



Australian Government



## MARKETING TRAVEL GRANT GUIDELINES 2007/08

### *Principles*

The AFC's Travel Grant program is a funding initiative that supports Australian practitioners travelling internationally to attend screenings of their work at key international film festivals; attend international markets seeking finance for film, television and digital media projects and to attend key international pitching and financing forums.

The aim of the program is to offer practitioners the opportunity to:

- view their film with an international audience
- create and maintain a network of international contacts
- be exposed to content being produced by international contemporaries
- be exposed to production and financing trends in the international marketplace
- market and raise the profile of projects both internationally and in Australia
- pursue international financing opportunities including co-productions
- be a representative of the Australian film industry.

### *Travel Grant Funding Program*

The AFC offers six types of Travel Grants for industry practitioners:

Festival Travel Grants (Type A)

Market Travel Grants (Type B & C)

Pitching Travel Grants (Type D)

Digital Media Travel Grants (Type E)

Exceptional Opportunity Grant (Type F)

The goals of these grants are:

**Type A** To enable film and television practitioners to attend screenings of their work at selected key international festivals and events; enhance the profile of a film at a festival and increase its appeal to the international marketplace while offering professional development opportunities for the recipient.

**Type B** To assist market-experienced film and television producers to attend international markets to secure finance for a project or slate of projects; and enable producers to put in place the final elements of a financing plan for a well-progressed project or slate of projects.

**Type C** To provide producers with minimal or no experience of international film and television financing markets, who have a relevant project to pitch, the opportunity to attend an international market, develop their financing skills and networks, and further their project(s).

**Type D** To provide support for producers whose projects have been invited into key internationally recognised pitching and financing forums/competitions.

**Type E** To provide support for interactive digital screen content practitioners who have been invited to take part in, or whose projects are featured at, a key international interactive digital screen content workshop, forum, conference, festival or event and/or practitioners attending a key international interactive digital screen content market seeking finance.

**Type F** Exceptional Opportunity: To enable film, television and digital media practitioners an opportunity to travel to an international event that is not listed in any of the eligible events under Type A, D and E, provided the event, practitioner or production meet with eligibility criteria set out under Type F on page 23.

## ***Definition of Terms***

### **WHAT IS A BROADCAST CREDIT?**

A production that has screened on a free-to-air or pay television channel in Australia or internationally. Community television is not considered an eligible broadcast credit.

### **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 MARKET EXPERIENCE?**

Market experience is a term to describe a producer who has attended a minimum of three international markets where they have successfully raised finance for a project(s).

### **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 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.

## **WHAT IS A FINANCING PLAN?**

A financing plan describes the strategy to secure maximum finance and participation in your project – who you will target and how, suggested sales agents and distributors, broadcasters, film funding agencies and private sector finance.

## ***Eligibility for AFC Travel Grants***

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).
- Travel should start and finish in Australia. Australian practitioners living and working overseas will only be eligible to apply for a Travel Grant under exceptional circumstances, for example, work commitments have them temporarily based overseas within one month prior to the commencement of the festival or market.

## ***Grant Amounts Available***

**(NB: FUNDING IS NOT RECOUPED BY THE AFC)**

### **TYPE A**

Selection into key international festivals – \$4,500  
with the exception of Cannes Film Festival – \$6,000

### **TYPE B**

Market attendance – producers with market experience

\$3000 for:  
HONG KONG FILMART

\$5,000 for:  
Berlinale European Film Market (EFM)  
International Animated Film Market (MIFA)  
Kidscreen  
Sunny Side of the Doc  
World Congress History/Science & Factual Producers

\$6,000 for:  
MIPCOM, MIPTV, Cannes

### **TYPE C**

Market attendance – producers developing market experience

EFM, Sunny Side of the Doc – \$5,000  
MIPCOM, MIPTV, Cannes – \$6,000

### **TYPE D**

Pitching and financing competitions/forums

\$5,000 for producer, \$7,000 for director/producer for:  
Cinemart  
EFM Co-production Market  
International Documentary Festival of Amsterdam (IDFA) Forum  
Toronto Documentary Forum

\$4,000 for producer, \$6,000 for director/producer for:  
Hong Kong-Asia Film Financing Forum (HAF)  
Pusan Promotional Plan (PPP)

### **TYPE E**

E1: interactive digital screen content – \$4,000  
E2: MILIA attendance – \$6,000

### **TYPE F**

Exceptional opportunity – \$4,000

## **DIFFERENCES IN GRANT AMOUNTS**

Grant amounts vary depending on type of Travel Grant, location of event and conditions offered to practitioner.

