

**Screen Tasmania
Draft program guidelines
for comment**

3. Capitalise – Production investment

21 July 2017

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SCREEN TASMANIA

Program guidelines

3. Capitalise – Production investment

This program seeks to increase production activity in Tasmania, in order to build industry sustainability, generate employment, and increase revenue streams for production companies.

1. What is the program?

A one-off equity investment for the production of children's and adult's animation, feature films, television drama and documentary or factual.

Screen Tasmania reserves the right to vary these Guidelines as necessary. In exceptional circumstances, Screen Tasmania also reserves the right to set aside some requirements.

2. What is funded?

Projects eligible for investment include live action or animation:

- Feature film (drama or documentary)
- Television drama (series, miniseries and telemovie)
- Factual projects, including documentary (series and stand-alone one-offs)
- Narrative projects for online platforms, and
- Games and interactive projects seeking investment of \$30 000 or more

*[For production support for games and interactive projects under \$30 000, please see **Upload – Interactive Development and Production.**]*

3. What is offered?

A minimum of \$30 000 production investment on an equity basis pro-rata with all other investors.

Funds are competitive, with projects assessed on a case-by-case basis. Screen Tasmania cannot guarantee applicants will in every case receive the maximum funding available.

4. Eligibility

In addition to meeting the eligibility criteria detailed in the [General Guidelines](#), the **applicant** must be:

- A company incorporated in Australia, which is carrying on business in Australia and has its central management and control in Australia
- The producer and holder of the appropriate rights to produce the project
- A Tasmanian resident production company if you are applying with a short-form series,

or a digital or interactive project, or for post-production investment.

- i.e.: Non-Tasmanian production companies may apply for investment in all categories apart from digital, interactive, and post-production, however you are encouraged to form a genuine partnership with a resident Tasmanian company, as those projects will be favoured over others.

The **project** must:

- Have the majority of finance in place, with bona-fide finance partners and evidence of firm marketplace commitment, and a strong likelihood of securing remaining finance.
- Be an Australian project or an official Australian co-production (where possible you must document this by providing [provisional Co-production approval](#) or [Producer Offset provisional documentation](#) from Screen Australia with the application).
- Undertake a substantial amount of production and/or post-production within the state.

We will consider post-production investment in Tasmanian projects that are at rough-cut stage, but only if:

- You can demonstrate firm market commitment
- You can demonstrate best endeavours to complete the majority of work within Tasmania.

The following **project personnel** are mandatory:

- At least one female key creative (writer, producer director) attached to the project
- Attachment places provided at your cost of at least:
 - One Tasmanian attachment to a key creative position and at least one Tasmanian attachment to another crew position on drama productions (including dramatised documentary).
 - One key creative Tasmanian attachment on documentary and animation productions.

Mandatory attachments must be engaged by the production company for no less than \$800 in gross wages per 5 day week plus relevant fringes including workers compensation and superannuation for a minimum of 20 days. These costs can be included in eligible Tasmanian expenditure.

Funding for other (non-mandatory) attachment places are available under Screen Tasmania's **Emergence – Attachments**, except when a production uses attachments to make up a Tasmanian spend shortfall.

If additional Tasmanian attachments are at your cost (i.e. not through the Screen Tasmania **Emergence** program), they will count double towards Tasmanian spend.

- Successful applicants will be required to conduct at least one casting session in Tasmania at their cost for Tasmanian actors to audition for a level of roles no less than that of minor speaking roles.

5. What are the assessment criteria?

In addition to the criteria we use to assess applications as detailed in the **General Guidelines**, the primary criterion for assessment is the extent to which Production Investment provides economic benefits, job creation and career development for Tasmanian cast and crew.

5.1 Tasmanian spend

In recognition of the program’s aim to increase production expenditure in the state, Screen Tasmania require each project to meet a minimum spend in the state, relative to our investment in the project.

The amount of funds invested is usually determined by the amount of eligible Tasmanian expenditure within the State. (See table below). Generally those projects with a higher estimated Tasmanian spend and will be favoured over others.

Tasmanian spend includes goods and services provided by Tasmanian residents, including local travel:

- 100% of expenditure on Tasmanian resident cast and crew, including per diems, travel and accommodation.
- 100% of per diems, travel and accommodation within Tasmania, and 50% of interstate airfares, for non-Tasmanian cast.
- 50% of the expenditure on ex-patriot Tasmanian cast and crew who previously lived in the state for at least 10 years is also considered Tasmanian spend.

	Minimum Tasmanian Spend:Invest ratio	Example	
		Screen Tas Investment	Minimum Tasmanian Spend
Drama, Animation	4:1	\$100 000	\$400 000
Factual, Doc	3:1	\$80 000	\$240 000

You will be required to supply a detailed draft budget break down of estimated Tasmanian expenditure at the time of application using an industry accepted budget format (such as the relevant Screen Australia [A-Z Budget](#)).

- Should you be successful in your application then a revised final budget estimate (including Tasmanian expenditure) at the time of contracting will also be required. This final budget estimate will form part of the Production Investment Agreement (PIA) with us.

If you are successful in your application, but you are no longer able to meet the required Tasmanian spend before contracting, Screen Tasmania reserves the right to decrease the amount of funds previously offered to a level that restores the required investment expenditure ratios. Alternatively, you can appoint additional non-mandatory Tasmanian crew attachments at your cost. These additional attachment costs will qualify as Tasmanian spend at a ratio of 2:1.

Screen Tasmania reserves the right to withhold 10 per cent of our total intended investment in the project until the Tasmanian spend target has been met and satisfactorily acquitted.

5.2 Secondary Assessment criteria

Your application will also assess the following criteria:

- IP benefits for Tasmanian companies and/or Tasmanian Key Creatives
- The extent to which the project is production-ready; demonstrated through a clear and concise finance and marketing strategy, including a finance plan, level of commitment from financing partners, and the strength of market attachments
- Viability of the production budget and schedule, and the diversity, talent and track record of the creative team
- Potential audience reach, particularly in reference to the recoupment potential of the project based on sales estimates and the exposure of Tasmania nationally and internationally
- The relevance of the project to Tasmanian stories or place, or the extent to which the project promotes opportunities for Tasmanian communities' cultural engagement or interaction.

6. How do I apply?

These guidelines should be read in conjunction with our [Terms of Trade](#) and [General Guidelines](#).

For more information on specific closing dates, please go to the [Deadlines](#) page. Note that at our sole discretion, in urgent circumstances and where practicable, Screen Tasmania can consider an application outside scheduled Board meetings.

Applicants must speak to Screen Tasmania's Business and Production Investment Manager to discuss their project before submitting an application. Please call the Screen Tasmania Applications must be lodged through the [Applications Portal](#).