

# Cultural Fund Guidelines

## OBJECTIVES

The Screenrights Cultural Fund supports Australian and New Zealand projects and initiatives that make a broad positive contribution to industry development. The **focus** of the Fund will change periodically to reflect trends and issues in screen content creation.

The Fund is underpinned by the following **qualities**:

- diversity
- innovation
- inspiration
- collaboration
- transparency

These qualities should be reflected in the projects proposed for funding, as well as in the applicants' own creative practice.

## SCOPE

Cultural Fund initiatives will demonstrably contribute to a healthy local screen sector. We encourage submissions that increase diversity, whether through career development or the use of media or mentoring to stimulate new and inclusive content creation, access, and use.

For an insight into the kinds of initiatives we're looking for, take a look at the successful applicants from [2018](#), [2019](#) and [2020](#).

The Cultural Fund supports a wide range of activities, from small individual projects through to large-scale initiatives.

For example:

- projects that break down barriers to access, and bring the outside world in to remote and isolated communities
- workshops that foster inclusive collaboration
- services that deliver content to users in innovative ways
- start-ups that upend existing business models to support the creation, delivery and use of content
- projects that shape conversations and/or debate in our society

Successful applications will have:

- committed partners to ensure maximum reach and impact
- the potential to impact on the career of the recipient
- a positive influence the screen industry more broadly

## PROJECT REQUIREMENTS

The projects proposed for grant funds will preferably be new. Existing projects or re-workings of existing projects that do not respond to the Cultural Fund focus or align with the qualities underpinning the Fund are not eligible.

**Timeframe:** Applications must demonstrate planned, viable delivery of the project within a maximum two-year timeframe.

**Delivery:** Applications must incorporate both the delivery of the project and subsequent exploitation of it, extending its life and reach.

**Promotion:** Applications must demonstrate a commitment to promoting and documenting the project and the Cultural Fund via social media and other channels.

*Please Note: Applicants must disclose the completion status of pre-existing projects in their application.*

## **APPLICANTS**

While applications may commit a number of parties to the project, one person must be identified as the Applicant and primary contact for the purpose of administering the project.

The Applicant:

- must be an individual who is a resident of Australia or New Zealand for taxation purposes or a company domiciled in Australia or New Zealand for taxation purposes
- cannot be a director or employee of Screenrights, or a member of a director or employee's immediate family
- should have some experience relevant to the proposed project
- may only be involved in one application per funding round.

If successful, the Applicant:

- will be the recipient of the Grant funds and be accountable to Screenrights for the expenditure of Grant funds
- must take responsibility for successfully administering the relationships between all parties throughout the project
- is not eligible to apply again to subsequent Cultural Fund rounds until their funded project has been acquitted.

## **FUNDING AND EXPENSES**

Applicants may apply for any amount of funding up to A\$50,000, supported by a budget indicating how Applicants intend to use the Screenrights Cultural Fund Grant and other sources of funding.

The value of individual grants will vary according to the needs of the proposed project.

A Cultural Fund grant is intended to contribute to realising the project, rather than cover the total cost. Applicants are therefore encouraged to incorporate other funding sources, both cash and in-kind.

All applications must clearly identify their funding sources and which expenses that funding will cover.

Only expenses directly related to the delivery of the proposed project will be considered eligible for the Cultural Fund.

## ASSESSMENT

Applications will be assessed by a panel of professionals with both local and international expertise in screen industry and as called for by the Cultural Fund's annual focus. Panel members will make recommendations to the Screenrights Board of Directors for consideration.

The Board's determination of successful applicants will be final. No further correspondence relating to the Board's decision will be entered into. No feedback will be provided.

## CRITERIA

The criteria on which applications will be assessed are:

- the potential of the proposed project to advance Cultural Fund objectives, including its alignment with the Fund's annual focus and qualities
- the strength and viability of the proposed project
- the quality and viability of the presentation and delivery plan
- the strength and relevance of the experience of the Applicant and any collaborators
- the likely impact of the project on the career of the Applicant and key collaborators

Proposals will be viewed favourably if:

- the project is new and has been devised directly in response to the Cultural Fund focus
- it includes any aspect that maximises the opportunities to further exploit the project; increase the life of the project; or deliver a return on investment to the Applicant and key collaborators
- international opportunities and other exploitation avenues are included
- other funding partners are committed

## APPLICATION MATERIAL

Applications are to be submitted online through the [Screenrights Cultural Fund platform](#).

Applications should include:

- a description of the proposed activity, project or initiative, highlighting its alignment with the Cultural Fund focus and qualities, and including a delivery and promotion plan
- optional video pitch of up to two minutes (recommended)
- a budget setting out expenses, including details of any to be covered by a Cultural Fund grant, and sources of funding
- CVs of the Applicant and key collaborators, including previous examples of projects delivered to demonstrate experience that supports the proposed activity, project or initiative
- evidence that clearly demonstrates the commitment of all key collaborators, for example through a letter of support

## APPLICATION TIMEFRAME

Applications for the 2021 Cultural Fund open on 28th January 2021, 9:00am AEDT and close on 28 April 2021, 5:00pm AEST.

Successful grant recipients will be notified 12-13 weeks after applications close, and in any event prior to 31 July 2021.

Successful grant recipients will receive funding within one month of submitting a tax compliant invoice to Screenrights. Invoices must be received by 6 August 2021.

**ACQUITTAL**

Grant recipients must:

- advise Screenrights of any changes in arrangements, delivery parameters and timeframes during project execution
- upon completion, demonstrate that the funded project has been delivered according to the proposal submitted
- acquit the grant before the earlier date of two months after project delivery or 30 September 2023 by providing a brief report including:
  - an overview of the delivery of the project, explaining both successes and challenges
  - budget details outlining how funds were spent
  - a description of how the project provided branding and awareness of the Cultural Fund generally, with evidence that Screenrights support has been acknowledged as required in media releases, at live events and on websites and social media channels relevant to the funded project

In the event that the project is not completed or is substantively changed without the agreement of Screenrights, recipients must refund the grant amount in full within 30 days of the date of notice given by Screenrights.

**FURTHER INFORMATION**

If you have any further questions regarding the Cultural Fund, please contact [culturalfund@screenrights.org](mailto:culturalfund@screenrights.org).