Market Travel Grants (Types B & C) incur greater costs (usually registration fee) whereas festival/digital media and pitching grants (Types A, D & E) generally offer practitioners free registration/pass and accommodation hence are set at a lower level. Exceptional Opportunity Grants are set at a maximum of \$4,000.

It is acknowledged that travel and accommodation costs to some parts of the world are more expensive thus there are discrepancies between grant amounts.

It should be noted that the above amounts are the maximum that will be given to any festival/market.

The AFC may also offer top up funds when applicants have obtained some funding from an external source (eg a state agency). In this situation, the top up funds would bring the total to no more than the indicative amounts listed above. (For example, if the applicant has received \$3,000 from another source for a Type A grant, the AFC will consider an application to top the grant up to \$4,500 thereby adding an extra \$1,500.)

## ***How Travel Grant Applications are Assessed***

Prior to submitting an application for any Travel Grant, the applicant **must** discuss their application with the Information Officer, Marketing Branch, in the Sydney office (see **Contact Details** on page 10). This is in order to address any possible eligibility issues for a particular type of funding.

Marketing Travel Grants for Types A (festival selection), D (pitching competitions) and E (digital screen content) are assessed once all applications for the event are received.

Marketing Travel Grants for Types B & C (market attendance) have set deadlines and applications are accepted in rounds.

Marketing Travel Grants for Type F 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 for each type.

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 Manager, Marketing, will assess applicant and project eligibility according to the general criteria listed under 'Eligibility for AFC Travel Grants' (page 3), as well as the specific eligibility requirements listed under 'Eligibility' in each type.

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 Travel Grant funding. Any variation to this process is set out under 'Assessment process' in each funding type.

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

**Assessors:** All applications to the AFC are read by two assessors (for Types A, D, E1 & F) and three assessors for Types B, C & E2. It is the role of the assessors to read all the applications for that specific funding round and rate them against the published funding criteria.

If an application has Indigenous content, it will also be assessed by an AFC Indigenous Branch Project Manager.

**Funding criteria/ranking:** Each application is evaluated according to specific funding criteria published under each Travel Grant type. The proposal is ranked against the weighted criteria and a final score calculated. So while 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 outweighs the AFC's ability to assist all applicants. Because of this, funding is not automatic even if films have been invited to festivals listed for Travel Grants.

## ***Additional Information***

Turnaround time for application decisions vary according to the type of grant (please refer to information on individual types).

Grants will not be awarded retrospectively.

Grants are offered on the condition that the successful applicant provides a detailed written report on attendance at the nominated festival or market. Excerpts of the reports (with the filmmaker's permission) 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 you fail to travel to the international festival) then the AFC may terminate its agreement with you and may revoke its funding.

## ***Payment of Grants***

AFC Travel Grants are non-recoupable.

Payment will occur in two instalments:

- 90 per cent of the grant prior to festival/market attendance and upon receipt of signed letter of agreement and a tax invoice
- 10 per cent upon receipt of written travel 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:** Travel Grant funding approvals are published bi-monthly 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 Travel Grant funding decisions.

## ***Application Assessors***

Travel Grant assessors are drawn from the Marketing Branch and in the case of Market Assessments (Type B & C) from the Marketing Branch and the Film Development Division. Assessments of applications with Indigenous content will also include an Indigenous Branch Project Manager.

**Outside Consultants:** Outside consultants engaged by the AFC to assess applications are always reputable, experienced and respected industry members with experience of markets, festivals and digital media events.

## ***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.

## ***Applicant FAQs***

### **WHY ARE SOME FESTIVALS AND MARKETS, AND NOT OTHERS, ON THE LIST?**

The eligible festivals and markets that are listed, are those that have a proven track record in delivering the highest quality desired outcomes from attendance. These include exposure, sales, industry attendance, significant professional development opportunities, and significance both in Australia and internationally. The festival should also be exclusive in its selection.

