

# Enterprise Business 2023-2024 Stage 1

## Form Preview

### Applications are now open for Enterprise Business

\* indicates a required field

#### Personal Information

By selecting 'Confirm' below, you confirm that:

- you have read, understood and voluntarily agree to the collection and use of your personal information as described in Screen Australia's privacy notice (available on our website [here](#)) (**Privacy Notice**); and
- you have informed all individuals whose personal information is to be included in the application form or supporting materials of the matters set out in the Privacy Notice, provided them with a copy (as linked [here](#)) and obtained their consent to disclose the relevant personal information to Screen Australia.

#### Privacy Notice \*

Confirm

#### General Requirements

Before you begin:

- Applicants must provide accurate information to Screen Australia at all times. A person or company that makes a false or misleading statement to Screen Australia in an application may face criminal or civil liability including liability for an offence under the Criminal Code Act 1995. In addition, if funding awarded by Screen Australia was obtained by fraud or serious misrepresentation, Screen Australia can revoke its funding.
- It is important that you read our [Terms of Trade](#), the [Enterprise Business Guidelines](#) and the [Enterprise FAQs](#) to ensure your project is eligible for Screen Australia Funding and to help you deliver the strongest application possible.
- For help completing this application, refer to the [Help Guide for Applicants](#) or [Applicant Frequently Asked Questions \(FAQs\)](#)
- For queries about the guidelines, deadlines, or questions in the form, please contact us on 1800 507 901 during business hours or email [enterprise@screenaustralia.gov.au](mailto:enterprise@screenaustralia.gov.au) and quote your application number

The Business program has been established to support content creation companies. Applications for this round of Enterprise Business will be accepted from Business applicants that 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 businesses to scaffold toward success and work toward sustainability and growth.

**An applicant company is to meet the following criteria. Please confirm: \***

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- The applicant company is an Australian entity and meets all of the general eligibility requirements in Screen Australia's Terms of Trade
- The applicant company's primary purpose is the development and production of narrative or factual content for domestic and/or international markets
- The applicant company's output is one or more of the following: Scripted, First Nations, Online (Feature, TV/Episodic) and Documentary (OneOff/Feature, Online, Episodic)\*\*
- The applicant company has reportable credits in the platforms and genres for which they are seeking support.

\*\*for more information, see ['What We Do'](#)

### **For the purposes of the Enterprise Business Fund:**

**A Generate Company** is defined as: the applicant company has limited or some industry experience on commissioned or self-released work that is critically recognised short-form or lower-budget long-form produced work. Generally the applicant company may be in the first five (5) years of operation their practice in the industry.

**A Premium Company** is defined as: the applicant company has a strong track record or is highly accomplished across multiple longer form productions, some of which may be higher-budget and have achieved critical and/or commercial success and significant audience reach. Generally the applicant company will likely be beyond five (5) years of operation in the industry.

### **Please select the funding stream that matches your company profile \***

- Generate
- Premium

### **Please also confirm that the applicant company: \***

- has some industry experience on commissioned or self-released work that has achieved some critical or commercial traction in short-form or lower-budget long-form produced work
- is in the first five (5) years of operation in the industry.
- where the applicant company and its principals are from an under-represented community or communities\*\*, the applicant company may not hold reportable credits in screen, but has evidence of the relevant skills, potential and experience in other relevant content creation fields

\*\*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 (CALD); people from the Deaf/Disabled and/or Neurodivergent (DDN) communities; women, non-binary 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.

### **Please also confirm that the applicant company: \***

- has a strong track record or is highly accomplished across multiple longer form productions, some of which may be higher-budget and have achieved critical and/or commercial success and significant audience reach
- is beyond five (5) years of operation in the industry.

### **Have you received Enterprise funding before? \***

- Yes
- No

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**Outline the details of the previous funding, including when you received it and the outcomes of the funding. \***

Word count:

Must be between 5 and 100 words.

**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 Information

\* indicates a required field

### Company/Business Entity

Applicants may apply as any Australian entity (sole trader, company, not-for-profit, etc.) However, we will not be able to contract with a Trust.

**Company/Business Entity Name \***

**Key contact for this application. \***

First Name

Last Name

**Email \***

**Mobile \***

**Address \***

Address

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Address Line 1, Suburb/Town, State/Province, Postcode, and Country are required.  
Must be a street address.

