

Screen Culture Guidelines

Essentials

About this Program

Screen Culture is where screen is seen, talked about, shared and celebrated with the players, makers and audiences. The Screen Culture Program supports activity that brings audiences together to enjoy the very best Australian and International screen content and experiences. We invite proposals for innovative and compelling screen activities where the public can experience screen work and ideas that excite, challenge and illuminate audiences, including but not limited to at exhibitions, events, showcases (online/ in-person) or festivals.

“Screen” refers to the mediums of film, television, digital media, games, VR/XR, interactive, immersive and new digital technologies as well as the intersection of all these creative practices.

VicScreen is committed to supporting a thriving, innovative, and inclusive industry that is diverse in content and people. We expect that the diversity of your activity is appropriately reflected in the creative team and/or that meaningful collaboration takes place. Proposals will be required to provide an outline of commitments toward diversity, equity and inclusion in their applications. All applicants should read VicScreen’s [DEI Roadmap to 2033](#) prior to applying.

We will accept applications on an annual basis, for this open-competitive and round-based grant. Please check our Funding & Support, Screen Event Funding page on our website for dates. Applications will be open to organisations who are eligible to participate as per the eligibility criteria set out below.

What are we looking for?

We are looking to support screen culture activities that contribute to Victoria as a vibrant hub of creative and cultural activity. Proposed activity must deliver on one or more of the following key objectives:

- Empower communities to access, celebrate and engage with diverse and wide-ranging screen work and experiences
- Create screen experiences that are new, innovative or present wider perspectives
- Promote screen content created and produced in Victoria and Australia, and increase the awareness and visibility of Victorian creatives)
- Meaningfully advances First Peoples, diversity, equity and inclusion in themes/content with/by/ for people with lived experience and/or addresses barriers to participation

Who is eligible?

We accept applications from organisations that meet our eligibility criteria as well as the below criteria.

Applicants must:

- Be a Victorian company or a Victorian registered organisation (view our [Terms of Trade](#) for general eligibility requirements).
- Can demonstrate the delivery of creative programs or services as part of their core business.
- Have a formal governance structure, annual financial budgeting and reporting, and are guided by activity, operational or business plans.
- VicScreen reserves the right to waive any eligibility criteria in exceptional circumstances where the application meets the intent and objectives of the program and would otherwise be eligible.

What activities are eligible?

Eligible activities dedicated to presenting film, television, digital media, games, VR/XR, interactive, immersive and new digital technology as well as the intersection of all these creative practices to a general public audience.

The activity must:

- Take place in Victoria within 12 months of the application submission date (other than in exceptional circumstances)
- Include Victorian and/or Australian creatives OR produced screen content (please speak to VicScreen if your project does not meet this criteria)
- Demonstrate that minimum audience numbers can be met as follows:
 - Activities attracting <5000, support is capped at \$20,000
 - Activities attracting 5000+ attendees, support is capped at \$50,000 (Applicants are advised to speak with Manager, Screen Culture before applying)

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

What activities are not eligible for this program?

- The Victorian leg of a national touring film festival program
- Distribution activities, development, or production of screen content or projects
- Visual art projects delivered through screen
- Development or enhancement of digital marketing including websites, apps etc

- Activities that have received funding through VicScreen's Industry Development program in the same financial year
- Activities dedicated to the development of business connections, professional craft and business skills in the film, television, online, games and virtual reality industries including conferences, workshops, labs, and other professional screen-related activity.
- Offer cash for Awards, travel, screen content production or touring
- Deliver single Film Premiers or Launch Parties
- Offer single language film festivals
- Activities delivered by commercial cinema operators

How much can you apply for?

- A grant of \$5,000 - \$20,000 per organisation, per financial year for activities held with less than 5,000 attendees.
- A grant of up to \$50,000 per organisation, per financial year for activities held with 5,000 attendees or more (Applicants are advised to speak with Manager, Screen Culture before applying).
- VicScreen funding is considered a partial contribution to the activity and applicants are expected to supplement this with their own, or third party, contributions.
- The level of funding sought must reflect the proposed activity's size, benefits to Victorian audiences and how the activity advances diversity and inclusion.

Who can you talk to about this program?

For initial application enquiries:

- Grants Officer - [Angie Tassakos](#), 03 9660 3240

To discuss your application prior to applying:

- Manager, Screen Culture - [Jacqueline Hanlin](#), 03 9660 3280

The Details

What happens after you apply?

- Your applications 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 based on how they address the following Assessment Criteria:

- The extent to which the activity contributes to the quality and reputation of screen culture in Victoria, across one or more core areas, including:
 - Activity engages with diverse and wide-ranging screen work and experiences
 - Activity generates community connection through screen
 - Activity creates screen experiences that are new, innovative or presents wider perspectives
 - Activity promotes screen content created and produced in Victoria and Australia, OR increases the awareness and visibility of Victorian creatives
 - Activity meaningfully advances First Peoples, diversity, equity and inclusion in themes and/or panel topics/members by people with lived experience and/or addresses barriers to participation
- The funding and resources of the activity including the need for VicScreen funds, the revenue, proposed use of funds, alternative funding received from private and/or other government sources.
- Market differentiation of the activity, and approaches to audience development and or marketing and promotional plans, including having regard to the range of existing screen cultural activity already being delivered by other organisations, including activity delivered or supported by VicScreen.
- The experience and ability of the applicant organisation and project team to deliver the proposed activities, including the calibre of the proposed key creatives in the activity.
- For activities in Regional Victoria, priority will be given to:
 - Applicants based in Regional Victoria.
 - Activities that generate community connection through screen.
 - Activities that do not duplicate those already available in the region.

How long until a decision is made?

Applicants applying to the complete round can expect a decision week commencing Monday 4 November, via email or phone.

What happens if you get funding?

- Successful applicants will enter into an agreement with VicScreen which sets out the standard terms and conditions of funding, along with other requirements including payment conditions, deliverables, credits and reporting 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 you 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 [Terms of Trade](#) which set out the core terms on which VicScreen conducts its business. Terms underlined in black appear in the [website glossary](#).
- 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)
- Support documentation including: letters of support, marketing and promotional plans OR audience development plans, key creative biographies, program or curatorial overviews/thematic proposals/pitch etc.
- Read VicScreen's [DEI Roadmap 2033](#)