### **WHY DO I HAVE TO PROVIDE A RATIONALE FOR ATTENDING WHEN I HAVE BEEN SELECTED TO SCREEN AT A KEY FESTIVAL – ISN'T THE INVITATION REASON ENOUGH?**

The Travel Grant program operates on limited resources, and demand on these resources far outweighs the AFC's ability to assist, hence there is an assessment criteria that enables the Travel Grant assessors to decide who the funds will be granted to. The invitation or selection to screen at a festival makes up 10 per cent of the assessment criteria for Types A, D, E & F.

Applicants also need to be able to demonstrate an understanding of the benefits of travelling to that particular event with that project, and demonstrate realistic expected outcomes in the context of their role within the project and at the event in order to maximise the benefits of attending. Please see 'Assessment Criteria' under each type for more information.

### **CAN MORE THAN ONE PRODUCER FROM THE SAME COMPANY APPLY FOR A MARKET TRAVEL GRANT?**

If two producers working for the same company have a different slate of projects, they can both apply for market Travel Grants. However when more than one producer applies from the same company they are effectively competing for the same funds.

### **WILL HAVING A MENTOR BENEFIT ME WHEN ATTENDING A MARKET?**

It is highly recommended that for first or second time market attendees, you attach a mentor. A mentor who understands your projects, their suitability for market and are able to consult with you pre-market attendance as well as at the market is ideal.

### **CAN I APPLY FOR A TRAVEL GRANT IF MY FILM IS SCREENING AT AN AUSTRALIAN PROGRAM AT AN INTERNATIONAL EVENT?**

No – films participating in Australian programs screening internationally or Australian festivals being held internationally are not eligible to apply. The Travel Grant funding is specifically for films premiering at established key international film festivals in key programming strands.

### **WHY ARE TYPE A TRAVEL FUNDS FOR DIRECTORS, PRODUCERS AND ACTORS – AND NOT WRITERS?**

It is often the preference of international festivals that the director and/or cast are in attendance, and also the sales agent (where applicable), to assist with publicity and sales. Producers are also key at certain festivals to assist with liaising with publicists, sales agencies and festival on behalf of the team and assisting with sales and distribution deals in some instances.

### **IF MY FILM IS AFC FUNDED, AM I AUTOMATICALLY ABLE TO GET A TRAVEL GRANT, OR DOES IT INCREASE MY CHANCE OF GETTING A TRAVEL GRANT?**

No – the Travel Grant program is available to all eligible projects and practitioners. How the production is developed or funded is not part of the assessment criteria and preference is not given to AFC-funded projects.

**DOES THE AFC FUND INTERNATIONAL TRAVEL FOR CURATORS OR FOR AWARD CEREMONIES?**

No – the Travel Grant program does not extend to curators travelling with a program they have curated or travelling to seek programs to curate. Award ceremonies are only available for consideration under Type E or Type F. In the case of Type F, the producer or director must be nominated for an Academy Award, a British Academy Film Award or International Emmy.

**DOES IT HELP MY APPLICATION IF I SUBMIT A DVD OF MY WORK WITH MY APPLICATION?**

No – the Travel Grant assessors do not assess applications based on examples of your work. Instead, the assessment criteria are listed under each Type. Please note if you do submit a DVD of your work, it will not be returned, and may be retained by the AFC library for future reference.

## 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)**

## ***Type A: selection in key international festivals***

### **PURPOSE**

To enable film and television practitioners to attend screenings of their work at selected key international festivals and events; enhance the profile of a film at a festival; and increase its appeal to the international marketplace while offering professional development opportunities for the recipient.

### **AVAILABLE FUNDING**

Depending on the location and duration of the festival, a maximum of \$4,500 is available per grant. Selection into Cannes Film Festival provides a maximum of \$6,000 grant.

Total notional annual allocation: \$140,000

### **DEADLINE**

Applications will be accepted throughout the year. Where more than one project has been accepted to screen at an event, and available funding is limited, preference will be given to those projects selected into official sections. Because festivals sometimes stagger their program announcements, the AFC will wait until the full festival program is announced to finalise its funding decisions.

