



## Elevate

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

### What is it for?

Elevate is a capability development program providing support for the development and production of scripted short films (live action, animation or web-series), through two funding strands – **Elevate** and **Elevate+**.

Its purpose is to provide a calling-card for early to mid-career Western Australian filmmakers, through a multi-phased program involving high-level script and project development prior to moving into production.

Successful projects / teams will have access to specialised script and project development; and be required to attend development workshops/sessions.

In 2020, for the first-time, **Elevate+** teams will also receive development funding for an attached long form project.

In line with Screenwest's Indigenous Screen Strategy 2016-2020, and Screenwest's Diversity Equity Inclusion Plan, **Elevate+** will support at least one project with an Indigenous director and at least one project with a director or writer who identifies as CALD, LGBTQIA+ or as living with a disability.

### **Elevate** (for projects 5-10 minutes in duration)

- For talented newcomers to the industry, this is a chance to take their skills to the next level and make a film which will kick start their careers.

- Up to two teams (A producer with a director and writer/s, or a producer with a writer/director) will be selected to develop and produce a scripted short within one year of selection.
- Is aimed at filmmakers who have graduated from a screen media course or have the equivalent level of experience gained through screen industry activities.

#### **Elevate+** (for projects **10-15 minutes** in duration)

- For more advanced filmmakers with a solid track-record in short-form filmmaking.
- Provides funding support for a short form proof of concept and development funding for an attached long form project.
- Up to three teams (A producer with a director and writer/s, or a producer with a writer/director) will be selected to develop and produce a scripted short within one year of selection.
- Indigenous projects will need to have an Indigenous director and at least one other key creative (writer or producer) who is Indigenous attached to the project.
- Diversity projects need to have a writer or director who identifies as CALD, LGBTQIA+ or living with a Disability attached to the project.
- Previous director recipients of Elevate70 are eligible to apply for the initiative however priority will be for new directors who are yet to receive this level of funding for a short form project from Screenwest.

## What can I apply for?

- **Elevate – up to \$14,000:**
  - \$2,000 - development
  - \$10,000 - production
  - \$2,000 - marketing and festival submissions (upon receipt of the completed & delivered project and a marketing strategy to be approved by Screenwest)

- **Elevate+ - up to \$84,000:**

- \$2,000 - development of the short form project
- \$10,000 - development of the long form project
- \$70,000 - production of the short form project
- \$2,000 - marketing and festival submissions for the short form project (upon receipt of the completed & delivered project and a marketing strategy to be approved by Screenwest)

## Who is it for?

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 set out in the [Screenwest's Terms of Trade](#).
2. Be a producer submitting an application on behalf of a team including either: writer/director; or writer/s and director.
3. Warrant that the director does not have a theatrically released feature film credit or equivalent.
4. Hold the underlying rights to the project at the time of application.
5. Warrant that they nor any member of their key creative team is NOT a student at a film school or similar tertiary film, television or digital media course or institution and that the project is not and will not contribute to any course of study.
6. Warrant that they can produce the project for the budget level they have applied for, as per the Screenwest Terms of Trade.

## The team must:

1. Be a WA resident filmmaking team (producer, writer, director). Screenwest may consider an application from a team with a non-WA resident writer, but in a competitive situation preference will be given to teams where all members are WA residents.
2. If applying for the Diversity strand, have either the writer or director be from an underrepresented and/or diverse group, appropriate to the role. For the purpose of these guidelines this is for a creative who identifies as culturally and linguistically diverse (CaLD), living with a disability and/or sexuality and gender diverse, including lesbian, gay, bisexual, transgender, queer intersex and asexual (LGBTQIA+).
3. If applying for the Indigenous strand, have an Indigenous director and one other Indigenous key creative (Producer or Writer) part of the team.
4. Be able to complete the project within the required timeframe if it contains animation or CGI
5. Be able to complete the film within one year of the date of their contract.
6. Consent to an Executive Producer appointed by Screenwest, overseeing the development, production and delivery of the project (if necessary).
7. Have a separate producer and director attached to the project. Submissions with director/producer applicants will not be eligible.

## General:

1. Funding will not be awarded retrospectively, for example, the project must not have already been shot
2. 100% of production and postproduction must take place in Western Australia.
3. The project cannot be submitted to Elevate *and* Elevate+. Applicants must submit their project as either an Elevate or Elevate+ project at Stage One of the application process.
4. Directors can apply with more than one project; however, it's not recommended to submit more than two projects. Directors will be limited to receiving funding for one project per Elevate round.

5. If an application has been previously unsuccessful 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.
6. The applicant will need to warrant that they have all relevant Chain of Title documents in place. Screenwest will request the COT opinion letter at the time of contracting, if successful.

## What do I need to apply?

### Stage One

You will need the following:

- A Completed Application Form, including any additional information, documentation and materials listed
- Completed script/s
- A statement or pitch to camera of how this film will elevate the director and the filmmaking teams career path (no more than a page/2mins for a pitch to camera)
- If you have a writer /director who identifies as diverse (CaLD, Disability, LGBTQIA+) describe how this may provide a lens to your project that speaks to Screenwest's commitment to support the creation and growth of diverse representation, reflecting the broad diversity of Western Australia's community. (No more than a page/2mins for a pitch to camera)
- Director Visions Statement or pitch to camera (no more than 2 pages/3 mins for a pitch to camera); and
- An example of the Director's previous work (via online link only).
  - Please only submit one example link and limit your material to under 20 mins.
  - Please ensure you select the example that you feel best represents your directorial voice and style, as assessors will only be watching one example.
  - Please check your link works when submitting, as Screenwest may not have the opportunity to follow up on corrupt links.

