



Elevate 2022 Guidelines

Elevate invests in the professional skills development of our most talented emerging filmmakers who are committed to a career in film and television, by providing funds to produce a scripted short form project - through either **Elevate30** or **Elevate70**.

Elevate30 will provide up to 3 teams up to \$30,000 each to make a short film, animation or web series up to 7 minutes in length.

Elevate70 will provide up to 3 teams up to \$70,000 each to make a short film, animation or web series up to 12 minutes in length.

Some flexibility on length may be shown if viability can be convincingly demonstrated.

This program is aimed at directors who have already made a short film, animation or web series, working with a producer and writer, who can demonstrate how Elevate will assist in the development of their voice and progression of their careers.

Elevate is a competitive program and inevitably many applicants will be disappointed. Our funds are limited, so submit your most production ready script and present support materials that best show your strategic thinking, commitment to your career, and a clear rationale for the level of funds you are requesting.

We welcome projects which seek to bring to our screens diverse stories and characters that reflect our community.

In line with Screenwest's Indigenous Screen Strategy and Screenwest's commitment to Diversity, Equity and Inclusion, we strongly encourage Indigenous and Diverse directors and teams to apply.

Upon completion and delivery of the project and an approved marketing and release strategy, Screenwest will provide the producer an additional \$2,000 per project towards marketing and festival submissions. This funding is not automatic.

An Executive Producer may be appointed by Screenwest to oversee all six productions.

Funding Available

- 3 x \$30,000 and 3 x \$70,000.

To note: Funding support is not automatic - support and approval depends on the competitive strength of the application and availability of funds.

Eligibility

Applicant

The applicant / company must:

1. Meet the general eligibility requirements as set out in the [Screenwest Terms of Trade](#).
2. Be a resident Western Australian Producer/Production Company, as per the Terms of Trade (the producer must apply, not the writer or director).
3. Hold the underlying rights to the project at the time of application.
4. Warrant that neither they, nor any member of their key creative team is 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.
5. Warrant that they can produce the project entirely in Western Australia, within one year of selection and for the budget level applied for.
6. Provide evidence of a considered production methodology that shows viability and a rationale for the funds requested.

Team

1. The team must be a WA resident filmmaking team (producer, writer, director). Screenwest may consider an application from a team with a non-WA resident writer, however preference may be given to teams where all members are WA residents.
2. Directors need to have directed at least one short film (not a student film) or have relevant industry experience (eg theatre) to be eligible to apply.
3. Producers need to have produced at least one short film (not a student film) or have similar relevant Industry experience (eg theatre), to be eligible to apply.

4. Diverse projects must have a writer or director who identifies as appropriate to the story.
5. If applying with Indigenous content, the team must have an Indigenous director and an Indigenous writer attached.
6. The team must have a separate producer and director attached to the project. Submissions with director/producer applicants will not be eligible.
7. Previous director recipients of **Elevate** are eligible to apply, however a strong case must be presented for why this funding is an essential strategic step in progressing their career.
8. Directors may be attached to more than one project in a round; however, directors will be limited to one successful Elevate project per round.
9. The team must warrant that the director does not have a theatrically released feature film credit or equivalent.
10. If one of the original approved key creatives withdraws from a successful project and a suitable alternative can't be found within a timeframe set by Screenwest Management, then Screenwest reserves the right to lapse the funding. All replacement key creatives need to be approved by Screenwest.

Project

The project must:

1. Not have already been shot as funding will not be awarded retrospectively.
2. Take place in Western Australia (100% of production and postproduction).
3. Be submitted as either an **Elevate30** or **Elevate70** project, not both.
4. Not have previously been unsuccessfully submitted to any **Elevate** program, unless it has been substantially and satisfactorily changed, developed or reworked since its last official assessment, in which case a document outlining the changes must be provided. If Screenwest management is not satisfied the changes are substantial, the project may be deemed ineligible.

Assessment Criteria

Eligible applications will be assessed against the following criteria:

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 samples of the Director's previous work.
3. Strategy for how the project will elevate the director and filmmaking teams' careers.
4. Quality and rigor of the supporting application materials, including consideration of the pathway to audience.
5. The skills, relevant experience and track record of each of the key creative team.
6. The viability of the budget and schedule in relation to the script, and a production approach that embraces the budget level.

In line with Screenwest's commitment to Diversity, Equity and Inclusion and Screenwest's Indigenous Screen Strategy, projects and teams with Indigenous and Diverse directors will be strongly considered.

In evaluating the application, Screenwest will consider all information and weight the above criteria as it deems appropriate to best serve the purpose and strategic priorities of the organisation.

Indigenous Story Content and Participation

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

We expect meaningful and genuine collaboration and consultation with the Indigenous communities whose stories they are.

The requirements below apply equally to Indigenous and non-Indigenous filmmakers.

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 must 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 will be assessed by Indigenous Assessors.

Assessment Process

- Prior to applying, read these guidelines, check your eligibility and review the online application form.

- Discuss your application with the Screenwest Contact/s if required.
- Submit your application through the [Screenwest SmartyGrants online portal](#).

Applying:

Applicants will need to provide:

1. A completed application through the [Screenwest SmartyGrants Portal](#)

If you are unable to apply online or are having difficulties submitting your application, contact the Screenwest Program Contact during business hours.

2. A completed script of an appropriate length for the intended final length of the film (using 1 minute per page as a guide).
3. A written statement or short pitch to camera explaining where the **Elevate program** sits within the strategy to progress the director and the filmmaking team's career path/s.
4. A Pathway to Audience document including:
 - a. The platform and audience.
 - b. The festival strategy if applicable.
 - c. A sales/marketing plan.
5. Director's Statement and supporting documents explaining their creative approach, vision and what they want to say.
6. Producer's Statement including how they will approach challenging components of the production and schedule, including any cultural permissions if relevant.
7. Writer's Statement.
8. Examples of the Director's previous work (via online link only). No more than 3 samples. Please select the examples that best represent your voice and style.
9. CVs of the key creative team.
10. A shooting schedule including pre-production, production and post-production dates.
11. A completed A-Z short film production budget.

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.

After you Submit:

- A panel consisting of Screenwest Management, and experienced industry representatives will assess eligible applications.
- The assessment process will take approximately 6 weeks.

Closing Date:

All application materials must be submitted by 5:00pm AWST on 19 September 2022.

Please ensure you allow plenty of time to submit your application in case of unanticipated problems as late applications will not be accepted.

Program Contacts:

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Applicants are strongly encouraged to discuss their applications before applying.