

Prototype Audiovisual proof-of-concept



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Prototype: audiovisual proof-of-concept

This program is aimed at fast-tracking market attachment of scripted projects in development by providing funding for production of a part of a project to demonstrate the viability of the project to financiers to financiers.

1. What is the program?

This program is supported by the Screen Innovation Fund. It provides production funding for a project at draft script stage or equivalent and requires the delivery both written materials and audiovisual footage, whether that be test footage, a single scene, short version, sizzle reel, or something else. It is deliberately and explicitly focussed on taking proof of concept material for a developing project to the market and, thereby attracting third-party investment for future production. It is expected that applicants will be experienced and have proven their ability to deliver high-quality projects and attract market interest. As such only corporate entities are eligible to apply.

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?

The project must be ultimately intended for production in Tasmania, and provide clear and demonstrable benefits to the Tasmanian screen production industry.

Your project can be be:

- intended for theatrical, online, broadcast, or digital delivery
- linear narrative drama (including comedy)
- live action, animation, or hybrid
- intended for adults or children.

In this program, Screen Tasmania can only fund:

- series with episodes of at least a commercial half-hour, or a commercial quarter-hour for children's programming, or
- single episode drama or comedy projects of at least a commercial hour (including features).

Projects developing as short-form series should apply for 'short-form series booster' through the Originate program. Factual and documentary projects are ineligible for this program as the focus is on meeting the costs of a professional crew and cast for the proof-of-concept production.

3. What is offered?

Screen Tasmania will provide \$25 000 as a non-recoupable grant to the continued development of a project for the production and post production of a small proportion of the project to a highly professional standard, and continued development of written material. It is anticipated that \$15 000 for production, with \$10 000 would be for development, but this will vary based on the extent to which the project has already been developed.

In all cases, the outcome of the funding should be a package of written documentation and audiovisual material sufficient to attract and attach marketplace participants. It is up to the applicant to outline their proposed deliverables.

The funding cannot cover purchase of equipment or software, or simple reformatting of an existing project.

4. Eligibility

In addition to meeting the general eligibility criteria detailed in the [General Guidelines](#), in all categories, applicants must be:

- a company incorporated in Australia, which is carrying on business in Australia and has its central management and control in Australia, and
- the producer and holder of the appropriate rights to produce the project.

In all cases, an experienced practitioner (as defined in the [General Guidelines](#)) must be attached to the project in a key creative role (producer, writer or director).

Non-Tasmanian production companies may apply, however there must be at least one Tasmanian resident attached as a key creative (producer, writer and/or director). In addition, a Tasmanian resident (individual or company) must retain some right to the intellectual property in the project.

Projects unsuccessful in applying to this program will be ineligible to apply in future rounds. If the project is changed significantly from that submitted for this program, the project remains eligible for the Originate program.

5. How will applications be assessed?

Applications for will be assessed by the Screen Tasmania Expert Advisory Group (**STEAG**), and the final funding decision will be made by the Executive Manager of Screen Tasmania, based on the STEAG's recommendation.

In addition to the information detailed in the [General Guidelines](#), applications will be assessed on:

- the viability of the project, having regard to current market conditions and audience profile
- the extent to which the proposed delivered items is likely to attract market finance and the thoroughness and practicality of the marketing plan.
- the strength and originality of the concept/story idea and the quality of the writing as evidenced in the submitted written materials
- the strength and experience of the team, and the likelihood that their experience will advance the project to marketplace attachment, and
- the quality and rigour of the development notes.

Depending on the number of applications received, and with the STEAG's agreement, Screen Tasmania reserves the right to shortlist applicants before the STEAG meeting. Applicants will be advised if this is considered necessary following the closing date for the round.

This program will be open for one round per year, with as many applications approved as the STEAG considers to meet the above criteria, subject to the availability of funds.

Special conditions

Further to the assessment processes outlined in the [General Guidelines](#), we may seek a report from an independent consultant (such as a writer, script editor or producer) to assist with assessing the application against the above criteria. The report will be presented to you for your comment.

Screen Tasmania will not fund the acquisition of rights, option agreements or legal fees, so any such costs must be borne by the applicant.

Because this program is entirely market-focussed, within six months of delivery, the applicant must provide a market report outlining the work undertaken in taking the project to the market and the success or otherwise of that work. While no milestone payment will be conditional on this report, applicants or principals who have failed to fulfil that requirement are ineligible for any other Screen Tasmania funding.

While this funding is a non-recoupable grant, and Screen Tasmania does not retain any intellectual property, standard credit requirements as outlined in the [General Guidelines](#) apply.

6. How do I apply?

These guidelines should be read in conjunction with our [Terms of Trade](#) and [General Guidelines](#). This is a rolling program and applications will be considered only at the January closing date, for the March STEAG meeting. For more information on specific closing dates, please go to the [deadlines](#) page.

Applicants must speak to Screen Tasmania's Development Manager to discuss their project before submitting an application. Please call the Screen Tasmania offices to arrange an appointment on 03 6165 5070.

Applications must be lodged through the [applications portal](#), which will outline the information that must be provided in order to apply.



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