## **Contracting Information - Applicant Company, Sole Trader or Not-for-Profit name \*** Organisation Name

## **ABN - You must have an ABN for this application. This can be a sole trader or a company in accordance with our Terms of Trade. \***

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

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	

## **Applicant Company, Sole Trader or Not-for-Profit Address \*** Address

  

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

**Provide a company bio that includes your entity's history and track record (critical acclaim and/or commercial success) as well as the entity's current capacity and potential. If applying as a new entity, outline the track record (critical acclaim and/or commercial success) of the individuals in the team. \***

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Word count:

Must be between 50 and 500 words.

### Additional contact person if relevant

First Name

Last Name

### Additional Contact Primary Phone Number

Must be an Australian phone number.

### Additional Contact Primary Email

Must be an email address.

## Proposal Details

\* indicates a required field

### Proposal Title - a short name we can use to refer to your proposal. \*

Please enter the proposal title in the format "[Company Name] - Enterprise [Generate/Premium]"

### Primary Content Output (tick all that apply) \*

- First Nations
- Scripted
- Documentary
- Online

### Amount Requested \*

\$200,000

## Pitch

For the applicant company applying for Enterprise Business, you will need to provide a pitch (maximum 4 minutes) that outlines your company's vision, values and mission and

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how these relate to what your company is, what you do, how you do it and why you are passionate about it.

**Video pitches can be up to 4 minutes. They 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	Video Pitch link	Password if required
Video Pitch		

## First Nations Content

Screen Australia supports the telling of First Nations stories by First Nations creatives and storytellers. Where this is not the case we expect meaningful collaboration with the First Nations communities whose stories they are.

Whenever there is First Nations content and/or First Nations community participation in the project or when there are First Nations members of the team who do not have the authority to speak for the people or place being represented in the story you will need to follow the checklists from [Pathways & Protocols: a film maker's guide to working with Indigenous people, culture and concepts](#) which includes a statement on how you are approaching the First Nations content, (even if you believe the content is not specific to a community or individual), evidence of your collaboration to date and where relevant, signed letters of consent confirming community and/or individual's willingness to participate.

**Does your business have First Nations people in its principals or staff? \***

- Principal(s)
- Staff
- None of the above

**Does your content have First Nations content, themes, ICIP? \***

- Projects
- Content
- ICIP
- None of the above

**If your Enterprise Business application contains projects with First Nations content, and your business has no First Nations principal(s) or staff outline how you plan to engage or collaborate with First Nations creative or producing talent?**

\*

## Business Strategic Plan

\* indicates a required field

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Please use the [Business Strategic Plan Template](#) to create your plan before filling in the form.

### 1.0 Overview

**1.1 Executive Summary - Synopsis of business plan. Usually written last after the whole plan has been created. Summarises key points for the reader. \***

Word count:

Must be no more than 400 words.

### 2.0 Business Description

**2.1 Business History - Outline of the business's operations to date - how it started, what it has achieved, key milestones in the journey so far. \***

Word count:

Must be no more than 200 words.

**2.2 Principals' Experience - Bios of business principals detailing their experience and achievements. \***

Word count:

Must be no more than 200 words.

**2.3 Vision - What is the meaning and purpose of the business? Why do you do what you do? What do you want to achieve in the long term? \***

Word count:

Must be no more than 200 words.

### 3.0 Market Analysis and Strategies

**3.1 Industry Business Environment - Analysis of the broader industry - not focusing on the specifics of the business but describing trends in the operating environment that need to be taken into consideration when thinking about the strategic direction you are heading. May use a PEST / PESTLE analysis as a framework to help inform this (Political, Economic, Sociocultural, Technological, Legal and Environmental). \***

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Word count:  
Must be no more than 300 words.

**3.2 Immediate Business Environment - Analysis of the business itself and how it engages with the marketplace. Competitive analysis and SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis may be useful frameworks to help inform this. \***

Word count:  
Must be no more than 300 words.

## 4.0 Core Business Proposition

**4.1 USPs** What is your Unique Sales Proposition? What differentiates your business from other businesses?

### 4.2 Primary Activities

**4.2.1 Product / Service Overview** What do you do?

**4.2.2 Typical Activities** What does your business need to do to deliver your product or service?

**4.2.3 Measurement Metrics** What are the metrics associated with your products and services? For example – what is a target margin range for a project? If you are delivering a service, what are the input costs and margins to deliver the service?

