

## Program Eligibility

\* indicates a required field

### General Requirements

For requirements, please refer to both the [P&A Plus Guidelines](#) and [Terms of Trade](#).

**The application is to meet the following criteria. Please confirm: \***

- ☐ the applicant must meet the general eligibility requirements set out in Screen Australia's Terms of Trade; and
- ☐ the project is a Feature-length Australian film; and
- ☐ the application demonstrates proven expertise and/or experience relevant to the marketing and release of feature films; and
- ☐ support is not requested retrospectively; and
- ☐ the application has the endorsement and involvement of the film's distributor; or
- ☐ the application has the endorsement and involvement of the film's production company.

**Please also confirm the following criteria in relation to the applicant: \***

- ☐ The applicant is a recognised local distributor that has a contractual commitment to the film, and has already committed, or is planning to commit, a significant P&A investment in the film appropriate to the type of film and its perceived market potential; or
- ☐ The applicant has consulted with the P&A department and has been invited to apply for support for an alternative release or innovative marketing initiatives.

**Do the individual applicants, key creatives named in the application, applicant company or related parties have any outstanding debts or contractual obligations (eg, overdue delivery items or reports, debts under P+A loan agreements, or gross proceeds not paid as required) to Screen Australia or its predecessors? (AFC, FFC or Film Australia) \***

☐ Yes ☐ No

**Please provide details of outstanding debts or contractual obligations including the relevant agency (Screen Australia, AFC, FFC, Film Australia). \***

**Applicant Company Name \***

## Applicant Information

\* indicates a required field

**Applicant contact - this is the Company Principal responsible for this application, to whom all official correspondence will be sent. \***

First Name

Last Name

**Email \***

**Mobile \***

**Address \***

Address

  

Address Line 1, Suburb/Town, State/Province, and Postcode are required.

**Additional contact person if relevant**

First Name

Last Name

**Additional Contact Phone Number**

Must be an Australian phone number.

Include area code e.g. 02 9564 1234

**Additional Contact Primary Email**

Contracting Entity

**Contracting Information - Applicant Company Name \***

Organisation Name

**Role \***

**Applicant Company ABN \***

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

# P&A Plus

## Form Preview

| Information from the Australian Business Register |                                  |
|---|----------------------------------|
| ABN   |                                  |
| Entity name                                       |                                  |
| ABN status  |                                  |
| Entity type                                       |                                  |
| Goods & Services Tax (GST)                        |                                  |
| DGR Endorsed                                      |                                  |
| ATO Charity Type                                  | <a href="#">More information</a> |
| ACNC Registration                                 |                                  |
| Tax Concessions                                   |                                  |
| Main business location                            |                                  |

Must be an ABN.

### Address \*

Address

  

Address Line 1, Suburb/Town, State/Province, Postcode, and Country are required.

### Phone \*

Must be an Australian phone number.

### Email \*

Must be an email address.

### Distributor, if applicable

## Project Details

\* indicates a required field

### Project Title \*

### AKA Title(s)

**Primary Platform \***

**Total Amount Requested \***

\$

The amount provided by Screen Australia will be determined with regard to the estimate for the returns, the proposed use of the funds and the strategy for the entire release/campaign.

**Total P&A budget including proposed Screen Australia funds \***

\$

Must be a dollar amount.

**What is the project format? \***

**Duration (minutes) \***

**Style \***

- ☐ Animation
- ☐ Live action
- ☐ 3D

**Select which genre(s) best describe your project: \***

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Action adventure | <input type="checkbox"/> Romantic comedy | <input type="checkbox"/> Mystery                     |
| <input type="checkbox"/> Comedy           | <input type="checkbox"/> Thriller        | <input type="checkbox"/> Science fiction             |
| <input type="checkbox"/> Drama            | <input type="checkbox"/> Western         | <input type="checkbox"/> Family                      |
| <input type="checkbox"/> Horror           | <input type="checkbox"/> Crime           | <input type="checkbox"/> Other: <input type="text"/> |
| <input type="checkbox"/> Musical          |  |  |

**Select which genre(s) best describe your project: \***

- |  |  |
|--|--|
| <input type="checkbox"/> History and national identity   | <input type="checkbox"/> Art and culture             |
| <input type="checkbox"/> Science                         | <input type="checkbox"/> Religion and ethics         |
| <input type="checkbox"/> Natural history and environment | <input type="checkbox"/> Other: <input type="text"/> |
| <input type="checkbox"/> Social contemporary             |  |

**What are the primary areas of focus for this project/program?**

No more than 5 choices may be selected.