Applications should be submitted as soon as festival selection is known and no later than two weeks from the beginning of the festival.

### **TURNAROUND**

Two weeks from receipt of application and no later than two weeks from the beginning of the festival.

### **ELIGIBILITY**

All applicants must meet the general eligibility criteria on page 3, in addition to the following specific eligibility requirements:

- Directors or producers whose film has been selected at one of the key international festivals listed below. Preference will be given to projects selected to screen in key programming strands at these events.
- Only one Travel Grant per project will be awarded, except in the following circumstances and pending available funds:
  - a producer and director wish to attend an In Competition screening of their feature film at the Berlin, Cannes or Venice film festivals
  - a feature film that has screened at the Berlin, Cannes or Venice film festivals and is selected to screen at one of the following North American festivals: Sundance or Toronto. In this instance the grant will only be awarded for the director's attendance.
- Where individual applicants are considering applying to both the AFC and another organisation for Travel Grant funds, the AFC will grant an amount that, when combined with other agency funds, is the equivalent of the maximum AFC funds available per AFC grant.
- Lead actors of feature films can apply for a Travel Grant of up to \$4,000 as a contribution towards their travel in the following exceptional cases:
  - the film is screening at Berlin, Cannes, Sundance, Toronto or Venice in a key programming strand
  - there is evidence satisfactory to the AFC that the actor's attendance is required to assist with film publicity
  - the producer/sales agent can provide a letter of support outlining the benefit of the lead actor attending the festival.

Type A Travel Grants are not available for conferences, workshops, award ceremonies, speakers, presenters or curators.

Students and student films will only be considered eligible to apply for a Type A Travel Grant if selected to screen in the following sections at the following festivals:

- Berlin – Short Film Competition
- Cannes – Short Film Competition, Cinefondation
- Venice – Corto Cortissimo
- Clermont-Ferrand – International Competition.

Films selected to screen in student category sections are not eligible to apply.

### **ELIGIBLE KEY INTERNATIONAL FESTIVALS**

Following is a list of festivals that Travel Grants will be considered for.

Please note selection does not guarantee an automatic Travel Grant as it is dependent upon availability of limited funds.

#### ***Features/Short Features***

- Berlin International Film Festival
- Cannes Film Festival
- Edinburgh Film Festival
- Karlovy Vary Film Festival
- Locarno Film Festival
- Pusan International Film Festival
- Rotterdam International Film Festival
- San Sebastian International Film Festival
- Sundance Film Festival
- Telluride Film Festival
- Toronto International Film Festival
- Venice International Film Festival

#### ***Shorts***

- Aspen Shortsfest
- Clermont-Ferrand Short Film Festival
- Tampere International Short Film Festival
- Official Shorts Competition of Berlin, Cannes and Venice Film Festivals

#### ***Documentaries***

- International Documentary Festival Amsterdam
- Hot Docs International Documentary Festival
- Sheffield International Documentary Festival
- Yamagata International Documentary Festival

### **Animation**

- Anecy International Animated Film Festival
- International Animation Festival Hiroshima
- Ottawa International Animation Festival
- Stuttgart International Festival of Animated Film

### **Specialist Festivals**

- European Media Art Festival (EMAF)
- Framelines – The San Francisco International LGBT Film Festival
- imagineNATIVE
- Jackson Hole Wildlife Film Festival
- Transmediale
- Videobrasil
- Wildscreen Festival

### **FUNDING RECIPIENTS MUST DELIVER**

- A report of their travel trip based on the questionnaire included in their Travel Grant Agreement. Reports (or edited versions thereof) may be published, with permission of the recipient, on the AFC website.
- Travel Grant reports are due within 60 days of end of the festival. Failure to comply with this will result in the revocation of remaining funds and jeopardise future Travel Grant applications.

### **ASSESSMENT CRITERIA**

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

1. The strength of argument put forward for attendance, which demonstrates an understanding of the significance of the selection into the event for the project and the expectation of outcomes (40%).
2. The strength of the professional development opportunities offered by the festival (30%).
3. The event itself and its standing within the international arena (20%).
4. Proof of selection, which includes the section the film is screening in and confirmation of any hospitality offered by the festival (10%).

