

Screen Tasmania

Program guidelines

2.0 Production finance

2.2 Factual Entertainment Initiative (Pilot)

In response to marketplace demand for high-volume, low-cost factual television content, this fund supports the development of lifestyle and light entertainment factual programming that can be produced in Tasmania to generate ongoing production activity, employment and revenue streams.

What is this fund?

A one-off equity investment in the development of highly developed, well-conceived factual entertainment series to assist the applicant in attracting production investment and license fees from television broadcasters and/or online content providers.

What is eligible?

In addition to meeting the eligibility criteria detailed in the [General Guidelines](#), funding is available for the following program series:

Commercially oriented content that has a clearly identifiable target audience in the following genres:

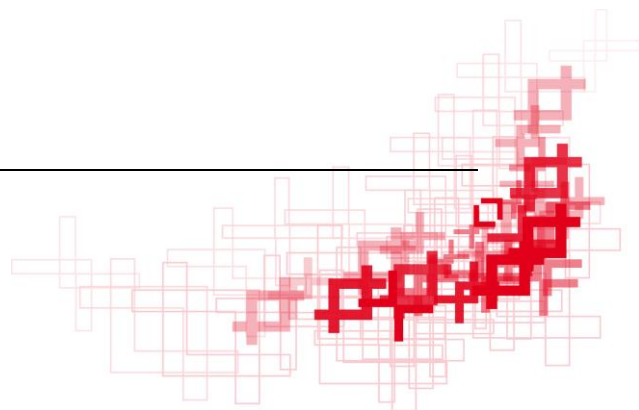
- lifestyle
- light entertainment
- reality
- talk shows and game shows.

Projects with format potential are encouraged and whilst not mandatory, projects that already have marketplace attachment will be considered more competitive.

Please note that projects **must** be fully produced in Tasmania.

The following are ineligible:

- news
- current affairs
- commercials



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- pure advertorial
 - educational and community programming
 - content solely for online. For online content, see the [1.1 Digital Media Fund](#).
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Who is eligible?

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

- be an emerging or experienced Tasmanian producer and/or resident company
- have control of the copyright of the project as defined in the [General Guidelines](#)
- provide evidence of written permissions and clearances for talent or locations where relevant.

Applicants **must** be Tasmanians. However, non-Tasmanians can be a co-producer and or a member of the creative team.

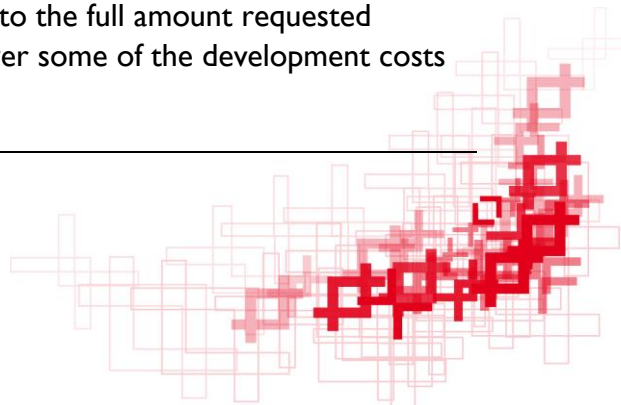
What is offered?

For competitive projects, funding is available for

- up to a maximum of \$4 000 per project for the development of pitching documents
- up to a maximum of \$10 000 for the production of a teaser reel
- up to a maximum of \$20 000 for the production of a pilot

Please note the following:

- applicants who have been successful in receiving investment for pitch document funding cannot apply for teaser or pilot investment with the same project without evidence of marketplace interest
 - applicants who have successfully applied for teaser or pilot funding cannot apply to this fund a second time with the same project, however they may apply for production investment via the [2.1 Production Investment Fund](#).
 - Series that are already production ready and seeking investment greater than \$20 000 please also see [2.1 Production Investment Fund](#)
 - applicants without a track record in this genre will be required to attached an experienced consultant factual entertainment producer to be approved by Screen Tasmania
 - applicants should request a funding amount commensurate with a project's stage of development
 - not all projects will be funded to the full amount requested
 - applicants are expected to cover some of the development costs by way of cash or deferment
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- Screen Tasmania will not fund the acquisition of rights, option agreements or legal fees
 - the production of teasers or trailers is required to occur in Tasmania using Tasmanian practitioners unless otherwise negotiated with Screen Tasmania.

Depending on the requirements of each team and project, Screen Tasmania's Production and Investment Manager and Development Manager will provide assistance, advice and support to the applicant or team through the creative development, packaging and financing stages of the project in order to enhance opportunities for the project to advance into production.

