

# Enterprise People: Guidelines

Issued 8 December 2022

The Enterprise Program consists of two programs: Business and People, and two streams within the programs: Generate and Premium.

The Enterprise People Program in 2022-2023 will focus support on content creation (above the line) roles by funding \$75,000 toward **new placement** or **program of engagement proposals** from individual applicants who work in areas of content development, output and creation.

The Enterprise Program in 2022-2023 is a Content focused strategy and applications will be accepted from Business or People applicants who work in the following areas of Content:

- First Nations
- Online
- Documentary
- Scripted

The Enterprise program is a comprehensive strategy of support for sector to leverage opportunity for people to scaffold toward success and work toward sustainability and growth in their career.

## WHY

The aims of Enterprise People are to:

- Support individual practitioners with potential for significant career trajectory to take advantage of a career defining domestic or international career development opportunity, and build toward a sustainable creative screen career.
- Share information and experience between industry participants to build connection, capacity and reach and to support and promote the development of screen culture and screen skills.
- Promote and support the business opportunities and commercial benefits of equity, diversity and inclusion in the Australian screen industry.

## WHAT

Enterprise People will support **new placement** or **program of engagement proposals** from individual applicants who work in areas of content development, output and creation. Placements can be either full-time or part-time on a pro rata basis.

Enterprise People will consist of two funding streams:

- **Generate** - for early career individuals in a domestic Australian context; and
- **Premium** - for mid and established career individuals in an international context.

In the application form, applicants are required to list all relevant and applicable credits that meet eligibility requirements to apply to the program.

Successfully funded applicants will be provided with direct funding of:

- \$75,000 for one (1) year for a **Generate domestic career placement** (applicant identified and secured);
- \$75,000 for up to six (6) months for a **Premium international career placement** (applicant identified and secured);
- \$75,000 for up to six (6) months for a **Premium international career placement** (Screen Australia identified and secured); **or**
- \$75,000 for up to six (6) months for a **Premium international program of engagement**, which is not one singular sustained placement but a series of professional development opportunities (applicant identified and secured).

In addition to direct funding as listed above, successful applicants will also be provided with:

- An individual creative Mentor and career Mentor (paid for and provided by Screen Australia in negotiation with the successful applicant);
- Access to Carer Cost support (to a maximum of \$3,000) as required; and
- A program of learning and engagement modules to assist in creative, career and business knowledge and strategy.

Please note: Successful applicants of an international People placement or program of engagement will be responsible for required visa applications and acknowledge that Screen Australia is unable to assist in this process.

## WHO

- Applicants must be an Australian citizen or resident. You will need to read our [Terms of Trade](#) to ensure you are eligible for Screen Australia funding.
- Your primary practice is working in/on scripted or documentary content for domestic and/or international markets and your sector engagement is one or more of the following: **Scripted, First Nations, Documentary** (Feature, Online, TV/Episodic).
- Applicants for the **Generate** stream must have some industry experience in above the line roles on commissioned short-form produced work that has achieved some critical or commercial traction. Short-form produced work is scripted or documentary work that sits within Screen Australia's Terms of Trade, and is produced for the platforms of feature, television, and online. The applicant may have credit on lower-budget television, feature or online produced work. Generally, the applicant will be in the first ten (10) years of their practice in the industry in roles similar to which they are seeking support for through this program.
- Applicants for the **Premium** stream must have a strong track record or are highly accomplished across multiple long-form produced work, some of which may be higher-budget, and have achieved critical and/or commercial success and significant audience reach. Long-form produced work is scripted or documentary work that sits within Screen Australia's Terms of Trade, and is produced for the platforms of feature, television, and online. Generally, the applicant will be beyond ten (10) years of their practice in the industry in roles similar to which they are seeking support for through this program.
- Both Generate and Premium applicants must have reportable credits in the genre or platform for which they are seeking support.

Screen Australia recognises the barriers that face underrepresented communities in securing professional pathways into the screen sector. The Generate stream (only) will consider applicants from underrepresented communities who do not have formal industry experience or reportable credits as outlined above, but who can evidence the relevant skills, potential and experience in other relevant content creation fields.

Under-represented people are encouraged to apply. For the purposes of this program, Under-represented applicants may include; Aboriginal and Torres Strait Islander peoples; people who are from culturally and linguistically diverse backgrounds; people who are Deaf, hard of hearing or with disability; people who are female or gender diverse; people who identify as LGBTQIA+; people located in regional and remote areas; and, any other under-represented community that is brought to our attention.

