



## Scripted Concept Development Fund Guidelines

The Screenwest *Scripted Concept Development Fund* supports Western Australian writers and/or producers to develop early-stage ideas and get their projects 'market ready' by preparing materials that can be used to secure marketplace development funds.

The fund supports the development of long-form scripted content for all screen-based delivery platforms and is designed to identify practitioners with a strong creative voice, a distinctive vision, a clearly articulated development plan, and a pathway to audience.

Screenwest funding is a partial contribution to the next stage of development and can be used to develop a project to secure market interest and/or, matched funding.

Screenwest encourages applications from First Nations Australians and people from historically under-represented groups.

### What You Can Receive Funding For

- Work with a script editor and/or writer(s) in a brainstorm session.
- Write a first draft screenplay, pilot episode, or series bible.
- Create pitch materials, including documents, look-books, video materials and/or any related proof of concept activities.
- Development funding cannot be used to purchase options or rights to a project.

### Funding Available

- Up to **\$10,000** per application / project.
- Maximum cap of \$10,000 per project for Concept Development, in perpetuity.
- There will be up to two rounds per financial year.

### Eligibility

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

#### Applicant / Company Eligibility

The applicant / company must:

1. Be a Western Australian Resident with a registered Australian Business Number (ABN) or a Western Australian Resident Company, as defined in the Screenwest Terms of Trade.

(Non-Western Australian applicant Producers/Production Companies will be considered only where they can demonstrate they will bring significant cultural and/or economic benefits to Western Australia.)

2. Control the underlying rights to the project at the time of application.
3. Develop the long form scripted project aimed towards broadcast/distribution to the Australian and international markets.
4. Include at least one individual among the creative team (EP, producer, director, writer) who has a commercially distributed/released feature, series or equivalent credit in the last 5 years in the role they are applying for (ie EP, producer, director, writer). The creative team must be confirmed at the time of application.

## Resubmissions

1. Projects must clearly demonstrate substantial changes (as determined by Screenwest Management) if the project has previously been declined twice for funding.
2. Projects that have received previous Concept Development, Project Development or any prior Screenwest Development Investment are not eligible for Scripted Concept Development funding.

## Application Materials

All applications must include:

1. A pitch document and/or a pitch to camera detailing your creative vision for the project. If including a video, it must be supplied as a link and be one only no longer than 3 minutes.
2. An outline, treatment, script sample or short document which demonstrates the tone, genre, style and market intent of the project.
3. A project summary statement addressing:
  - a. Project development history
  - b. Key creative team
  - c. Strategy to market and pathway to audience
4. Detailed development plan outlining the objectives and tasks to be undertaken throughout this stage of development and intended outcomes.

Only one project per applicant may be submitted in a round so put your best concept forward!

*To note: Completed screenplays and series episodes will not be accepted as supporting materials for Concept Development.*

## Assessment Criteria

Eligible applications will be assessed against the following assessment criteria:

1. *Creative*: The originality, quality and strength of the project and its ability to deliver production outcomes in Western Australia.
2. *Commercial & Economic Impact*: How well the project will contribute to the long-term sustainability and commercial goals of the applicant and/or team.
3. *Planning & Delivery*: The strength of the development plan and the perceived ability and/or track record of the applicant and/or team to deliver outcomes.
4. *Benefits to WA*: Cultural and creative benefits of the project to Western Australia and likelihood of the project being fully realised in Western Australia.
5. *Diversity & Inclusion*: How the project supports Screenwest's commitment to the creation and growth of diverse representation.

Screenwest will weigh the assessment criteria as it deems appropriate to best serve the purpose and strategic priorities of the organisation.

## First Nations Australian Content

Screenwest supports the telling of First Nations Australian stories by First Nations Australian creatives and storytellers.

There must be strong First Nations Australian representation on all Scripted projects that tell First Nations Australian stories, through the involvement of First Nations Australian key creatives and thorough consultation, incubation and collaboration that is adequately budgeted for.

## Diversity Statement

Screenwest is committed to reflecting the broad diversity of Western Australia's community on and off screen, through the content funded and practitioners supported.

It is important that you / 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.

## Application Process

- Before applying, read these guidelines and the [Screenwest Terms of Trade](#), and check your eligibility.
- Applicants are strongly encouraged to discuss their applications with the Program Manager before applying.

### How to apply

1. Complete an online application form through the [Screenwest SmartyGrants Portal](#).
2. Attach all relevant documentation and supporting material. Refer to the 'Application Material' section above.

To note: Screenwest funding is not automatic; it will depend on the competitive strength of the application and the availability of Screenwest funds. Funding may be approved at a lesser amount than is applied for.

### After you apply

- Eligible applications will be assessed by a panel consisting of Screenwest Management and experienced screen industry representatives.
- For rounds with over 20 applications, Screenwest Management reserves the right to shortlist applications prior to formal panel assessment.
- You can expect to be advised of the outcome of your application within 8 weeks of the funding round closing date.

## Terms of Funding

- Funding is provided as a repayable investment.
- Successful applicants are required to enter into a written agreement with Screenwest, specifying the terms of the funding. Payments will be made on satisfactory achievement and delivery of each contracted milestone.

## Closing Dates

All application materials must be submitted by 5:00pm AWST on the specified closing date.

Allow yourself plenty of time to submit the application as late submissions will not be accepted.

## Program Contact/s

### Program Manager

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### General Enquiries

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