**4.2.4 Revenue** What are the typical revenues associated with your products or services? This may be a range if you have a number of associated products and services, but provide an indication on the size and scale of your activities.

**4.2.5 Targets** What are your output targets? How many of what product and/or service do you anticipate you will sell in a given period?

**[NOTE: Please use the Add More button to duplicate Section 4 for any other significant business activities that need to be described separately]**

**Please provide your core business proposition \***

Word count:  
Must be no more than 1000 words.

## 5.0 Slate



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**5.1 Current Work** What projects are you currently involved in? What are their budgets and expected returns to your business? When do you expect to deliver these projects?

**5.2 Development Slate** What projects are currently on your development slate? What is the common thread between your projects? How does this relate to your market analysis?

**5.3 Collaborators** Are there any key individuals or organisations that you regularly collaborate with that should be identified?

### Please provide your slate details \*

Word count:

Must be no more than 500 words.

## Development Slate

Provide the below details for 3-5 project on the company's current development slate.

**Project Title \***

**Current Stage \***

e.g. Draft #, Treatment, Outline

**Logline / short synopsis \***

**Anticipated Project Cost \***

Must be a dollar amount.

**Genre(s) \***

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

**Percentage Financed to Date \***

Must be a number.

**Primary Platform \***

**List Names/Roles of Key Creatives and Cast \***

**Project Title \***

**Current Stage \***

e.g. Draft #, Treatment, Outline

**Logline / short synopsis \***

**Anticipated Project Cost \***

Must be a dollar amount.

**Genre(s) \***

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

**Percentage Financed to Date \***

Must be a number.

**Primary Platform \***

**List Names/Roles of Key Creatives and Cast \***

# Enterprise Business 2023-2024 Stage 1 Form Preview

**Project Title \***

**Current Stage \***

e.g. Draft #, Treatment, Outline

**Logline / short synopsis \***

**Anticipated Project Cost \***

Must be a dollar amount.

**Genre(s) \***

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

**Percentage Financed to Date \***

Must be a number.

**Primary Platform \***

**List Names/Roles of Key Creatives and Cast \***

## 6.0 Marketing and Sales Activities

**6.1 Target Audience** Who do you need to market and sell to – as a business and/or for your projects?

**6.2 Marketing Channels** What marketing channels do you use to reach your audiences for projects, or industry players for your business?

**6.3 Sales Strategy** What activities do you undertake to sell and commercialise your products and services?

**Please provide details of marketing and sales activities \***

Word count:

Must be no more than 500 words.

## 7.0 Resources and Support

**7.1 Key Staff** Bios of key staff.

**7.2 Facilities and Equipment** Details of any tangible assets or equipment critical to business operations or which make business more efficient or commercially viable.

**7.3 Key Strategic Relationships** Details of any key strategic relationships that enable the business to deliver or commercialise its goods and services.

**Please provide details of resources and support \***

Word count:

Must be no more than 500 words.

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### 8.0 Financial Data

Your financial data must be provided using the [Enterprise Financial Model Template](#).

#### **Financial Data \***

Attach a file:

Filename: Financial Data - [Proposal Title].xlsx

#### **Any explanatory notes to the financial data supplied in the Finance Template.**

Word count:

Must be no more than 300 words.

## Business Case Proposal

\* indicates a required field

Please use the [Business Case Proposal Template](#) to create your plan before filling in the form.

### **1. Outline of Preliminary Proposal**

What activities are you applying to do as part of the Enterprise Business Program? A key focus may include:

- International Strategy;
- Slate Diversity & Expansion;
- Slate, Creative Skill & Calibre;
- Financing & Partnership;
- Company Structure & Business

#### **Outline of Preliminary Proposal \***

Word count:

Must be no more than 800 words.

### **2. Rationale**

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How does the proposal relate to and flow from your existing business activities and the Business Strategic Plan you are submitting?

## Rationale \*

Word count:

Must be no more than 400 words.

Describe the specific issue or need you want to address (200 words recommended)

## 3. Use of Funds

How are you planning on deploying funds to realise this Business Case Proposal?

### Use of Funds

Word count:

Must be no more than 250 words.

## 4. Outcomes

What outcomes are you anticipating you will achieve from undertaking this proposal?