## Stage Two

If an applicant is shortlisted to Stage Two, the applicants will be required to submit the following additional materials within two weeks of being notified:

- Directors Supportive (include any supporting creative materials e.g. story boards, concept drawings)
- Producer's Statement
- Writer's Statement/Notes
- Proposed Production dates, including Pre-Production, Production and Post-production dates
- A fully itemised A-Z short film production budget
- CVs of the key creative team
- Outline of the intended festival/marketing and/or distribution plan
- **To note:** A COVID risk management plan may be requested at any time during the application or assessment process.

## Elevate+:

In addition, applicants will need to supply:

- A two-page synopsis for their long form project and
- A development proposal and budget for the longer form project, including a paragraph outlining how the short form tonal proof of concept will inform the longer form narrative.

## Additional application assistance:

- Refer to Screen Australia's Tools and Insights for Shorts for notes on how to write story documents.
- Refer to Screen Australia's Hot Shots Short Film Budget Template document as the guide on budgeting for the production.

- Refer to Screen Australia's Indigenous Pathways and Protocols – A filmmakers guide to working with Indigenous people, culture and concepts.

## How is my application assessed?

Screenwest will assess all eligible applications against the following criteria:

### Stage One:

1. The originality, strength and distinctiveness of the script.
2. Evidence of a distinctive directorial voice and compelling storytelling style in the Director's Statement and in the example of the Director's previous work.
3. Evidence of how the project will elevate the director and filmmaking teams' careers.

### Stage Two:

**In addition to the above assessment criteria for Stage One, the following criteria will be considered for Stage Two:**

1. The skills, experience and track record of each of the key creative team.
2. The viability of the budget and schedule in relation to the script, and a production approach that embraces the budget parameters of the fund.
3. The potential to enhance the career opportunities and skill-base of the key creatives involved, and the benefits to the WA screen industry.
4. Support for Screenwest's commitment to the creation and growth of diverse representation as further described below.

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 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. Screenwest Management will shortlist applicants at an assessment meeting.
4. If shortlisted, applicants will be notified as soon as practicable and may be required to interview and will be asked to provide additional material within two weeks.
5. Final applicants will be approved at an assessment meeting with Screenwest Management and at least one external industry assessors.

## 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.

When it applies, written confirmation and permission of the willingness of both the subject(s) and the community to be involved in the project is essential, especially if the story is based on a factual story.

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](#).

Please also refer to the link AFTRS Indigenous on consultation and collaboration. Australian storytellers who want to make a film with Indigenous characters, or write a script with Indigenous material need to be familiar with these principles and incorporate these practices.

<https://www.aftrs.edu.au/about/aftrs-indigenous/consultation/>.

## What are the Terms of Funding?

- Funding will be provided as a grant.
- Successful applicants will enter into a Production Grant Agreement (PGA) with Screenwest specifying the terms of the funding and what the applicant will need to deliver to receive their scheduled payments.
- Filmmaking teams will not be permitted to enter pre-production or receive any drawdown funding until all the funding conditions have been met.
- 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.
- 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.

- For Elevate and Elevate+, Screenwest will have final approval over the following:
  - Development budget/plan
  - Final script
  - Cast, Key Heads of Department; and
  - Budget and Shooting schedule.
  - Rough cut and Fine cut
  - Cost reporting

Additionally, for Elevate+, funding will be released in accordance with the following milestones being met, with a priority focus on delivering:

- A production ready short form script
- A completed short film production
- A completed long form feature/series script/s (**can be done simultaneously with short film production depending on COVID restrictions**)

## What is the deadline?

Monday, 8 June 2020 at 5:00pm AWST.

## How do I submit my application?

Email all application materials in a single email to: [funding@screenwest.com.au](mailto:funding@screenwest.com.au). Please note:

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.

## Who can I speak to about this program?

**Eva Di Blasio, Talent Development Manager**

**Screenwest**

**T: [\(08\) 6169 2107](tel:(08)61692107)**

**E: [eva.diblasio@screenwest.com.au](mailto:eva.diblasio@screenwest.com.au)**

Projects with Indigenous key creatives are encouraged to contact:

**Devina McPherson, Indigenous Manager**

**Screenwest**

**T: [\(08\) 6169 2112](tel:(08)61692112)**

**E: [devina.mcpherson@screenwest.com.au](mailto:devina.mcpherson@screenwest.com.au)**

Projects applying for the Diversity Strand are encouraged to talk to contact:

**Simone Flavelle, Diversity Manager**

**Screenwest**

**E: [diversity@screenwest.com.au](mailto:diversity@screenwest.com.au)**

**Toll Free: 1800 463 043 (regional callers)**

**[www.screenwest.com.au](http://www.screenwest.com.au)**

Applicants should note that just prior to a closing date, 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 the advertised closing date.