

South Australian Film Corporation Program Guideline

2.0 PROJECT AND BUSINESS DEVELOPMENT

2.04 DIGITAL MEDIA PROJECT DEVELOPMENT

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- › Supporting the development of original and ambitious narrative and interactive digital media projects.

what is the scheme?	This scheme invests in the development of digital media projects in order to support them to attract market attachments for production.
what projects are eligible?	Digital media projects including but not limited to: <ul style="list-style-type: none">/ Interactive online and/or mobile dramas and documentary/ narrative rich computer games/ narrative driven cross-platform projects/ narrative rich websites/ webisodes Existing film or television programs seeking to add a new and genuinely interactive dimension are also eligible.
who is eligible?	In addition to the eligibility criteria detailed in the General Guidelines, applicants must be a South Australian producer with: <ul style="list-style-type: none">/ a significant and appropriate track record or/ an appropriately experienced team
what is offered?	The South Australian Film Corporation provides development investment funding under three key areas: <ul style="list-style-type: none">/ project scoping funding of up to \$5,000/ detailed project development funding for up to \$15,000/ prototype development funding for up to \$50,000.
what special conditions apply?	The South Australian Film Corporation will prioritise digital media projects that exhibit high levels of narrative and interactivity however, it will consider the merits of other digital media projects that have strong marketplace attachment. <ul style="list-style-type: none">/ The South Australian Film Corporation invests in the development of digital media content rather than the enabling technology, hardware or software that delivers the content. As such, funding will not support purchasing of hardware or software./ Under this program the South Australian Film Corporation does not invest in projects that are primarily educational in their content./ Only two (2) projects per applicant can be considered in any funding round./ International co-productions will require matched funds from the international co-producer./ Funding is available for one development stage at a time and is not provided retrospectively.
how do I apply?	The application process for Digital Media Project Development funding is a two-staged process. <p>In the first instance, potential applicants need to submit an Expression of Interest (EOI) to the relevant South Australian Film Corporation Project Officer four weeks prior to the application deadline.</p> Due to the diverse creative and technical scope of digital media projects and the relevant

market considerations, the purpose of the EOI is to enable the South Australian Film Corporation Project Officer to establish if the project is suitable under the Digital Media Project Development funding guidelines and provide advice to prospective applicants specific to a particular project.

The Project Officer will review the EOI and make contact with the applicant at least two weeks prior to the advertised application deadline as to the eligibility of the project for the scheme. If the project is suitable, the Project Officer will refer the practitioner to the Digital Media Project Development Application Form and provide advice regarding the three key areas of development funding listed above and the specific application materials required.

Further information about the application process is detailed in the General Guidelines. EOI forms and Application forms are available online at www.safilm.com.au.

what are the minimum requirements?

In general the South Australian Film Corporation will require:

- / a project summary outlining factors such as the marketability and market potential of the project; originality, quality and creative ambition; and an evaluation of the chosen medium
 - / A treatment (typically 10-15 pages) providing an outline of the content, characters, style and approach of the proposed project
 - / Audiovisual material in support of the project
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when can I apply?

Digital Media Project Development funding applications will be considered on a rounds basis as follows:

- / up to three (3) rounds per year

Applications with market attachment will be accepted throughout the year.

Applicants are encouraged to visit www.safilm.com.au for application dates.

Please note Expressions of Interest (EOI) must be submitted four weeks prior to the advertised application deadline.

where do I submit my application?

South Australian Film Corporation
3 Butler Drive
Hendon South Australia 5014

where can I find more information?

- / Read the South Australian Film Corporation General Guidelines
 - / Visit www.safilm.com.au
 - / Contact an Industry Development and Production project officer on +61 8 8348 9300.
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SPECIFIC TERMS OF BUSINESS

Funding information and conditions

1. Development funds are made available as a development investment. Recoupment of the development investment, and a 10% premium, must be paid to the South Australian Film Corporation from the production budget no later than the first day of commencement of production.
2. If the South Australian Film Corporation provides production finance, the South Australian Film Corporation may deduct the amount due from the first drawdown of its investment into the production. Recoupment will be on the basis of the project being funded, and will not involve a lien on other works by the applicant.
3. The South Australian Film Corporation will take a 10% share in the present and future copyright in the work until the investment is repaid, at which point the South Australian Film Corporation will reassign its interest.

4. The South Australian Film Corporation receives a development credit on the draft script cover page or treatment cover page (in the absence of a script, as negotiated with the SAFC) and script or project delivery materials as well as in the credits for the prototype and/or complete produced work, as appropriate and as agreed upon in the SAFC Development Investment Agreement (DIA).
5. Delivery materials vary from project to project and according to the stage of development that has been funded. All delivery materials are listed in the deed, but could include:
 - one sentence project pitch
 - one paragraph project synopsis
 - applicant's report on development – including technical specifications for further development where relevant and an outline of how the development materials will be used to secure further funding
 - paper-based scripts / story development / episode outlines
 - art bible including detailed environment and character designs
 - game design documents (if applicable) in hard copy or DVD, incorporating:
 - i. narrative architecture pro forma
 - ii. character architecture pro forma
 - iii. detailed art bible (characters, environment, additional graphics)
 - iv. graphic user Interface (GUI) online
 - v. technical design document - including functional specifications and a detailed “walk-through” (paper based or DVD)
 - Business plan for the project, incorporating
 - vi. detailed market research - environmental scan of current projects in the market that are of a similar nature, identification of primary audience, audience testing, and analysis of project marketability
 - vii. detailed development/production schedule (outlining staged roll-out if relevant)
 - viii. detailed production budget
 - ix. detailed financing plan
 - x. detailed marketing and commercialisation strategy (with detailed revenue model)
 - where appropriate a prototype – eg. online EPOC, teaser widget for web or mobile or pitch video (including software to run prototype)
 - acquittal of expenditure (how the investment funds were spent)

The fine print

As with all South Australian Film Corporation programs, the following guidelines must be read in conjunction with the South Australian Film Corporation General Guidelines, Terms of Trade and application form. Applicants are required to discuss their applications with a South Australian Film Corporation project officer prior to submitting an application. General Guidelines and application forms can be found at www.safilm.com.au



South Australian **Film Corporation**