### **ASSESSMENT PROCESS**

Please refer to general process for assessing Travel Grants on page 5.

### **HOW TO APPLY**

Please see **How to Apply** in the writeable Word application form for details on what you need to submit with your application.

## ***Type B: market attendance – producers with market experience***

### **PURPOSE**

To assist market-experienced film and television producers to attend international markets to secure finance for a project or slate of projects, and enable them to put in place the final elements of a financing plan for a well-progressed project or slate of projects.

### **AVAILABLE FUNDING**

Depending on the location and duration of the market:

- EFM
- Kidscreen
- MIFA
- Sunny Side of the Doc
- World Congress History/Science & Factual Producers

a maximum of \$5,000 is available per grant;

MIPCOM, MIPTV and Cannes, a maximum of \$6,000 is available per grant.

Total notional annual allocation: \$88,000

### **DEADLINE**

See the list of eligible markets below for details of Market Travel Grant deadlines:

<b>MARKET</b>	<b>DATE</b>	<b>TYPE</b>	<b>APPLICATIONS DUE</b>
Hong Kong FILMART	March	Television/Feature	by 1 February
MIPTV	April	Television	by 1 February
Cannes	May	Feature	by 1 March
MIFA	June	Animation	by 1 April
Sunny Side of the Doc	July	Documentary	by 1 May
MIPCOM	October	Television	by 1 August
World Congress of History/ Science & Factual Producers	November	Documentary	by 1 September
Berlin Film Market (EFM)	February	Feature	by 1 December
Kidscreen Summit			by 1 December

*Where the first day of the month falls on a weekend or public holiday, applications will be accepted up to the first working day **before** that date. Late applications will not be accepted.*

### **TURNAROUND**

Turnaround time is four weeks from deadline date.

## **ELIGIBILITY**

All applicants must meet the general eligibility criteria on page 3, in addition to the specific eligibility requirements:

- Established producers with international market experience at the key international markets listed above.
- Producers must have travelled to a minimum of three of any listed markets in the last five years, as an independent producer with a preference for at least two in the category they are applying for.
- At least three produced credits that have been broadcast, released theatrically or had a successful festival screening history at recognised festivals (especially internationally), in the category of the market that the producer is applying for.
- A current project or slate of projects in the final stages of financing. Preference will be given to applicants who can demonstrate that they have at least one project they are taking to the market that has secured more than 80 per cent of its budget.
- In exceptional cases and pending available funds, completed feature film projects that have a local distributor attached and are seeking an international sales agent may be considered (one grant per film).
- Type B Travel Grants are not for completed projects selling at the market and do not support general market attendance.
- Producers or executive producers working for broadcasters, international sales agents or funding agencies are not eligible to apply.
- Producers are limited to receiving two Market Travel Grants every 24 months.
- Successful applicants must agree if requested to act as a mentor to a less-experienced producer attending the market. Wherever possible, Type B Market Grant recipients agree to act as mentors for Type C Market Grant recipients. This may involve mentoring more than one producer. The mentor scheme's aim is to offer producers with no market experience information, support and introductions prior to the market and further discussions and meetings, where appropriate, during the market.

## **FUNDING RECIPIENTS MUST DELIVER**

- A report of their travel trip based on the questionnaire included in their Travel Grant Agreement. Reports (or edited versions thereof) may be published, with permission of the recipient, on the AFC website.
- Travel Grant reports are due within 60 days of end of the market. Failure to comply with this will result in the revocation of remaining funds and jeopardise future Travel Grant applications.

## **ASSESSMENT CRITERIA**

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

1. Marketing and Financing strategy – this demonstrates a strategy for the market, why attendance at the market is critical, planned meetings, finance plans for projects and overall desired outcomes of market attendance (40%).
2. The strength of the producer's profile, including relevant and recent credits and industry experience (25%).
3. Projects on the slate – this includes their suitability for the market applying for, development history and demonstrated marketplace attachment or interest (25%).
4. The strength of the team attached, ie the credits and experience of the key creative personnel on each project (10%).