What is the assessment criteria?

This fund encourages applicants to demonstrate an entrepreneurial approach by exploring new and emerging business models and potential revenue streams.

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

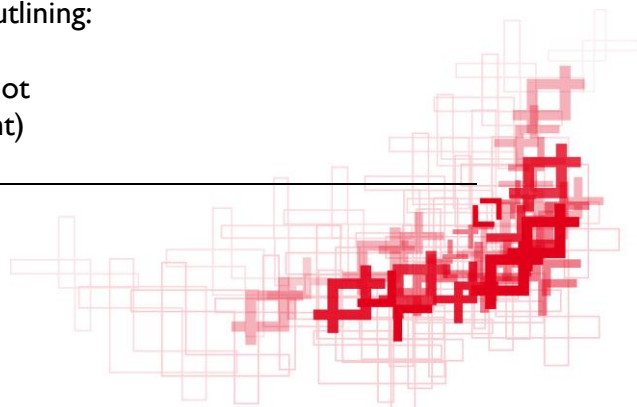
- the mix of skills and experience of the creative team, and the likelihood their experience will advance the project
- the feasibility of the project i.e. the likelihood of the project advancing into production
- evidence of an entrepreneurial approach to marketing, financing and packaging of the project
- strength of identifiable marketing and distribution opportunities
- the target audience, where the project will fit in the marketplace and development of a comprehensive market strategy
- the career benefits to Tasmanian key creatives and/or attachments
- the economic and cultural benefits to Tasmania of the proposed project.

Priority will be given to projects that have marketplace attachment.

What do I submit?

Development of pitching documents

- a completed application form
- log line
- a one page synopsis
- a four to 10 page treatment outlining:
 - concept and format
 - target audience, time slot
 - web strategy (if relevant)



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- a completed project history, market strategy and next stage notes
 - a statement of copyright and chain of title documents (if the work is based on an underlying work by a person other than the applicant)
 - the curriculum vitae of the applicants and key creative.

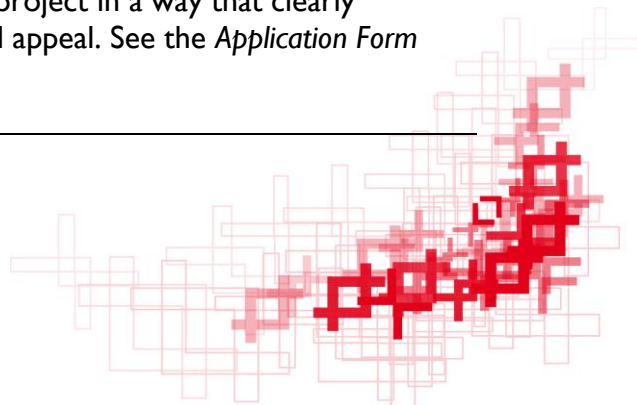
Production of teaser

- a completed application form
- log line
- a one page synopsis
- a trailer script
- a shooting schedule and budget
- proposed cast
- a four to 10 page treatment outlining:
 - concept and format
 - target audience, time slot
 - web strategy (if relevant)
- a draft script (if available)
- a completed project history, market strategy and next stage notes
- the curriculum vitae of applicants and key creative.

Production of pilot

- a completed application form
- evidence of marketplace interest
- log line
- a one page synopsis
- a trailer script
- a shooting schedule and budget
- proposed cast
- a four to 10 page treatment outlining:
 - concept
 - target audience, time slot
 - web strategy (if relevant)
- a draft script
- a completed project history
- a detailed market strategy
- the curriculum vitae of applicants and key creative.

In addition to the requirements outlined in the *Application Form*, detailed concept documents must outline the project in a way that clearly demonstrates its market potential and appeal. See the *Application Form* for more details.



When can I apply?

One round per annum (see [Deadlines](#) page for dates).

How do I apply?

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

Applicants **must** speak to Screen Tasmania's Development Manager to discuss their project before submitting an application (ph. 03 6233 6995).

Application forms are available online at www.screentasmania.com. Please complete all application forms (and templates, if applicable) in Microsoft Word format.

Please submit **one electronic copy and two hard copies** of all relevant documents.

Please send electronic submission to:
screenapplications@screen.tas.gov.au

Hard copies can be mailed or hand delivered as below:

- a) mail to: Screen Tasmania
GPO Box 646
Hobart TAS 7001; or
 - b) deliver to: Screen Tasmania
Level 4, 22 Elizabeth Street
Hobart TAS 7000
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