

SEED DEVELOPMENT GRANT

- › Stimulating screen production in South Australia by providing sustained development assistance in the form of a business enhancement scheme

what is the scheme?

The Seed Development Grant program is a business development initiative offered by the South Australian Film Corporation (SAFC) to help support South Australian production companies develop outstanding project slates and significantly expand their business by attracting private capital and market place partners.

who is eligible?

Seed is open to South Australian screen production companies.

To apply for Seed Development Grant at least one principal company director should each have:

- / a minimum of three (3) credits as producer or executive producer on any combination of long form narrative driven drama or documentary project, that has secured commercial release via theatrical, broadcast or digital platforms; or
- / one (1) credit as a producer or executive producer on a feature film selected for a major film festival (eg Cannes, Venice, Berlin, Sundance or Toronto, or IDFA, Hot Docs).

what is on offer?

The Seed program provides successful SA production companies funding cash flowed over three (3) to five (5) years, in order to capitalise their production enterprise.

The funding provided includes a base funding amount of up to \$135,000 cash flowed over three (3) to five (5) years, as well as a number of potential additional amounts which include:

- / up to an additional \$45,000 (cash flowed over three (3) to five (5) years) for additional company principals;
- / up to an additional \$30,000 (cash flowed over three (3) to five (5) years) under the **Talent Seed Grant**; and
- / up to an additional \$75,000 (cash flowed over three (3) to five (5) years) under the **New Project Grant**.

The maximum that can be applied for over the five (5) year period is \$285,000.

how does it work?

Seed Development Grant (SDG) principal funding can be used towards:

Project Development

Successful applicants are encouraged to use these funds to leverage additional development funds from other sources such as broadcasters, sales agents, crowd funding and the private sector. Funds can be used towards fees for, writers, directors, producers, script editors, options, project marketing materials, visual teasers, project manager and legal fees.

Professional Development

The fees and charges associated with the professional development of the company staff and principals. This includes training courses, conference registration, specialist advice and mentoring.

Travel and Accommodation

The costs of accommodation, transport and registration of company staff and principals to interstate and international meetings, market attendance and conferences.

Company Overheads

A proportion of infrastructure costs incurred by the company that are directly linked to the activities outlined in the applicant's Seed Development Grant proposal (rent, electricity, stationery etc). These funds cannot be expended on production or event management.

Companies eligible for Seed Development Grant can apply for up to a total of **\$135,000** to be cash flowed over three (3) to five (5) years.

Companies with **more than two company principals** can apply for up to **\$15,000 for every additional company principal** up to a total of five (5) over the three (3) to five (5) year period. For example a company with four (4) company directors could apply for Seed Development Grant of \$135,000 plus \$15,000 for each of the 3rd and 4th company principals. Company principals are defined as 'a shareholder or member of the Board of Directors that holds a senior management position and is active in the day to day operations of the company'.

Seed Development Grant applicants may also be eligible for:

- **Talent Seed Grant** of up to \$30,000 in additional funding paid over three (3) to five (5) years (see relevant guidelines for detailed information); and
- **New Project Grant** of up to \$75,000 additional funding paid over three (3) to five (5) years (see relevant guidelines for detailed information).

how will applications be assessed?

In addition to the assessment criteria detailed in the SAFC General Guidelines and Terms of Trade, applicants will be expected to provide:

- / a clearly developed strategic business plan with stages and measurable Key Performance Indicators (KPIs) and milestones;
- / the strength of their complimentary partnerships and alliances, business plan, track record, slate of projects, resources and potential for growth;
- / the creative and economic benefits that they will bring to the South Australian industry including:
 - access to third party finance;
 - business and marketing skills;
 - creative benefits including proposed collaborative partnerships with SA writers, producers and directors; and
 - development expertise.

Applicants will be expected to clearly outline how they intend to:

- / grow their business;
- / contribute to the growth of the South Australian industry in both the short and longer term; and
- / engage in complimentary partnerships and alliances.

what special conditions apply?

Companies with a substantial capital base that are already sustainable – or entities associated with such companies – will need to justify why they require Seed Development Grant funding to achieve their business goals or progress their production slates.

The SAFC will prioritise established companies that do not yet have the capacity to access private capital but may be enabled by the Seed Development Grant to accelerate their growth and enhance their ability to attract private equity.

At a minimum, successful applicants are required to meet and report with the Seed Development Grant Committee once a year.

how do I apply?

