

# FESTIVAL AND DISTRIBUTION SUPPORT GUIDELINES 2008

The AFC offers two tiers of marketing support:

- **Festival Support** to projects that have been accepted into key international festivals and are required to produce specific marketing and/or screening materials.
- **Distribution Support** to completed projects that have been substantially produced without the support or involvement of a sales agent or distributor and require marketing and/or screening materials to exploit a specific commercial opportunity.

Applications should be discussed in the first instance with the Information Officer, Marketing Branch (see AFC Contact Details on page 9).

NB: Funding is not recouped by the AFC but the applicant will be required to provide a written report detailing outcomes of the funding.

## AMOUNT

The AFC will determine the amount that it will contribute, considering the needs of the project and/or the requirements of the festival/distribution opportunity, up to a maximum of \$20,000 or up to \$50,000 for feature film 35mm blow-ups.

Total notional annual allocation: \$180,000

## DEADLINES

These programs are not assessed in rounds and do not have deadlines. Applications are accepted at any time but cannot be given retrospectively.

## TURNAROUND

Approximately 4 weeks

## ***Festival Support***

### **FUNDING IS FOR**

Marketing materials such as print/dubs, audio enhancements, publicity materials, dubbing/subtitling, release scripts, and other costs associated with festival marketing including, where appropriate, publicist fees and international advertising.

### **ELIGIBILITY**

All applicants and projects must meet the general eligibility criteria on page 6, in addition to the following specific eligibility requirements:

- Festival Support is available to the producer(s) of completed feature films, short features, short films, documentaries, animation and cross-platform digital media projects that have been accepted into a key international festival (listed on page 4). Written confirmation of festival acceptance must be provided.
- Festival support is only available for the world/international premiere festival screenings.
- Applications for blow-ups to 35mm/formats for superior digital cinema standard will only be accepted if the film is accepted into competition in the festival and the screening venue does not screen digital media.

**NB:** Preference will be given to projects selected to screen in key programming strands (with a preference for Competition strands) at the international festivals listed on page 4.

### **ASSESSMENT CRITERIA**

When assessing applications for this program, the AFC uses the following weighted criteria:

1. The long-term opportunities for the filmmakers that might arise as a result of the screening of the film at a particular festival (45%).
2. The necessity of creating the requested materials in regards to festival requirements and/or to assist in promoting the film screenings (45%).
3. The significance to the Australian industry of screening the film (10%).

## ***Distribution Support***

Distribution Support is for a commercial opportunity such as a theatrical release (see definition on page 5) or DVD campaign for which additional funding is required to exploit this opportunity. It is primarily aimed at independently financed projects that have attracted the interest of a distributor and exhibitors/DVD outlets upon completion.

### **FUNDING IS FOR**

Marketing materials such as a trailer, prints/dubs, audio enhancements, publicity materials, web campaigns, dubbing/subtitling, legal and other costs associated with a theatrical release or DVD release campaign.

### **ELIGIBILITY**

All applicants and projects must meet the general eligibility criteria on page 6, in addition to the following specific eligibility requirements:

- Distribution Support is available to the producer(s) of completed feature films, short features, short films, documentaries and animation projects that have been substantially produced without the support or involvement of a sales agent or distributor and require marketing and/or screening materials to exploit a specific commercial opportunity.
- Distribution Support must be sought within two years of the film's completion.
- It is expected that the commercial opportunity specific to the project will have the support of a local distributor and at least three exhibitors (or equivalent for a DVD campaign). Written confirmation of support from these companies must be provided in the application. Projects seeking support for a theatrical release must also comply with the definition listed on page 5.
- Applications for blow-ups to 35mm/formats for superior digital cinema standard will only be accepted if the film is accepted into competition in the festival and the screening venue does not screen digital media.

