Australian stories and identity to screen for the benefit of the community.

What is it for?

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

It is aimed at lower to mid-level-budget productions that have market attachment and financing partner/s.

Projects will need to have with a well-defined narrative that will engage audiences on a broadcast, online platform, and/or screen-based device. Projects will also need to have significant market attachment and financing partner/s.

How much can I apply for?

- Up to \$100,000 per successful application.
- 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 assessment process and the total demand on available funds.

Who is it for?

To be considered eligible for this program:

The applicant must:

1. Meet the applicable 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 Producer/Production Company, as per the Terms of Trade.
4. Submit proof of their market attachment and other financing sources in the form of an official letter or email.

The project must:

1. Have a well-defined narrative.
2. Have a clear pathway to an Australian audience.
3. Be production ready.
4. Have a solid risk management strategy in place.
5. Be intended for any broadcast and/or online platform (including, but not limited to tablet, mobile and PC based distributions or combinations of these platforms).
6. Have a clear financing plan for the production of the project.
7. Have confirmed additional market partners and funding sources as part of the financing structure of the project.
8. Be able to demonstrate that the activity or activities contained within the proposal have not occurred prior to funding being approved, as Screenwest does not provide retrospective funding.
9. Apply for either Production Funding or On-Demand Content Funding; a project cannot receive both.

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 a 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 a broadcast and/or online audience.
6. Projects without a clear pathway to an Australian 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.

What do I need to apply?

You will need the following:

1. Completed Application Form, including any additional information, documentation and materials listed
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 risk management strategy, with a specific COVID-19 risk strategy.
5. A production schedule, with appropriate milestones and/or delivery dates.

6. Functionality and/or interactivity overview, including details on how the narrative unfolds across the specified platform/s and the user-experience, if relevant to the project type.
7. Wireframes and/or prototyping, if relevant to project type.
8. Market overview, including details of the target audience, strategies for obtaining audience reach, and key performance indicators (KPI's).
9. 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](#).
10. 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.
11. A finance plan, including evidence of other the finance sources, using an industry standard format. Templates can be found on the [Screen Australia website](#).
12. A clear summary of the Project's proposed delivery materials, including release plan and format.
13. CV's (max one page) of the key creatives/principal personnel.
14. Any additional relevant supporting creative materials that you think will strengthen your application.

How is my application assessed?

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

1. The quality and strength of the submitted creative materials.
2. The viability of the proposed finance plan including evidence of other marketplace attachment and financing partner/s.
3. The strength of the release plan, including audience reach and the proposed marketing strategies.

4. The potential of the team being able to deliver a quality project within the proposed budget and timeframe.
5. Strength of the narrative and the level of Innovation and/or interactivity.
6. Support for Screenwest's commitment to the creation and growth of diverse representation as further described below.
7. Alignment with Screenwest's current strategic plan.

In evaluating the application Screenwest will take into account any information and weight the above criteria as it judges appropriate to best serve the purpose and strategy of the organisation. Screenwest may separately contact any party identified in the application as having agreed to participate in and/or supporting the project and discuss their involvement in the project.

Screenwest will follow the following process in assessing the application:

1. Screenwest will check an applications eligibility.
2. Any applications found ineligible will be reviewed by Senior Screenwest Management.
3. Eligible applications will then be assessed by a panel of Senior Screenwest Management and two relevant industry assessors.
4. Panel recommendations over \$25,000 will have final approval by the Screenwest Board.

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; Aboriginal 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.

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](#).

What are the Terms of Funding?

- Funding will be provided as a grant.
- Successful applicants will enter into a written grant agreement 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 the funding. Aspects of these may be published on the Screenwest website following consultation with the applicant.
- Grant income is generally assessable and subject to tax. The amount of tax payable on your grant income would depend on the tax position of each of each individual recipient. Applicants are reminded to seek professional advice or determine their own taxation responsibilities as they relate to their own personal circumstances before an application is made.

- The Applicant warrants that they have/will obtain insurance cover appropriate to the nature and level of risk of work they intend to undertake. Alternatively, the Applicant warrants they have made enquiries to the appropriate third parties to ensure they are covered for any risks during the attachment period.
- Screenwest reserves the right to request copies of Certificates of Currency for these insurances at any time during the application or attachment period.

What is the deadline?

Applications may be submitted at any time, but please allow plenty of time for internal approval processes to occur.

How do I submit my application?

- Email all application materials in a single email to: funding@screenwest.com.au.
- Do not email applications directly to individual Screenwest staff members.
- For emails larger than 8MB, send via Screenwest's Hightail Account by following this link: <https://spaces.hightail.com/uplink/screenwest>.
- An application receipt will be forwarded to the applicant within two working days to confirm receipt.
- **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.
- Posted or hand-delivered hard copy applications are also accepted.

If you are successful in your application:

- You will be required to pay an administration fee to Screenwest of 2% of the funding amount, up to a maximum of \$5,000.

Who can I speak to about this program?

Franziska Wagenfeld, Development & Production Executive
Screenwest

T: [\(08\) 6169 2110](tel:(08)61692110)

E: franziska.wagenfeld@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.