## **ASSESSMENT PROCESS**

Please refer to general process for assessing Travel Grants on page 5.

## **HOW TO APPLY**

Please see **How to Apply** in the writeable Word application form for details on what you need to submit with your application.

## ***Type C: market attendance – producers developing market experience***

### **PURPOSE**

To provide producers with minimal or no experience of international film and television financing markets, who have a project to pitch, the opportunity to attend an international market, develop their financing skills and further their project(s).

### **AVAILABLE FUNDING**

Depending on the location and duration of the market:

Cannes, MIPCOM, MIPTV, a maximum of \$6,000;

EFM, Sunny Side of the Doc, a maximum of \$5,000.

Total notional annual allocation: \$55,000

### **DEADLINE**

See the list of eligible markets below for details of Market Travel Grant deadlines:

<b>MARKET</b>	<b>DATE</b>	<b>TYPE</b>	<b>APPLICATIONS DUE</b>
MIPTV	April	Television	by 1 February
Cannes	May	Feature	by 1 March
Sunny Side of the Doc	July	Documentary	by 1 May
MIPCOM	October	Television	by 1 August
Berlin Film Market (EFM)	February	Feature	by 1 December

*Where the first day of the month falls on a weekend or public holiday, applications will be accepted up to the first working day **before** that date. Late applications will not be accepted.*

### **TURNAROUND**

Turnaround time is four weeks from deadline date.

### **ELIGIBILITY**

All applicants must meet the general eligibility criteria on page 3, in addition to the following specific eligibility requirements:

- Type C Producers must be those with minimal or no international market experience, or who have travelled to an international market twice or less.
- Producers must have at least two non-student credits that have been broadcast, released theatrically or had a successful festival screening history at recognised festivals, in the category of the market that the producer is applying for.
- Credits must be completed projects, not projects in development.
- Applicants must have at least one project in development ready to pitch.
- Preference will be given to producers whose projects have received development support.
- Producers can apply for a maximum of two Type C Travel Grants.

- Producers working for broadcasters, international sales agents or funding agencies are not eligible to apply.
- Producers can receive one Market Travel Grant in a 12-month period.

### **FUNDING RECIPIENTS MUST DELIVER**

- A report of their travel trip based on the questionnaire included in their Travel Grant Agreement. Reports (or edited versions thereof) may be published, with permission of the recipient, on the AFC website.
- Travel Grant reports are due within 60 days of end of the market. Failure to comply with this will result in the revocation of remaining funds and jeopardise future Travel Grant applications.

### **ASSESSMENT CRITERIA**

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

1. The strength of the producer's profile including relevant credits and industry experience to date (35%).
2. Market objectives including broad financing strategy – demonstrated understanding of potential financing plans, meetings planned, and overall desired outcomes from market attendance and mentoring arrangement (35%). (NB: a market mentorship with an established producer attending the market that the applicant has secured, whilst not essential, will enhance an application.)
3. Project(s) on slate – demonstrated development support or finance, and suitability of project(s) for the market. Marketplace attachment or interest, whilst not essential, will enhance an application (20%).
4. The strength of the team attached, ie the credits and experience of the key creative personnel on each project (10%).

### **ASSESSMENT PROCESS**

Please refer to general process for assessing Travel Grants on page 5.

### **HOW TO APPLY**

Please see **How to Apply** in the writeable Word application form for details on what you need to submit with your application.

## ***Type D: selection in key international pitching competitions/forums***

### **PURPOSE**

To provide support for producers whose projects have been invited into the internationally recognised pitching forums/competitions specified below.

### **AVAILABLE FUNDING**

Depending on the event's location and duration, a maximum of \$5,000 is available per grant for individual producers, and a maximum of \$7,000 is available per grant for producer/director teams. For projects accepted to participate in HAF or PPP a maximum of \$4,000 is available for individual producers and \$6,000 for producer/director teams.

Total notional annual allocation: \$32,000

### **DEADLINE**

Applications will be accepted throughout the year. Applications should be submitted as soon as pitching competition/forum selection is known and no later than two weeks from the beginning of the competition/forum.

### **TURNAROUND**

Turnaround time is two weeks from receipt of application.