### **ASSESSMENT CRITERIA**

When assessing applications for this program, the AFC uses the following weighted criteria:

1. The long-term opportunities for the filmmakers that might arise as a result of theatrical release or successful DVD campaign (30%).
2. The necessity of creating the requested materials in regards to the release/DVD requirements (25%).
3. The support demonstrated by distribution and exhibition outlets for the commercial opportunity (20%).
4. The marketing strategy to be implemented and anticipated expectations of the commercial opportunity (15%).
5. The significance to the Australian industry of screening/releasing the film (10%).

## ***Specific Budgeting Information for Festival Support and Distribution Support Applications***

- Administrative costs may be included in the budget for all Festival and Distribution Support applications.
- Domestic travel costs may be included in the budget for Distribution Support, but applicants applying for Festival Support will need to apply to the AFC's Marketing Branch through the Travel Grant Program for travel to key international festivals.
- Wages for producers are ineligible; marketing the project is considered part of the producer's overall responsibility towards a project and is thus covered by the producer's fee.
- Applicants must include quotes for all marketing material production costs on company letterhead of quoting company.
- Where funds are used to create delivery materials in new formats (HD, 35mm etc) applicants need to provide a mint condition print of the highest gauge created to the National Film and Sound Archive (NFSA).
- AFC funds are limited and funding is not automatic.

## ***Eligible Key International Film Festivals***

- Anecy International Animated Film Festival
- Berlin International Film Festival
- Cannes Film Festival
- Clermont-Ferrand Short Film Festival
- Hot Docs International Documentary Festival
- International Animation Festival Hiroshima
- International Documentary Festival Amsterdam
- Sundance Film Festival
- Toronto International Film Festival
- Venice International Film Festival

## ***Definition of Terms***

### **WHAT IS A THEATRICAL RELEASE?**

A release is defined as a theatrically distributed film that has been publicly exhibited for paid admission in a commercial cinema for a run of at least 14 days, in a minimum of three Australian cities, including Sydney and Melbourne, with an evening session in the first week. (NB: evening screenings not required for children's films.)

### **WHAT IS A DISTRIBUTOR?**

A film distributor acts as the agent between a film production company and exhibitors, to secure placement of the producer's film on the exhibitor's screen. They are responsible for the marketing of films to cinemas and for home viewing (DVD etc) and may also license the film to TV broadcasters. Distributors generally operate within specific territories (eg Australia/NZ, UK etc).

### **WHAT IS AN INTERNATIONAL SALES AGENT?**

An international sales agent sells the right to distribute or broadcast a film to local distributors or broadcasters either throughout the world or in specific territories, as stipulated in agreements. They do not typically sell a film directly to the public.

### **WHAT IS A KEY INTERNATIONAL FILM FESTIVAL?**

Key international film festivals are considered to be those that attract both industry and international press. Such festivals are not simply about screenings for the general public; they are characterised by the nature of industry and press attention and the sales/distribution, professional development and promotional opportunities that are extended to the filmmakers who are invited to screen their films. Details on the key international film festivals can be found on page 4.

### **WHAT IS A CURRICULUM VITAE (CV) OR RESUME?**

A CV outlines your previous experience and career trajectory, and illustrates your skills.

Your CV should include:

- a list of projects you have worked on. Only projects that have been completed and released should be listed, **not** projects in development
- the year each production was completed
- your role on each project
- the running time and type of production (eg short feature, feature, documentary)
- the key creative personnel on each project (writer/producer/director).

Please see the 'Sample CV layout' at [www.afc.gov.au/profile/pubs/funding\\_fd.aspx](http://www.afc.gov.au/profile/pubs/funding_fd.aspx)

### **WHAT IS A MARKETING PLAN?**

A marketing plan is a strategy for maximising exploitation of your project and should include:

- details about the intended audience(s)
- ways in which the project will appeal to the intended audience(s)
- ways in which the project will reach the intended audience(s) through festivals, sales agents, distributors and broadcasters

- a USP (unique selling point) describing what is special about the project and what it says or does that has not been said or done before
- a one-liner describing the project that not only does the story justice but also sells the film.

