



GUIDELINES

AUDIENCE DEVELOPMENT PROGRAM

What can I apply for?

Audience Development Program: You can apply for support towards public screenings, festivals or tours that provide opportunities for audiences to see and experience quality screen content and innovative practice, for one off events or annual events in single or multiple venues.

Who can apply?

Funding for the Audience Development Program is generally open to the following:

- not for profit incorporated bodies
- co-operatives or trusts, local government authorities
- “for profit” organisations may be able to apply for a project. Applications will need to be discussed with Create NSW prior to making an application.

To be eligible for funding, organisations must be legally constituted. Applicants need to provide proof of their legal status.

A consortium or a group of organisations working collaboratively may make applications.

In this case, one eligible organisation must be nominated as the lead organisation. The Funding Agreement will be between Create NSW and the lead organisation.

Applications may be considered from non-NSW based organisations where the applicant can demonstrate that the project occurs in NSW or has significant benefit for NSW residents.

Ineligible types of organisations



Applications for the Audience Development Program will generally not be accepted from:

- individuals, partnerships or groups of individuals, and unincorporated organisations
- government departments and agencies, primary and secondary schools and TAFE Colleges
- previous Screen NSW or Arts NSW funding recipients who have not fulfilled the conditions of the funding and/or who are overdue in acquitting prior funding.

Ineligible types of activities

Funding for Audience Development will generally not be available for:

- publications or magazines about screen
- development or production of screen content
- travel
- marketing
- awards or competitions.

When can I apply?

Applications for funding open 1pm Tuesday 9 May and remain open for 6 weeks (closing midnight Tuesday 20 June), with funding payments made after July.

What is the funding term?

Applications for **Single Year** Audience Development Program funding cover activities occurring over a single financial year, for example 1 July 2017 – 30 June 2018.

Applications for **Multi Year** Audience Development Program funding cover activities occurring over multiple financial years, for example 1 July 2017 – 30 June 2019 (for 2 year funding), and 1 July 2017 – 30 June 2020 (for 3 year funding).

What is the funding range?

Applications should not be for less than \$2,000. Funding is generally not offered above \$10,000 for a **Single Year** project, however funding above that amount may be considered for a program of activities or in exceptional circumstances.

Funding for **Multi Year** funding is uncapped, however grants to the majority of organisations will be in the range of \$10,000 - \$30,000 per year. An organisation will need to demonstrate an outstanding track record and impact on the NSW screen sector to be considered for the upper amounts.


For more information contact Amelia, Josipa or Danielle on (02) 9995 0961 or by email to enquiries@screen.nsw.gov.au if you would like to discuss your proposed project.

Is a minimum contribution required?

Organisations applying for funding are expected to secure other sources of income or in-kind support wherever feasible. Income may be derived from sources such as sponsorships, grants or subsidies from other agencies, revenue from ticket sales, fund raising and other activities.

Funding Payments





For **Single Year** applications, funding will generally be paid in one lump sum per financial year funded upon receipt of a signed Funding Agreement. Create NSW will not enter into an agreement until all previous grants with Screen NSW or Arts NSW have been acquitted.

For **Multi Year** applications, funding will generally be paid in one lump sum per financial year funded upon receipt of a signed Funding Agreement for year one and specified times in subsequent years. Create NSW will not enter into agreements until all previous grants with Screen NSW or Arts NSW have been acquitted.

Assessment Criteria

All applications are assessed against a common set of five criteria.

1. Project merit

The application should provide:

- a clear outline and rationale for the project including evidence of the need for or demand for the project, intended audience and location/s
- information about the personnel who will deliver the project including details of their roles, relevant experience and key achievements
- details of the key activities, milestones and dates
- key result areas, indicators and targets for the project.

2. Engagement and Reach

The application should demonstrate that the project provides opportunities for participation in screen industry development for one or more of the following Priority Areas:

- people living and/or working in regional NSW
- people living and/or working in Western Sydney
- Aboriginal people
- people from culturally and linguistically diverse (CaLD) backgrounds
- people with disability
- young people.

3. Industry development and participation

The application should demonstrate well-developed strategies for engaging people in projects which provide opportunities to experience quality screen content.

Applications should include:

- evidence of the need or demand for the project and why it should be regarded as a priority for funding.
- strategies for engaging people in quality screen content and innovative practice, for example, workshops, networking opportunities, capacity building
- appropriate measures to assess the success of these strategies and to integrate knowledge gained into future programming.

The application should demonstrate how the project addresses one or more of the following criteria:



- build capacity of screen practitioners
- stimulates innovative screen industry practice in NSW
- improve industry capacity and sustainability.

4. Organisational Capacity

The application should include:

- comprehensive details of the organisation including Board or Committee, staff, governance arrangements
- evidence of the organisation's legal status (if not supplied previously)

Multi Year applications must also include:

- A business plan that demonstrates the viability of the organisation for the period of funding (2 or 3 years) including other sources of funding and the most recent annual report, including the most recent financial statement.
- Evidence of a significant positive track record of achievement and delivery of services for the screen industry in NSW. An example of a track record includes previous successful funding and acquittal through Screen NSW's Industry Development and/or Audience Development programs.

5. Budget

The budget should provide sufficient detail to demonstrate that it is cost effective, includes realistic income and expenditure targets, and makes adequate provision for insurance and other liabilities. Explanatory notes should be used where needed.

What happens if my application is successful?

You will be notified of your successful application by email.

What happens if my application is unsuccessful?

You will be notified of your unsuccessful application by email. We are happy to provide feedback on the assessment of your application.

Feedback, review and formal complaints procedures

If you would like to provide us with feedback, or believe you have cause for complaint, the details of our Feedback, Review and Formal Complaints Procedures are available [here](#).

Who should I contact about my application?

For more information about the Audience Development Program contact Amelia, Josipa or Danielle on (02) 8289 6418 or by email to enquiries@screen.nsw.gov.au if you would like to discuss your proposed project.