Goal	Activity	KPI	Timeline
Outline of the goal you aim to achieve Must be no more than 400 words.	Detailed description of the activities you anticipate you will undertake to help achieve your goal	Measurable outcomes or activities that you will seek to complete	Timeframe within which you anticipate completing your goal

## 5. Equity and Inclusion

How does the proposal benefit from and contribute to equity and inclusion?

### Equity and Inclusion \*

Word count:

Must be no more than 250 words.

## 6. Industry Benefits

What benefits does the proposal provide to the industry?

### Industry Benefits \*

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Word count:  
Must be no more than 250 words.

### 7. Sustainability

How is the proposal going to be sustainable or contribute to sustainability beyond initial funding?

#### Sustainability \*

Word count:  
Must be no more than 250 words.

## Budget

Please provide a budget summary for this stage including the Screen Australia ask amount. Do not include GST.

In the **Notes column**, specify cash or in-kind and source of other contribution.

Enter \$0 if the column does not apply to that particular line item.

Budget Item	Screen Australia Ask (\$)	Other Funding (\$)	Notes
	\$	\$	
	Must be a dollar amount.	Must be a dollar amount.	

Your Screen Australia Ask Total must be \$200,000.

Screen Australia Ask Total

\$

Other Funding Total

\$

## Submission Materials

\* indicates a required field

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

Please ensure:

- Every file uploaded is named according to the filename instructions given
- Only upload information that relates to the question being asked.

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- If multiple files are uploaded for one question, please number to indicate sequence
- Uploaded files are in the specified format and **no ZIP files are included**
- Maximum file size is 25MB
- **Online Video links must be download enabled** for record keeping purposes
- **Videos must be less than 200MB**

For more information on submission materials, refer to the [Program Guidelines](#). Please note: If you have supplied more than the requirement, we will only read/watch up to the maximum page/duration limit.

### **Please provide an ASIC or ABN statement or search document showing who the principals of the company are \***

Attach a file:

Filename: [ASIC/ABN] Statement - [Proposal Title].pdf

### **CVs of all principals of the Business \***

Attach a file:

Filename: CV - [Individual Name] - [Proposal Title].doc, .docx or .pdf

### **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 in the specified format and no ZIP files are included
- Uploaded files are no more 25MB
- Online Video links are download-enabled for record keeping purposes
- Videos are less than 200MB

## Diversity Information

\* indicates a required field

Please note this section doesn't form part of your application and is not assessed unless otherwise stated in your funding program's guidelines. If you do not wish to provide this information click 'prefer not to disclose'.

Please be advised Screen Australia Staff may use this information for the purposes of preparing and publishing aggregated research and reporting. For more information, please refer to [Screen Australia's Seeing Ourselves report](#). All personal information will be handled in accordance with our [Privacy Policy](#).

Please complete for **all** business principals.

If you are completing this section for someone else, please ensure you have their permission or alternatively request the individual to fill in this section.

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Please select the principal's role \*

Is the principal from a culturally or linguistically diverse background? \*

Please select the principal's cultural background/ethnicity:

Please select the principal's first language (as a child). If Indigenous, go to the next question.

If first language is an Indigenous language, please select from AIATSIS Austlang Database:

Please select the principal's role \*

Is the principal from a culturally or linguistically diverse background? \*

Please select the principal's cultural background/ethnicity:

Please select the principal's first language (as a child). If Indigenous, go to the next question.

If first language is an Indigenous language, please select from AIATSIS Austlang Database:

Does the principal have a disability? \*

Does the principal identify as LGBTQI+? \*

'LGBTQI+' refer to lesbian, gay, bisexual, transgender/gender diverse, queer and intersex - the '+' recognises that LGBTQI doesn't include a range of other terms that people identify with, or use to describe themselves. We acknowledge that one acronym or description may be not able to fully capture the diversity of gender identities, sexual orientations and bodily diversity in our community, and that language is constantly evolving. Our intention is to be as succinct as we can, but inclusive of all.

Does the principal have a disability? \*

Does the principal identify as LGBTQI+? \*

'LGBTQI+' refer to lesbian, gay, bisexual, transgender/gender diverse, queer and intersex - the '+' recognises that LGBTQI doesn't include a range of other terms that people identify with, or use to describe themselves. We acknowledge that one acronym or description may be not able to fully capture the diversity of gender identities, sexual orientations and bodily diversity in our community, and that language is constantly evolving. Our intention is to be as succinct as we can, but inclusive of all.