



What is the program?

The Export Market Travel Fund is a limited fund that supports international travel for the final packaging of world-class South Australian projects to move into production. Funding recipients will be focused on gaining market attachments, raising export finance and securing partners to enable their projects to move into production.

What is on offer?

Travel funding is subject to availability and can be up to:

- \$3,500 for an individual, or
- \$5,000 for a team of two or more.

Where a contingent of South Australian companies is seeking to attend the same marketplace, the South Australian Film Corporation (SAFC) may award funds at a lower level to ensure equity of participation.

Travel funding is targeted at the following international markets:

- American Film Market (AFM),
- Cannes Film Market,
- Content London,
- European Film Market (Berlin) including Berlinale Co-Production Market,
- Frontières International Co-Production Market,
- Gamescom,
- Game Developers Conference (GDC),
- IDFA Forum,
- KidScreen Summit,
- MIP TV,
- MIPCOM,
- SeriesMania,
- Sunny Side of the Doc,
- Toronto International Film Festival (TIFF) including CONNECTIONS Co-Production Market.

The SAFC will consider other markets or events on a case-by-case basis.

Who is eligible?

The applicant must:

- be a South Australian Resident (as defined in the SAFC's [Terms of Trade](#)), and
- be a credited producer* and/or game developer.



*Credited producer means mid-career to established applicants with the ability to raise finance in the market, having delivered at least one of the following:

- A television or episodic project released on broadcast TV or an SVOD platform,
- A feature film released theatrically or via an SVOD platform or has received 40% Producer Offset,
- A short film in official selection at A-List festival (See the SAFC's [Terms of Trade](#) for qualifying A-List Festivals),
- A narrative online work with more than 1 million views or a channel with more than 100,000 subscribers.

Applicants who have received from the SAFC more than three separate development or market funding awards over the previous three years but have not commenced production will not be eligible.

What projects are eligible?

Finance ready projects will be eligible for this Export Market Travel.

For film and television, projects shall be at polished script stage with marketable attachments and sufficiently realised in its development to secure final packaging elements. Priority will be given to projects that have secured a market attachment for the ANZ territory.

For game projects, priority will be given to projects that have a proof-of-concept in the form of either a playable prototype of the game or an animated gameplay trailer for the game.

Evaluation criteria

Funding decisions will be made against the following criteria:

- The likelihood the project will secure international finance at the nominated event,
- Stage of projects including secured elements in the finance plan, plan for securing the remaining funds and timeframe to production,
- The strategy for the market or event including planned activities and meetings,
- The strength of the applicant's CV, including relevant and recent projects that they have financed,
- The track record of the project team and partners,
- The amount and timing of previous development and market funding received and direct outcomes,
- Applications with documented confirmed meetings with Senior Executives at established companies will take preference.

In evaluating the project, the SAFC will consider any information and weight the above criteria as it judges appropriate to best serve the SAFC's [Strategic Objectives](#) and the SAFC's [Diversity & Inclusion Strategy](#).



Application process

Applications may be made at any time through the SAFC's online grant portal safilm.smartygrants.com.au

The full assessment will be undertaken with the materials provided in the application platform.

The onus is on the applicant to ensure that all required materials have been supplied. No additional materials will be received by the SAFC without the prior written agreement of the SAFC.

Applicants will be notified of an Offer or decline within 10 business days after receipt of a complete application.

Application materials

- Warranties around rights holding,
- Warranties around SA Residency and/ or Company Registration Headquartering in SA,
- Warranties around compliance with the SAFC's [Terms of Trade](#),
- Professional credits as per the SAFC's [Terms of Trade](#),
- Warranties that there are no outstanding obligations to the SAFC,
- Evidence of Production commenced in the last three years,
- Detailed Market Meeting schedule and plan,
- Statement of intended outcomes including timeframe to production,
- Professional development opportunities,
- Travel budget,
- Project details – title, logline and short synopsis,
- Evidence of attachment (market, Key Creatives and cast),
- Recent filmography of the applicants and team within the last four years,
- Finance plan, marketing plan for the project/s, meeting list.

Conditions of Funding

- Funds can be used on airfare, ground transportation, accommodation, market registration and travel insurance only,
- Funding for travel is limited and available to one grant per applicant per year,
- Recipients are required to provide a written report detailing the outcomes of the market three months after travel,
- Recipients will be encouraged to share their experience of the market at SAFC post-market debrief events and must respond to a follow-up survey sent out within one year.



Next steps?

Before applying, all applicants must read the SAFC's [Terms of Trade](#) and speak to the SAFC regarding their intended SAFC grant request and expectations.

Contacts

Please direct all phone enquiries to the relevant staff below via SAFC Reception on +61 8 8394 2000.

For initial enquiries, please contact SAFC Program Coordinator Julia Light programs@safilm.com.au

For other enquiries, please contact SAFC Talent Development Manager Jessica Giacco
jessica.giacco@safilm.com.au

(Note: All amounts in this guideline are quoted exclusive of GST, unless otherwise stated)