## ***Eligibility for AFC Festival and Distribution Support Programs***

To be eligible for AFC assistance, applicants and projects must meet the following criteria:

- Applicants must be Australian citizens or permanent residents of Australia and be 18 years of age or older.
- The AFC is bound by the terms and conditions of the *Australian Film Commission Act 1975* (the *AFC Act*) and provides support to projects defined as 'Australian programs' within the terms of the *AFC Act*. Australian programs are determined according to the nationality of the principal creative positions, nationality of the production company's shareholders, nationality of the copyright holders, content of the story, sources of production finance and location for the production and post-production of the project.
- Applications cannot be considered from, nor contracts entered into with, individuals or corporate entities in default of their previous contractual obligations to the AFC.
- The AFC does not negatively discriminate on the basis of race, culture, gender or physical impairment or intellectual disability.
- Indigenous Australians are encouraged to apply for all AFC funding programs. However, separate programs are available to facilitate the participation of Indigenous Australians in the Australian industry (see 'Indigenous Branch' at [www.afc.gov.au](http://www.afc.gov.au)).
- An applicant cannot be a full-time employee of a state- or federally-funded film or television agency; commercial broadcaster or organisation (including the AFC, ABC, SBS, Network TEN etc).
- An applicant must be the producer or production company of the film.

## ***How Festival and Distribution Support Applications are Assessed***

Prior to submitting an application for Festival and Distribution Support, the applicant **must** discuss their application with the Information Officer, Marketing Branch, in the Sydney office (see **Contact Details** on page 9). This is in order to address any possible eligibility issues for a particular type of funding.

Applications are accepted at any time.

### **APPLICATION MATERIALS**

The materials you are required to submit with your application are set out in the application form.

Applications that do not include all the requested submission materials are considered ineligible and cannot be assessed.

Application material will not be returned by the AFC.

### **ACKNOWLEDGEMENT OF APPLICATIONS**

The AFC will provide written acknowledgement of receipt of an application within seven days. If you do not receive notification within this time, please call us immediately.

## **ELIGIBILITY CHECK**

The Information Officer, Marketing, with assistance from the Manager, Marketing, will assess applicant and project eligibility according to the general criteria listed under 'Eligibility for AFC Festival and Distribution Support Programs' (page 6), as well as the specific eligibility requirements listed under 'Eligibility' for the two strands.

Ineligible applicants will be advised by letter or email, and cannot be assessed for funding.

## ***Assessment Procedures***

The following describes the standard assessment procedures for AFC Festival and Distribution Support funding. Any specific assessment processes are set out in the individual sections.

**Logging:** Applications are logged by the Information Officer, Marketing.

**Assessors:** All applications to the AFC are read by two assessors. It is the role of the assessors to read and then rate applications against the published funding criteria.

**Funding criteria/ranking:** Each application is evaluated according to specific funding criteria published for either Festival or Distribution Support. The proposal is ranked against the weighted criteria and a final score calculated. So whilst an application may meet the stated criteria, it may not score as highly as other proposals that also meet the same criteria.

**Assessment Report:** Written by all assessors, these reports provide the reason for the ratings given for each application. The Assessment Reports are circulated between the assessors. The purpose of the Assessment Reports is to ensure adequate records are kept of funding decisions.

**Funding Decisions:** Funding decisions are made, within delegation, by the Manager, Marketing, taking into account the assessors' recommendations, the ranking of each project and the budget allocated for that funding program.

Funds are limited and demand on these resources far outstrips the AFC's ability to assist all applicants. Because of this, funding is not automatic.

## ***Additional Information***

Grants will not be awarded retrospectively.

A project can only receive funding from this program once – either Festival Support or Distribution Support. Once a project has received funding, it is ineligible to apply for further funding.

Grants are offered on condition that the successful applicant provides a detailed written report, answering a series of questions included in the letter of agreement. Excerpts of the reports may be reproduced on the AFC website for general market information.

Where you have not finalised your funding contract within the time stipulated in your letter of offer, then the AFC will have no obligation to provide funding and may withdraw its offer.

If you are in breach of your contractual obligations to the AFC (for example, if your film does not screen at the festival or if you do not proceed with theatrical or DVD release) then the AFC may terminate its agreement with you and may revoke its funding.