You can select items from any area of the list – all have equal value. Only select sub-categories if you want to be more specific. In this question we want to know about the field of work (e.g. arts, sport, health), rather than the types of people it will affect (e.g. young people, refugees)

### Logline Synopsis \*

Must be between 2 and 50 words.

### One-paragraph Synopsis \*

Word count:

Must be between 40 and 120 words.

**Please provide a brief profile of the Applicant Company (and any other parties directly involved in the proposal), highlighting experience relevant to this project.**

Word count:

Must be between 50 and 300 words.

### Key Creatives

| Key Creative Name    | Role                 | Gender               | Key Creative identify as Indigenous? |
|----------------------|----------------------|----------------------|--------------------------------------|
| <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/>                 |

### Key Cast

| Name                 | Character            |
|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> |

### Project Screener

Please provide a download enabled screener of the project either as a link in the grid below or on USB or DVD.

**Online links must be download enabled for Screen Australia record keeping purposes. Format requirements: MP4 or WMV file, H.264, resolution 720p; files must be less than 200MB. If you need assistance in reducing filesize, click [here](#) for instructions on compressing your video file.**

| Name/Description | Online screening link | Password if required |
|------------------|-----------------------|----------------------|
|                  |                       |                      |

## Release Details and Revenue Projections

\* indicates a required field

Please provide top line revenue estimates to illustrate the scale of the release across each of the project's anticipated platforms.

**Please select: \***

- ☐ Theatrical
- ☐ Home entertainment
- ☐ Broadcast
- ☐ Other release

### Theatrical release

Without Screen Australia's support, please indicate the current release date, screen count and Box Office projection.

| Release Date | Screen Count | Box Office projection    |
|--------------|--------------|--------------------------|
|              |              | \$                       |
|              |              | Must be a dollar amount. |

### Theatrical release with Screen Australia support

If successful, how will the funding enhance the Screen Count and Box Office projection.

| Release Date | Screen Count | Box Office projection    |
|--------------|--------------|--------------------------|
|              |              | \$                       |
|              |              | Must be a dollar amount. |

### Home entertainment release

Please indicate the release date and revenue projection e.g. DVD, digital.

| Release Date | Release type | Revenue projection       |
|--------------|--------------|--------------------------|
|              |              | \$                       |
|              |              | Must be a dollar amount. |

### Broadcast release

Please indicate the release date and revenue projection e.g. FTA, Pay, SVOD.

| Release Date | Release Type | Revenue projection       |
|--------------|--------------|--------------------------|
|              |              | \$                       |
|              |              | Must be a dollar amount. |

## Other

Please indicate other project revenue e.g. Non-theatrical, Airline, Cinema on Demand revenue.

| Release Date | Release type/ details | Revenue projection       |
|--------------|-----------------------|--------------------------|
|              |                       | \$                       |
|              |                       | Must be a dollar amount. |

## Target audience and distribution strategy summary

**Primary audience age range (years): \***

e.g. 8 - 14

**Primary audience gender: \***

☐ Skewed towards female    ☐ Skewed towards male    ☐ Gender neutral

**Secondary audience age range (years): \***

e.g. 8 - 14

**Secondary audience gender: \***

☐ Skewed towards female    ☐ Skewed towards male    ☐ Gender neutral

**Please provide a positioning statement for the project. \***

Word count:

Must be between 5 and 200 words.

**Summarise the project's target audience/s, and the key elements of your strategy for reaching them. \***

Word count:

Must be between 40 and 500 words.

