



'Breaking the Celluloid Ceiling' - a Female and/or Non-Binary Creators' Initiative

A bespoke mentorship program for female and/or non-binary producers to support and grow a more sustainable Western Australian screen industry, build sustainable businesses, and develop domestic and international market opportunities.

What is it?

The **Breaking the Celluloid Ceiling** initiative has been designed to meaningfully support three mid-career female and/or non-binary producers to create bold work for film and television.

These producers, working with female and/or non-binary teams, will be mentored by an experienced script development executive over a 6-12month period to develop projects of their choice.

This high-level mentorship aims to hone the producers' creative skills and market acumen, enabling them to create and pursue projects of high quality with strong audience potential for the domestic and international market.

The Development Executive Mentors will be selected by Screenwest in collaboration with the applicants.

What Can I Apply For?

- Up to \$25,000 per applicant, broken down as per the below:
 - **Mentor:** \$5,000 for a minimum of 12 x 1hr sessions, which includes reading pilot scripts, treatments, etc.
 - **The Producer (Applicant):** up to \$5,000.
 - **Script Writers:** Fees to be negotiated with applicant as appropriate.

- Funding is not automatic, even if an applicant can demonstrate they meet all the assessment criteria.

Am I Eligible?

To be considered eligible for this initiative, the below general minimum eligibility applies.

Applicant / Company Eligibility

The applicant / company must:

1. Meet the general eligibility requirements as set out in the [Screenwest Terms of Trade](#).
2. Be a Western Australian resident / Production Company as defined in the Screenwest Terms of Trade.
3. Be a mid-career female or non-binary producer, with at least high-quality credits as a producer of short films or online content of note, or other demonstrated commitment towards developing or producing a feature film, or TV project.
4. Be able to demonstrate a solid track record in either producing projects of note or developing projects of note, as evidenced in their track record, CV and experience to date.
5. Female or non-binary documentary producers who are new to working in drama development are welcome to apply, though must be able to demonstrate a commitment to working in the drama space, that is able to justify this level of professional capability development funding support.

Team Eligibility

The team must:

1. Be all female and/or non-binary creatives. In exceptional cases however, Screenwest may approve a female or non-binary producer who is working with male creatives, however all female and/or non-binary teams will be prioritised.

What Do I Need to Apply?

Applicants will need to provide:

1. A completed Application Form on SmartyGrants, including any additional information, documentation and materials listed in the form.
2. The title, logline and one paragraph synopsis for up to five projects on your current drama development slate.
3. One paragraph on what you hope to achieve professionally through a bespoke mentorship with a high-profile drama development executive (max of 250 words).
4. One paragraph on what you perceive to be your current strengths and weaknesses in terms of developing drama (max of 250 words).
5. One paragraph on where you hope to be professionally, in respect to your drama slate, in two years' time (max of 250 words).
6. CVs (no more than one page each) of any confirmed key creatives and company bio (if relevant).
7. 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).

Note: A COVID risk management plan may be requested at any time during the application or assessment process.

How is my Application Assessed?

Assessment Criteria

Screenwest will assess all eligible applications against the following criteria:

1. The quality and vision of the application, including the quality and marketability of the current projects on the applicants submitted slate.
2. The applicants current relevant experience and the perceived commitment to developing their expertise in the area of drama development.

3. The benefit to the applicant at this stage of their career.
4. The potential likelihood of the applicant's ability to assist in the support and growth of a more sustainable Western Australian screen industry.
5. Support for Screenwest's commitment to the creation and growth of [diverse representation as described in the Screenwest Diversity Statement, below.](#)
6. 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.

Assessment Process & Timeline

Screenwest will follow this process in assessing applications for this program:

1. Screenwest will check the application meets the general minimum eligibility.
2. Any applications found ineligible will be reviewed by another Screenwest Program 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 assessors.
5. The assessment timeline is approximately 2 - 4 weeks from application deadline to funding decision.

Diversity Statement

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.

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](#).

There must be strong Indigenous representation on all projects that tell Indigenous stories, through the involvement of Indigenous key creatives and 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.

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

1. Funding will be provided as a grant.

2. Successful recipients will enter into a Grant Agreement (GA) with Screenwest, specifying the terms of the funding and what the applicant will need to deliver to receive their scheduled payments.
3. 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.
4. It is the applicant's responsibility to obtain and keep current, all necessary permissions, insurances, 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.

Deadlines and How to Apply

Applications must be completed in full and submitted by **5:00pm AWST on Monday, 22 March 2021**.

Acceptance of any additional application materials after this date is subject to Screenwest's discretion.

Applications will be accepted through the Screenwest SmartyGrants Portal, with application forms going live **Thursday, 4 February 2021**. 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 having difficulties, please call Screenwest on [+61 8 6169 2100](tel:+61861692100) or [1800 463 043](tel:+6181800463043) (WA 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.**

Who can I speak to about this initiative?

For more information about this program, please contact:

**Franziska Wagenfeld, Development & Production Executive
Screenwest**

E: franziska.wagenfeld@screenwest.com.au

T: [+61 8 6169 2110](tel:+61861692110)

Barbara Connell, Drama Development Manager Screenwest

E: barbara.connell@screenwest.com.au

T: [+61 8 6169 2127](tel:+61861692127)

Screenwest (Australia) Ltd

30 Fielder Street

East Perth WA 6060

Toll Free: [1800 463 043](tel:1800463043) (WA regional callers only)

www.filminwesternaustralia.com

www.screenwest.com.au

Please note that meetings with program contacts can be in high demand. 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.