



## Industry Enhancement Program

The aim of the Industry Enhancement Program is to build a more sustainable Western Australian screen industry, by increasing the production levels in Western Australia and by leveraging international and national funding into the State.

Screenwest's aspirational target is to grow the level of screen industry expenditure in the State to \$300m per annum by 2025-26. The Industry Enhancement Program is looking to fund a small number of bold, innovative and industry enhancing proposals that will elevate the local industry and help achieve growth targets.

There are two streams of funding available through this program.

### 1. Stream One – New Ideas that leverage new partnerships and finance into WA

- Funding a limited number of established Production Companies that demonstrate being able to leverage additional (to what they would normally deliver), significant investment and market opportunities/partnerships to Western Australia, resulting in the delivery of increased production levels in the State over the next 3-5 years.
- For Production Companies with a significant track record in delivering market led, international quality content.

### 2. Stream Two – Developing growth in WA Screen industry companies

- Provides funding to develop strategic / business plans designed to deliver company growth and ultimately, increased production outcomes.
- For Western Australian companies that have accessed Screenwest Production Funding previously and can demonstrate that this funding will help them to build capacity, diversify, evolve, and provide clear business opportunities to grow the company.
- Strategic business consultants engaged with this funding will need to be approved in consultation with Screenwest.

## What can I apply for?

- **Stream One:**
  - Up to a maximum of \$200,000 per year, over two years
- **Stream Two:**
  - Up to a maximum of \$20,000 to assist in providing strategic company development advice to companies (and other activities relevant to company development)
- *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.*

## Am I Eligible?

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

### Applicant / Company Eligibility

The applicant / company must:

1. Own or control a majority share of copyright in a consistent slate of projects at advanced stages of development, that have significant market interest.
2. Be an established production company that meets the experience level noted above, under Stream One and/or Stream Two.
3. Be able to demonstrate how the production company will exponentially grow through receipt of this funding, leverage additional funding and partnerships with the market/and or other sources and assist in the delivery of the \$300m p/a production targets.

## What do I need to apply?

### **Stream One:**

There will be a two-stage application and assessment process for Stream One.

#### Stage 1:

Applicants will need to provide:

1. A completed Application Form on SmartyGrants, including any additional information, documentation and materials listed in the form.
2. A 2-page overview of the company's proposed business plan.

Applications will be shortlisted according to the below assessment criteria, noting the panel recognizes that the plan will be further developed in stage 2.

#### Stage 2 (Invitation only):

1. If your pitch is shortlisted, you will be invited to submit a completed and expanded proposal outlining (but not limited to, the following):
  - Company and Key personnel track record to date.
  - Specific successful outcomes achieved through any previous Screenwest business development support programs, including Slate Development Fund, Business Development Fund, Industry Enhancement Fund and Taking Care of Business funding.
  - Company Business plan and growth trajectory over the next 5-10 years.
  - Proposed KPIs
  - Outcomes to be delivered to Western Australia, including but not limited to, economic, training and cultural.
  - Ability to assist the State to reach the \$300million p/a production targets
  - Budget and timeline of proposed activity, including proposed funding investment terms.
  - Proof of additional funding being leveraged.
  - Any documentation that can support the achievability of the proposal.
  - How this funding will enable the production company to deliver significantly more than it would've done otherwise.

## Stream Two:

Applicants will need to provide:

1. A completed Application Form on SmartyGrants, including any additional information, documentation and materials listed in the form.
2. A proposal, outlining the following:
  - The companies' production and development credits to date.
  - A proposal (max 5 pages) that outlines the vision for the company and how this funding will help achieve these goals.
  - An overview of the company's current slate.
  - Any additional support documentation (market interest etc)
  - Identified company consultants (if you have someone in mind already).

## How is my application assessed?

Eligible applications will be against the following criteria:

1. Applicant company track record, including skills, previous funding outcomes , and potential opportunities
2. Quality and viability of the proposal, in terms of strength of:
  - Budget / use of funds
  - The applicant's current and planned creative and business partners / collaborators as they relate to their plan
  - The applicant's current slate of projects
  - Demonstrated ability to implement and achieve their proposal and outlined KPIs
3. The potential impact the realized proposal will have on the development and growth of the Western Australian Screen Industry.
4. Support for Screenwest's commitment to the creation and growth of diverse representation as further described below.
5. Alignment with Screenwest's current strategic plan.

Additionally, for Stream One:

6. The impact the realized proposal will have on the growth of the Western Australian Screen Industry over the next 5-10 years, particularly in reference to the Western Australian production expenditure goal.

7. Value for money. What funding, partnerships and broader industry outcomes will be leveraged through this funding.
8. How this funding will enable the production company to deliver significantly more than it would've done otherwise.

In evaluating the application Screenwest will consider submitted information and weight the above criteria as it deems 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. Eligible applications will be assessed at a panel, including at least two experienced external, industry practitioners, a Screenwest Board member and Management.
3. Panel funding recommendations will be taken to the Screenwest Board for final approval.

## Diversity & Inclusion

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.

It is important that your team of key creatives authentically represent the story and characters in your application.

Screenwest recognises diversity broadly 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 Story Content and Collaboration

Screenwest supports the telling of Indigenous stories by Indigenous creatives and storytellers.

Where this is not the case, we expect meaningful collaboration with the Indigenous communities whose stories they are.

**Whenever there is Indigenous content and/or Indigenous community participation in the project or when there are Indigenous members of the team who do not have the authority to speak for the**

people or place being represented in the story, you will need to follow the checklists from [Pathways & Protocols: a film maker's guide to working with Indigenous people, culture and concepts](#).

This includes a statement on how you are approaching the Indigenous content, (even if you believe the content is not specific to a community or individual), evidence of your collaboration to date and where relevant, signed letters of consent confirming community and/or individual's willingness to participate.

All projects involving Indigenous content or participation will be assessed by Indigenous Assessors.

## What are the Terms of Funding?

- Stream 1 funding:
  - Terms of Stream 1 funding will be open for negotiation. Screenwest is looking to fund proposals that offer best value for money for the State.
  - Depending on the scope and activity outlined in the business plan, there will be negotiation around which funding programs are accessible/inaccessible and what credit Screenwest will expect on projects moving forward.

## Deadlines and How to Apply

- Stream One
  - Stage 1 Pitches: **5:00pm AWST on 28 February 2022.**
  - Stage 2 (Invite only): **5:00pm AWST on 26 April 2022.**
- Stream Two: **5:00pm AWST on 26 April 2022.**
- Applications must be completed in full and submitted by the closing date.
- Applications will be accepted through the Screenwest SmartyGrants Portal. 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](tel:+61861692100) or [1800 463 043](tel:1800463043) (WA regional callers).

## Who can I speak to about this program?

**Chris Veerhuis, Head of Production**

**Screenwest**

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

**Martha Coleman, Head of Creative: Content & Industry Development**

**Screenwest**

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

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

### **General Enquiries:**

**Nina Gee, Funding Team Assistant**

**Screenwest**

**T:** [\(08\) 6169 2124](tel:(08)61692124)

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

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

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