### **ELIGIBILITY**

All applicants must meet the general eligibility criteria on page 3, in addition to the specific eligibility requirements:

- Producers or producer/director teams whose projects have been invited to take part in one of the key international pitching forums/competitions listed below.
- Teams may consist of producer/director. Individual directors or teams consisting of two producers are ineligible to apply.

### **ELIGIBLE INTERNATIONAL PITCHING FORUMS/COMPETITIONS**

- The Forum – International Film Festival Amsterdam
- CineMart – Co-production Pitching Forum
- Berlinale Co-Production Market
- PPP – Pusan Promotional Plan
- HAF – Hong Kong-Asia Film Financing Forum
- Hot Docs – Toronto Documentary Forum
- L'Atelier – Cannes

### **FUNDING RECIPIENTS MUST DELIVER**

- A report of their travel trip based on the questionnaire included in their Travel Grant Agreement. Reports (or edited versions thereof) may be published, with permission of the recipient, on the AFC website.

- Travel Grant reports are due within 60 days of end of the event. Failure to comply with this will result in the revocation of remaining funds and jeopardise future Travel Grant applications.

### **ASSESSMENT CRITERIA**

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

1. The strength of argument put forward for attendance. This should demonstrate the applicant's understanding of the significance of the event for their project, and how the project could progress as a result of being selected to participate at the event (50%).
2. The strength of the professional development opportunities offered by the event. This should demonstrate the applicant's understanding of the benefits to them, as a practitioner, from attending this event (40%).
3. Proof of selection including confirmation of any hospitality offered by the event (10%).

### **ADDITIONAL INFORMATION**

Only one grant per project will be awarded.

### **ASSESSMENT PROCESS**

Please refer to general process for assessing Travel Grants on page 5.

### **HOW TO APPLY**

Please see **How to Apply** in the writeable Word application form for details on what you need to submit with your application.

## ***Type E1 and E2: support for interactive digital screen content practitioners***

### **E1: ATTENDANCE AT AN INTERNATIONAL EVENT OR SCREENING**

### **E2: ATTENDANCE AT MILIA**

#### **PURPOSE**

To provide support for interactive digital screen content practitioners who have been invited to take part in, or whose projects are featured at, a key international interactive digital screen content workshop, forum, conference, festival, or event, and/or practitioners wanting to attend MILIA seeking finance for projects.

For the purpose of the Type E Travel Grant, interactive digital screen content refers to (but is not limited to):

- interactive broadband and web-based projects
- mobile phone, mobile device, WAP content
- cross-platform and convergent media projects
- innovative educational projects
- interactive television projects.

#### **AVAILABLE FUNDING**

E1: Depending on location and duration of event, a maximum of \$4,000 per grant is available.

E2: For MILIA a maximum of \$6,000 is available per grant.

Total notional annual allocation: \$34,000

#### **DEADLINE**

MILIA deadline – 1 February

Applications for all other events will be accepted throughout the year.

Applications should be submitted as soon as an invitation is received and no later than two weeks from the beginning of the event.

#### **TURNAROUND**

Turnaround time is two weeks from receipt of application, except for MILIA, which has a four week turnaround time.

#### **ELIGIBILITY**

All applicants must meet the general eligibility criteria on page 3, in addition to the specific eligibility requirements:

- Interactive digital screen content practitioners whose projects have been invited to take part in a key international festival or event (see below) or who have been asked to participate in an interactive screen content workshop, forum or conference.
- Practitioners who are travelling to a key international market (MILIA).
- Practitioners must have at least two non-student credits in their relevant field.
- Preference will be given to practitioners whose projects have received development support.

## ELIGIBLE INTERNATIONAL EVENTS

- International X/Media/Lab (NB: applies only to selected labs held outside Australia. For financial year 07/08 the selected labs are Singapore and Suzhou for Animation)
- nextMEDIA – The International Interactive Media Festival, BANFF
- MILIA (including CONTENT 360 Pitching Competition)

## FUNDING RECIPIENTS MUST DELIVER

- A report of their travel trip based on the questionnaire included in their Travel Grant Agreement. Reports (or edited versions thereof) may be published, with permission of the recipient, on the AFC website.
- Travel Grant reports are due within 60 days of end of the festival. Failure to comply with this will result in the revocation of remaining funds and jeopardise future Travel Grant applications.