The application process is as follows:

1. Discuss your eligibility and application with SAFC Executive;
2. Attend a business plan workshop prior to completing application (encouraged but not compulsory);
3. Complete and submit Application including detailed Business Plan and financial forecast.

Applicants are expected to provide information including:

- / outlined stages with milestones and KPIs) over a three (3) to five (5) year period;
- / company history;
- / future vision for the company;
- / financial records for past three years;
- / forward financial projections;
- / CV's of company principals and key personnel;
- / documentation of produced credits including box office, sales and ratings performance if requested;
- / details of current slate; including:
 - company extracts for parent and subsidiary companies associated with the financing, development, production and marketing of the slate;
 - flowchart of agreements showing production partners and ownership of copyright where applicable;
 - deal memos of any partnerships, collaborations or financing;
 - evidence of chain of title; marketing and financing plans for projects in development, and an assessment of their current development status; attachments including key creative, cast and marketplace;
- / budgeted proposal for Seed Development Grant funding; and
- / any other supporting material or documentation as appropriate that may assist consideration of the application.

The application process is detailed in the SAFC General Guidelines.

Application forms are available online at www.safilm.com.au.

After reading the General Guidelines and considering eligibility applicants are required to discuss their application with the SAFC to confirm eligibility prior to submitting a completed application.

when can I apply?

The exact dates of all stages of the Seed Development Grant round will be made available on the SAFC website and via subscriber communications.

how do I submit my application?

Online:

Applications and support materials are submitted via the SAFC online application portal: www.hightail.com/u/safc

A link to submission instructions can be found on the SAFC website (on the same page as these guidelines), and also at the bottom of the application form.

See ["Submitting electronic documents"](#) on the SAFC website for details on how to prepare your documents and submit them.

where can I find out more?

Read the SAFC General Guidelines

- Read the SAFC Terms of Trade
 - Visit the Industry Programs section of www.safilm.com.au
 - Contact the SAFC on 08 8394 2000
-

specific terms of trade

- / In addition to the SAFC Standard Terms of Trade, the following special conditions apply to the Seed Development Grant (“**SDG**”) funding: Seed production companies are disqualified from the SA Writers Development Grant for the Term of the agreement, but remain eligible for other SAFC funding initiatives including but not limited to SAFC Production Investment, Revolving Film Fund, Producer Equity Scheme, Payroll Tax Exemption, Matched Market Development Grant and the Targeted Travel Grant;
- / Seed production companies are expected to own or control at least 50% of copyright in the slate of projects listed and Underlying Works;
- / SDG funds are provided as a development grant in the applicant’s slate of projects in accordance with the terms of the **SDG Agreement** (“SDG”);
- / ongoing funding throughout the Term will be contingent on the applicant demonstrating satisfactory performance against their milestones and KPIs; and
- / Successful applicants will be required to provide annual reports and meet regularly with the SAFC.

Working with Aboriginal and Torres Strait Islander content and communities

Applications involving or dealing with Aboriginal and Torres Strait Islander material should include appropriate permission from the relevant community.

An Aboriginal and Torres Strait Islander consultant may be appointed by the SAFC to provide an assessment of the application to ensure that appropriate consultation is taking place and that the use of the material is appropriate and acceptable to the relevant community and Aboriginal and Torres Strait Islander communities generally.

The SAFC recommends that applicants refer to the guidelines developed by Screen Australia entitled “**A Guide to Protocols for Screen based practitioners Working with Indigenous Content and Indigenous Communities**” which can be downloaded from the following link:

http://www.screenaustralia.gov.au/filmmaking/Indigenous_protocols.aspx

This guide is intended to provide practical advice about the ethical and legal issues involved with the transfer of Indigenous cultural material to the screen.

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 relevant application form. Applicants are required to discuss their applications with the South Australian Film Corporation prior to submitting an application.

SAFC General Guidelines, Terms of Trade and the relevant application form can be found at www.safilm.com.au



Change Log

December 2016

- Clarification that Production Attraction Grant is now Targeted Travel Grant

December 2015

- Amendments to Seed program to Seed provide funding as Grant rather than investment and allow Seed recipients to be eligible to apply for Matched Market Development Funding

July 2015:

- Update to application instructions for online submissions

February 2015:

- Clarification regarding eligible credits to stipulate 'long form' narrative driven or documentary projects, in line with application form

November 2014:

- Clarity regarding definition and eligibility of company principals
- Changes to application process to eliminate EOI stage and requirement of workshop attendance
- Change in period of companies being ineligible for other funding from time of application to Term of the agreement
- Clarification regarding definition of copyright stake in slate.