## ***Payment of Grants***

AFC Festival and Distribution Support funding programs are non-recoupable.

Payment will occur in two instalments:

- 90 per cent of the grant prior to festival or release date and upon receipt of signed letter of agreement and a tax invoice
- 10 per cent upon receipt of written report and a tax invoice, received within two months of event conclusion.

## ***GST Information***

### **FOR INDIVIDUALS WHO HAVE AN ABN AND ARE REGISTERED FOR GST**

If you are successful in gaining funding support from the AFC, you must provide the AFC with a tax invoice in the correct form in order to receive any payment. This invoice should be for the amount of the grant as agreed, exclusive of GST, plus an extra 10 per cent GST. The AFC will pay the 10 per cent GST on top of the grant or investment. It is the responsibility of the recipient to remit the GST to the Australian Taxation Office.

### **FOR INDIVIDUALS WHO HAVE AN ABN BUT ARE NOT REGISTERED FOR GST**

If your application is successful, the AFC will pay only the amount of the grant, provided the applicant's ABN is on the application form.

### **FOR INDIVIDUALS WHO DO NOT HAVE AN ABN**

In the absence of an ABN, the AFC is required by law to withhold 48.5 per cent of any payment and remit it to the Australian Taxation Office.

## ***Notifying Applicants of Funding Decisions***

**Notification Period:** You will be notified of results by mail or email as soon as possible.

**Statement of Reasons:** Unsuccessful applicants will have the ability to request a statement of reasons that explains why their application was unsuccessful.

**Publication:** Festival and Distribution Support funding approvals are published on the AFC website at [www.afc.gov.au](http://www.afc.gov.au)

**Talking to AFC staff about funding decisions:** Information about funding decisions can only be given if you are the original applicant and are listed on the application form. AFC staff who are not working in the Marketing Branch cannot provide any information about Festival and Distribution Support funding decisions.

## ***Application Assessors***

Festival and Distribution Support assessors are drawn from the Marketing Branch.

## ***Conflict of Interest and Confidentiality***

The AFC has a conflict of interest policy applicable to staff and consultants. This policy is available at [www.afc.gov.au](http://www.afc.gov.au)

Assessors are contractually obliged to withdraw from the assessment process if they have any personal or professional association with the project or key personnel that might compromise their ability to make fair and reasonable judgements, and/or that might provide grounds for a conflict of interest.

Staff and consultants sign an agreement acknowledging that access to applications and AFC records is granted only on the basis that all information contained therein is confidential and any information, whether obtained through access to AFC records or otherwise, concerning the affairs of the applicants will not be disclosed to any third party.

## AFC MARKETING BRANCH CONTACT DETAILS

Applications and enquiries may be forwarded to:

Attention: Information Officer, Marketing Branch

Australian Film Commission  
GPO Box 3984  
SYDNEY NSW 2001

Australian Film Commission  
PO Box 404  
SOUTH MELBOURNE VIC 3205

Australian Film Commission  
PO Box 835  
FORTITUDE VALLEY QLD 4006

***or delivered to:***

Level 4  
150 William St  
WOOLLOOMOOLOO NSW 2011  
Ph: +61 2 9321 6444  
Fax: +61 2 9357 3672

Level 1  
144 Moray St  
SOUTH MELBOURNE VIC 3205  
Ph: +61 3 8646 4300  
Fax: +61 3 9696 1476

Level 3, Judith Wright Centre  
420 Brunswick St  
FORTITUDE VALLEY QLD 4006  
Ph: +61 7 3620 3600  
Fax: +61 7 3620 3610

**Toll Free (available nationally):**

1800 226 615

1800 338 430

**Email**

[festivals@afc.gov.au](mailto:festivals@afc.gov.au)

The AFC is happy to respond to email enquiries on questions of AFC funding but please do not forward applications by email.

AFC application forms, guidelines and handouts may be accessed via the AFC website at  
**[www.afc.gov.au](http://www.afc.gov.au)**