For more information refer to the Program Guidelines.

## Proposal - Use of Screen Australia Funds

**Articulate how Screen Australia funds will be spent and the impact of this additional expenditure on the release outcomes for the project. Outline what your current funding amount achieves and the significance of the additional Screen Australian funding. \***

Word count:

Must be between 40 and 500 words.

## Budget

To illustrate how Screen Australia's funds will enhance the budget, please complete the top-line totals for each relevant category below.

This may not total the complete P&A budget, and you will be required to upload a complete budget in the Submission Materials page.

| Item           | Screen Australia Ask (\$) | Other Contribution (\$)  |
|----------------|---------------------------|--------------------------|
| Print/Delivery | \$                        | \$                       |
|                | Must be a dollar amount.  | Must be a dollar amount. |

| Item              | Screen Australia Ask (\$) | Other Contribution (\$)  |
|-------------------|---------------------------|--------------------------|
| Media/Advertising | \$                        | \$                       |
|                   | Must be a dollar amount.  | Must be a dollar amount. |

| Item                 | Screen Australia Ask (\$) | Other Contribution (\$)  |
|----------------------|---------------------------|--------------------------|
| Publicity/Promotions | \$                        | \$                       |
|                      | Must be a dollar amount.  | Must be a dollar amount. |

## Other

Please list other significant top-line expenses.

| Item | Screen Australia Ask (\$) | Other Contribution (\$)  |
|------|---------------------------|--------------------------|
|      | \$                        | \$                       |
|      | Must be a dollar amount.  | Must be a dollar amount. |

Screen Australia Ask Total

\$

This number/amount is calculated.

## Submission Materials

\* indicates a required field



You will need to provide the supporting materials listed below in order to finalise and submit your application. For more information on what should be included for each document, please refer to the [P&A Guidelines](#).

Files can be added using the 'Choose Files' button.

Please ensure every attachment uploaded is named according to the filename instructions given. If you are uploading multiple files for one question, please number them to indicate sequence.

Please only upload information that relates to the question being asked; do not combine materials into one document. ZIP files are not accepted. Maximum file size 25MB.

**A full marketing/release plan, including details and documentation of any other marketing funding secured and/or applied for. \***

Attach a file:

Filename: Marketing Plan - [Project Title].doc, .docx or .pdf

**A complete budget for the proposed release. Screen Australia reserves the right to approve amendments to this budget as a condition of the provision of funds. \***

Attach a file:

Filename: Budget - [Project Title].xls, .xlsx or .pdf

**A statement from the distributor endorsing the application for the funds. \***

Attach a file:

Filename: Distributor Statement - [Project Title].doc, .docx or .pdf

**A statement from the production company endorsing the application for the funds. \***

Attach a file:

Filename: Production Company Statement - [Project Title].doc, .docx or .pdf

**Full details of any marketing and distribution arrangements such as sub-distribution arrangements or marketing contributions from other parties. Screen Australia may request copies of all agreements. \***

Attach a file:

Filename: Distribution - [Document Type] - [Project Title].doc, .docx or .pdf. If uploading multiple files, please number each.

**If the applicant has been invited to apply, a copy of the invitation email. \***

Attach a file:

Filename: Producer Statement - [Project Title].doc, .docx or .pdf

**Examples of any publicity or promotional material produced to date**

Attach a file:

Filename: Material - [Material Type] - [Project Title].doc, .docx or .pdf. If uploading multiple files, please number each.

If you have not already provided it in the Project Screener question, you will need to send 2 copies of the complete project on DVD or USB. Please include your application number as a reference. This must be received within 5 business days after receipt of the online application.

**Project Screener \***

- ☐ I have provided an online link to the project.
- ☐ I am sending the complete project by post.

**Your application files - It is essential your files are named in the prescribed manner for successful ingestion to our automated systems. Please tick to confirm: \***

- ☐ every file uploaded is named according to the filename instructions given.
- ☐ if multiple files have been uploaded for one question, they are numbered to indicate sequence.
- ☐ uploaded files are the specified format and no ZIP files are included.