



Screenwest (Australia) Ltd
ABN 43 620 492 300

On Demand Fund Guidelines

This fund provides grant finance to produce online series or one-off XR projects that will be made in Western Australia. Its objective is to develop talent and promote innovation in the Western Australian screen industry.

Screenwest encourages applications from First Nations and people from historically under-represented groups.

Funding Available

- Up to 50% of the total production budget, capped at \$100,000 per project.
- Funding is not automatic, even if an applicant meets all the criteria.
- This fund does not count towards the film and television production funding cap listed in the [Screenwest Terms of Trade](#).

Eligibility

Applicant / Company Eligibility

The applicant / company must:

1. Be a Western Australian Resident Producer or Western Australian Resident Company as defined in the Screenwest Terms of Trade.
2. Meet the general eligibility requirements as set out in the [Screenwest Terms of Trade](#).
3. Demonstrate that one member of the key creative team has experience producing online or digital content.

Project Eligibility

The project must:

1. Be an online series or one-off XR project intended for public access on a screen-based device.
2. Have a current letter of intent or deal memo from a bonafide distributor, exhibitor or major online/digital content provider accompanied by a strong distribution strategy.
3. Spend at least 75% of the total budget as Qualifying Western Australian Expenditure (QWAE).
4. Have a resident Western Australian Resident key creative team as defined in the [Screenwest Terms of Trade](#).

In exceptional circumstances applications that fall outside the above criteria will be considered if the applicant can demonstrate the project is significantly aligned with Screenwest's strategic plan.

Application Materials

Refer to the [SmartyGrants application form](#). The form can be viewed in 'preview' mode and downloaded. Contact the Program Manager if you require accessibility assistance.

Assessment Criteria

All eligible applications will be assessed against the following criteria:

1. *Team*: track record of applicant and key creatives and the demonstrated talent development opportunity.
2. *Benefits to WA*: cultural, creative and innovative benefits to Western Australia's screen sector.
3. *Commercial*: strength of the market attachments.
4. *Quality and Feasibility*: strength of the script, creative statements and production methodology including the appropriateness of the finance plan.
5. *Strategic Alignment*: how the project aligns with the relevant strategic initiatives set out in the [Screenwest Strategic Plan](#).
6. *Diversity*: how the project supports Screenwest's commitment to the creation and growth of diverse representation including overall diversity of projects funded by Screenwest.

Application Process

Before Applying

- Before applying, read these guidelines and the [Screenwest Terms of Trade](#). The Terms of Trade set out the core terms on which Screenwest conducts its business.
- Review the online application form on the [SmartyGrants portal](#). Make sure you have all the required documents ready to submit with the application.
- Discuss your application with the Screenwest [Program Manager](#).

How To Apply

1. Complete an online application form through the [SmartyGrants portal](#).
2. Attach all relevant documentation and supporting material.

Contact the [Program Manager](#) if you require accessibility assistance.

After You Apply

1. Applications are reviewed to ensure they meet the general minimum eligibility criteria.
2. A panel consisting of Screenwest Management and experienced industry will assess eligible applications.
3. Panel funding recommendations of over \$50,000 will be presented to the Screenwest Board for approval.
4. Screenwest will advise applicants of the outcome of their application via email or phone within 8-10 weeks.

Terms of Funding

- Funding is provided as a grant.
- Successful applicants will enter into a written agreement with Screenwest that outlines the funding conditions, cashflow details and the deliverables required for scheduled payments.
- The contracting process can take 4-6 weeks. Adjust your production schedule accordingly.
- Receipt of funding should not lead to any expectation of continued assistance from Screenwest beyond the term of the agreement.

Enquiries

Email: info@screenwest.com.au

Phone: +61 8 6169 2100.

Toll Free: 1800 463 043 (WA regional callers only).

[Click here](#) to contact the Program Manager.