VICSCREEN

Industry Development Guidelines

About this Program

Industry Development supports <u>screen industry</u> guilds and screen-based organisations to deliver professional skills development activities in Victoria to a diverse range of screen practitioners.

VicScreen is committed to promoting and supporting gender equality, diversity and inclusiveness in the Victorian screen industry and requires applicants to demonstrate diversity and inclusion in their applications. All applicants should read VicScreen's [Gender & Diversity Statement](#) prior to applying

What are we looking for?

We will only provide support for activities that will deliver on our commitment to gender equality, diversity and inclusiveness.

The proposed activities must also address at least one of these key objectives:

- Facilitate opportunities for <u>professional</u> craft and business skills development and/or career pathways for Victorian screen industry practitioners.

- Encourage broader business, partnerships and collaboration opportunities across the Victorian screen industry and creative industries.

- Support sustained and improved employment outcomes for Victorian screen practitioners.

- Strengthen professional connections and networks with established industry practitioners and businesses, which may lead to future employment or partnership opportunities.

- Increase knowledge and understanding of the business practices which underpin the screen industry and encourage innovation and entrepreneurship.

Who is eligible?

<u>Applicants</u> must:

- Be an Australian company, registered organisation, incorporated association, guild or individual. Please note that priority will be given to Victorian applicants (view our <u>Terms of Trade</u> for general eligibility requirements).

- Have specialist <u>screen industry</u> expertise.

- Have experience in successfully delivering similar activities.

What activities are eligible?

- Eligible activities include conferences, workshops, labs and other screen-related activities dedicated to the development of professional craft and business skills in the film, television, online, games and virtual reality industries.

- Activities must take place in Victoria between 3 and 9 months of the application submission date (other than in exceptional circumstances).

- Note that all activities must comply with the Victorian Government's Covid Safe Settings.

What activities are not eligible for this program?

- Activities that do not have diverse practitioners as their target participants.

- Generalist masterclasses, 'In Conversations', networking or social activities for industry-based groups or guild members.

- Award Ceremonies.

- Distribution activities, development or production of screen content.

- Development or enhancement of websites.

- Publications (online/podcast/print).

- Skills development programs such as 'Industry Days' that occur as part of a film festival.

- Activities that have also received funding from VicScreen's *Audience Engagement* programs for the same activity in the same financial year.

How much can you apply for?

- A grant of up to $50,000 per applicant per financial year.

- Applicants may submit:
  - a single application to deliver a suite of activities across the year; or
  - separate applications for each activity, provided the funding cap has not been reached.

- The level of funding sought must reflect the proposed activity's size and benefits to Victorian screen practitioners.

- VicScreen funding is considered a partial contribution to the activity and applicants are expected to supplement this with their own or third party contributions.

Who can you talk to about this program?

Grants Officer – Connie Boyce, 03 9660 3267

The Details

What happens after you apply?

- Your application will be assessed by the Program Manager.

- Decisions will take into account the ***Assessment Criteria*** listed below, VicScreen's availability of funds as well as the level of other investment in the activity.

Assessment Criteria

- Applications are assessed taking into account the following **Assessment Criteria**:

  – How the activity addresses one or more of the Program objectives (as listed above).

  – The experience and ability of the applicant organisation and project team to deliver the proposed activities, including the calibre of the proposed speakers, panellists and facilitators.

  – Demonstrated industry need and market differentiation of the activity.

  – The activity's budget and funding sources, including proposed use of funds, revenue, and strategic alliances or partnerships formed with other industry bodies to present the activity.

  – Whether previous activity objectives and KPIs were successfully met and how any identified issues have been addressed (if relevant).

  – How robustly the activity advances diversity and inclusion across one or more core areas:

    » meaningful representation of diversity in panel members and participants.

    » Industry access and opportunities for training/career progression/mentoring.

    » Accessibility of the activity.

How long until a decision is made?

You can expect a decision 6-8 weeks from the date you submit your application, via email or phone.

What happens if I get funding?

- Successful applicants will enter into a standard, non-negotiable agreement with VicScreen, setting out the terms and conditions of the approved funding, including KPIs, deliverables, credit requirements and any repayment obligations.

- Successful applicants will be required to provide VicScreen with a list of communication, marketing and branding assets and associated communication timelines.

What happens if I don't get funding?

- We will contact you to let you know if you have been unsuccessful in obtaining funding.

- You are welcome to get in touch with the Program Manager to receive feedback on your application.

What will help your application?

- Read these guidelines and the <u>Terms of Trade</u> which set out the core terms on which VicScreen conducts its business. Terms <u>underlined in black</u> appear in the <u>website glossary</u>.

- Review the online application form – make sure you have all required documents ready to be submitted with the application.

- Make sure your application addresses the *Assessment Criteria* (set out above).

Ready to start your application?

<u>Start your application</u>