## HOW

Applications for Enterprise People (Generate and Premium) consist of attendance at the pre-application webinar on 14 December, 2023 4pm AEST (or viewing of the recorded webinar which will be made available on this webpage following the webinar), followed by one competitive application stage.

Applications open 9 February, 2023, and close 5pm AEST Thursday 11 May, 2023, and can be made through the Screen Australia [application portal](#) with the following materials:

- a fully completed application form
- a [Career Planning document](#)
- a [Goal, Activity, Outcome Plan for up to seven \(7\) goals](#)
- a maximum four-minute video pitch (download-enabled)
- applicant CV with a list of reportable credits and/or equivalent if applying from non-screen sector template included in the application form
- a preferred list of creative Mentors and career Mentors
- a letter of support and intent from the host company or companies (as applicable).

Personal information collected from your application or interview will be handled in accordance with Screen Australia's [Privacy Policy](#). By submitting your information, including any personal information, you will be agreeing to Screen Australia's collection and handling of your personal information.

With the exception of the Premium International career placement that Screen Australia identifies and secures, all People placements must be secured with a letter of support and intent from the host company(ies) by the applicant by the time of application. Screen Australia is not in a position to broker, negotiate or secure placements.

## Application and assessment process

Applicants are to attend the **pre-application Webinar** or view the recorded link.

Applicants will self-select on the application form if they are to be assessed as a **Generate** or **Premium** applicant.

Applicants will self-select on the application form if they are an applicant for:

1. A **Generate domestic career placement** (identified and secured by the applicant).

2. A **Premium international career placement** (identified and secured by the applicant).
3. A **Premium international career placement** (identified and secured by Screen Australia).
4. A **Premium international program of engagement** (identified and secured by the applicant).

Eligible Premium applicants can self-select to be considered for placements 2 and 3 above simultaneously at time of application. - Any applicants applying for item 4 above (a program of engagement) may not apply for any other type of placement.

Applicants will self-select their primary content output on the application and if they are to be assessed primarily or in any combination in the areas of: First Nations, Scripted, Documentary, and Online. Career placements and programs of engagement will also offer a part-time option to be paid pro rata, in order to support people who may be carers, returning to workforce, require support for participation, or have other responsibilities. If the above does not apply to applicants, the expectation is that the Placement or Program of Activity will occur within the twelve (12) or six (6) month timeframe for domestic and international activity respectively.

All applications will be assessed by a mix of Screen Australia executives and external industry specialists as required.

#### The **assessment criteria**:

- Why is the applicant at a stage of their career in terms of experience and success to be able to take advantage of the career placement or engagement opportunity?
- How does the proposal provide a convincing template for career development, experience, growth and, for local placements, potential ongoing employment?
- How does the proposal provide a convincing template for career development, experience, growth and, for international placements or program, potential ongoing capacity and return to Australian career trajectory?
- Does the placement company or companies demonstrate the kind of culture and capacity that will provide an effective professional development opportunity?
- How will the proposal contribute to the business opportunities and commercial benefits of equity, diversity and inclusion in the Australian screen industry more broadly?

Applicants may be asked to attend an interview as part of the assessment process.

Recommendations will be made to an internal committee comprised of the Screen Australia CEO, COO and Head of Content. Final decisions will be made through this committee.

### **Applicants will be advised of the outcome in writing by 26 June, 2023.**

We aim to make the application and assessment processes as transparent as possible, but given the volume of applications we receive, we do not have the resources to provide feedback on each proposal.

## **Terms of Funding**

If you are successful, you will need to enter into a Screen Australia grant agreement with specific non-negotiable core conditions.

Funding will be in the form of a non-recoupable grant.

Drawdowns:

- For successfully funded People: 60% on signing, 35% on receipt of a mid-term narrative and cost report; 5% on receipt of final narrative report and cost report.

Reporting Obligations:

- For successfully funded people, it will be a requirement of the funding agreement to maintain and report at regular annual intervals for a period of 3 (three) years after completion of the funded activity.

Any personal information collected from Reporting Obligations will be handled in accordance with Screen Australia's [Privacy Policy](#).

See the [FAQs](#) or further information.

In addition to these guidelines and the application form (available 9/2/2023), the pre-application Webinar is the primary source for information on Enterprise People.

**If, after reviewing these guidelines and application form, the FAQs, and attendance or viewing of the pre-application Webinar, you have questions, please contact Program Operations on 1800 507 901 or via email [enterprise@screenaustralia.gov.au](mailto:enterprise@screenaustralia.gov.au). Please note that we are unable to provide creative advice or suggestions to strengthen your application.**