## ASSESSMENT CRITERIA

When assessing applications for practitioners invited to or whose projects are featured at key international digital screen content events (**Type E1**), the AFC uses the following weighted criteria:

1. The strength of argument put forward for attendance. This should demonstrate the applicant's understanding of the significance of being selected to participate at the event, and how the project could progress as a result of being selected to participate at the event (45%).
2. The strength of the professional development opportunities offered by the event. This should demonstrate the applicant's understanding of the benefits to them as a practitioner from attending this event (45%).
3. Proof of selection, including the section the production is screening in or applicant is participating/presenting in, and confirmation of any hospitality offered by the event (10%).

When assessing applications for practitioners seeking to attend MILIA (**Type E2**), the AFC uses the following weighted criteria:

1. The strength of the producer's profile including relevant credits and industry experience to date (35%).
2. Market objectives including broad financing strategy – demonstrated understanding of potential financing plans, meetings planned, and overall desired outcomes from market attendance (35%).
3. Project(s) on slate – demonstrated development support or finance, and suitability of project(s) for the market. Marketplace attachment or interest, whilst not essential, will enhance an application (20%).
4. The strength of the team attached, ie the credits and experience of the key creative personnel on each project (10%).

## ADDITIONAL INFORMATION

Only one grant per project will be awarded.

## ASSESSMENT PROCESS

Please refer to general process for assessing Travel Grants on page 5.

## HOW TO APPLY

Please see **How to Apply** in the writeable Word application form for details on what you need to submit with your application.

## ***Type F: exceptional opportunity***

### **PURPOSE**

To enable film, television and digital media practitioners the opportunity to travel to an international event that is not listed in any of the eligible events under Type A, D and E.

### **AVAILABLE FUNDING**

Depending on the location and duration of the event, a maximum of \$4,000 is available per grant.

Total notional annual allocation: \$20,000

### **DEADLINE**

Applications will be accepted throughout the year.

### **TURNAROUND**

Two weeks from receipt of application and no later than two weeks from the beginning of the event.

### **ELIGIBILITY**

All applicants must meet the general eligibility criteria on page 3, in addition to meeting one, or a combination of, the following specific eligibility requirements:

- The program or practitioner has achieved a level of international recognition that would warrant travel to an event that is not included on our eligible events list.
- An event that is not included on our eligible events list may have grown in prestige, industry attendance, domestic impact and may offer unique professional development opportunities, as well as be exclusive in its selection process, warranting the attendance of a practitioner whose program is selected to screen there.
- A new event that offers the combination of qualities outlined in the previous point, has selected a program to screen that is suited to the event; the practitioner requesting travel is experienced and capable of navigating a new event; and is able to deliver adequate market intelligence, enabling evaluation of the event for future Travel Grant consideration.
- A producer or director is nominated for an Academy Award, British Academy Film Award or International Emmy.

In such cases the AFC may consider, on a case-by-case basis, depending on availability of funds, an exceptional opportunity application.

### **FUNDING RECIPIENTS MUST DELIVER**

- A report of their travel trip based on the questionnaire included in their Travel Grant Agreement. Reports (or edited versions thereof) may be published, with permission of the recipient, on the AFC website.
- Travel Grant reports are due within 60 days of end of the festival. Failure to comply with this will result in the revocation of remaining funds and jeopardise future Travel Grant applications.

## **ASSESSMENT CRITERIA**

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

1. The strength of argument put forward for attendance, which demonstrates an understanding of the significance of the selection or participation at the event and the expectation of outcomes (35%).
2. The strength of the professional development opportunities offered by the event (35%).
3. The event itself and its standing within the international arena (20%).
4. Proof of selection, which includes the section the film is screening in and confirmation of any hospitality offered by the festival (10%).

## **ASSESSMENT PROCESS**

Please refer to general process for assessing Travel Grants on page 5.

## **HOW TO APPLY**

Please see **How to Apply** in the writeable Word application form for details on what you need to submit with your application.