

# GUIDELINES

## Matched Market Development Grant

### What is the program?

The Matched Market Development Grant provides matched funding to South Australian-Led (SA-Led) projects with secured third party funding from the market. The SAFC recognises market finance as an endorsement of the project's likelihood to attract finance, move into production and connect with audiences.

This program is non-discretionary. If all eligible criteria are met, funding is automatic, subject to available funds.

### What is on offer?

Development funding for narrative-driven SA-Led screen projects intending to be produced and/ or post-produced in South Australia (SA) and for commercial release via theatrical, broadcast, or major digital content platform.

The SAFC will match third-party development contributions in two tiers, subject to funds available:

- up to \$25,000 for confirmed development funding from Screen Australia,
- above \$25,000 and uncapped for confirmed development funding from a Recognised Third-Party Market Entity\*. SAFC contribution above \$25,000 will be limited to [South Australian Qualifying Expenditure](#) and/or costs associated with D/deaf and/or disabled Key Creatives based anywhere in Australia.

\*A Recognised Third-Party Market Entity is defined as a sales agent, distributor, broadcaster, streaming platform or major digital content platform with a public facing commercial track record in the format applied for, or partner production companies that have output deals with recognised third-party market entities. This excludes private investor funds.

### Who is eligible?

The applicant must:

- have read, and be compliant with, the SAFC's [Terms of Trade](#),
- be able to prove that they own or control, or have an option to acquire, the necessary rights to own or control the project,
- have confirmation of development finance from a Recognised Third-Party Market Entity, and
- not be in breach of any contractual obligations to the SAFC.

Eligible projects will be SA-led i.e.:

- where the rights holder is a South Australian Resident producer, or
- where the underlying IP is from, and/or creative control is held by, a South Australian Resident writer and/or director. IP encompasses Indigenous Cultural & Intellectual Property (ICIP) – for more information, see the SAFC Terms of Trade.



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Applications may be considered, subject to available funds, from non-South Australian applicants where they are able to demonstrate, to the SAFC's satisfaction, two or more of the following criteria:

- evidence of a genuine co-production partnership\* with a South Australian producer,
- a South Australian resident writer is attached,
- the project offers outstanding economic benefits to South Australia,
- at least one SA Key Creative\*\* identifies as D/deaf and/or disabled.

\* A partnership may be considered by the SAFC to be a genuine co-production when the SA company receives a share of revenue commensurate with their involvement in bringing finance to the project as may be evidenced by a share of the following:

- Producer's share of copyright
- Producer fees
- Overheads
- Producer offset margin
- Producer recoupment position from offset and other producer sourced funding
- Producer's equity

\*\* Key Creative is defined for these guidelines as a producer, writer, or director who performs that role and receives that credit on the project.

## What projects are eligible?

Narrative-driven stand-alone and series are eligible for funding under this program – for example:

- Live action
- Animation
- Documentary
- Drama
- Children's
- Factual
- Comedy
- Immersive and Interactive

Eligible Projects will have written evidence of the level and terms of confirmed development funding from a Recognised Third-Party Market Entity. Third-party funding must be confirmed in writing prior to application.

Projects that have previously received Matched Market funding can apply for another round of funding if the project secures further marketplace funding for another stage of development.

## What projects are ineligible?

- Projects without confirmed development funding from a recognised third-party market entity,
- Short films,
- Digital games (see separate funding programs),



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- Formats ineligible under SAFC's Terms of Trade,
- Projects that have been declined twice for funding from this program.

### What can the funds be used for?

Matched Market Development Funding is considered a partial contribution to the next stage of development. Funds may be used towards development activities including (but not limited to):

- writer's room costs,
- series bibles,
- episode outlines,
- draft scripts,
- detailed research,
- script editing,
- budgeting,
- scheduling,
- casting,
- location scouting,
- legal fees\*,
- writing of a documentary treatment,
- creation of a teaser,
- proof of concepts,
- prototyping for VR,
- producer fees and overheads\*\*,
- writer fees and director fees,
- location manager fees,
- line producer fees,
- script editors and script consultants.

\*Funding allocation for legal fees needs to be matched by the third-party contributor.

\*\* Producer fees and overheads are capped at 20% of development costs.

### What can't the fund be used for?

- The costs of options in the work, copyright or life rights,
- Costs towards production such as recording of songs,
- The purchase of assets, equipment, hardware or software,
- Retrospective development expenses,
- Non-South Australian producer fees or production company overheads,
- In-kind or deferred fees.



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### How do I apply?

Applications for the Matched Market Development Grant are open all year round and must be made via the SAFC's online grants platform [safilm.smartygrants.com.au](https://safilm.smartygrants.com.au). Applications will be processed in two stages:

**Stage One** is assessment of eligibility. The application will be assessed for eligibility based on the materials submitted in the application platform. The onus is on the applicant to ensure that all required materials have been supplied to determine eligibility. Additional materials will not be accepted without the prior written agreement of the SAFC.

After Stage One acceptance, eligible applicants will be invited to proceed to **Stage Two**.

**Stage Two** is full assessment and consideration of an offer of funding.

### Decisions and Notifications

#### Stage One

Applicants will be notified of a Stage One acceptance or decline within ten business days from receipt of a Stage One application.

#### Stage Two

Applicants will be notified of a Stage Two Offer or decline within fifteen business days from receipt of a complete Stage Two application.

Depending on the complexity of the applications, the SAFC reserves the right to extend such timeline at any stage. Applicants will be notified of an extension within the above timeline.

### Application Materials

#### Stage One (Eligibility Assessment)

- Warranties confirming the project meets SAFC rights holding eligibility requirements
- Warranties confirming the project meets SAFC Residency status of applicant and/ or Key Creatives eligibility requirements, as applicable.
- Evidence of all secured offers of development funding from Recognised Third-Party Market Entities that specify the commercial terms and level of commitment (dated no earlier than three months from application).
- Market partner credentials (online will require platform evidence of audience reach).
- Short form creative materials – logline and synopsis.
- Demographic information of the applicant and Key Creatives.
- Evidence of the project meeting SAFC's eligible format requirements, if applicable.
- Level of SAFC funding requested.
- Warranties that SAFC Terms of Trade including contractual obligations to SAFC are met.



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### Stage Two (if invited to apply)

- ASIC Current Company Extract for the Production Company applying.
- ASIC Current Company Extract for the Production entity Special Purpose Vehicle (SPV), if formed.
- Documents evidencing Chain of Title.
- Documents evidencing South Australian Residency, if applicable.
- Detailed development Budget (Including SA Expenditure).
- Development Schedule.
- Evidence of genuine co-production requirements, if applicable.
- Relevant supporting materials to evidence opportunities to advance progress towards SAFC's 2032 Diversity and Inclusion Strategy targets.
- Evidence of collaboration including, where relevant, signed letter of consent.
- Totals of All Project jobs and Full Time Equivalents (FTEs) and South Australian Resident Project jobs and FTEs.
- Evidence of consultation relevant to the content and participants, if applicable, for example in the case of First Nations or D/deaf and/or disabled content in the application.

### Funding Conditions

- The SAFC shall receive a development credit on the draft script cover page, pitch materials or teaser.
- If the project proceeds to production with the SAFC attached, funds will form part of the SAFC's overall contribution to the production and must be reflected within the budget.
- Further terms will be set out in the relevant contract issued by SAFC.
- Applications must be made within 3 months of confirmation of market funding.
- Funding cannot be retrospective.
- Non-arm's length market contributions must be net of related party fees and overheads

The SAFC will consider any information as it judges appropriate to best serve the SAFC's [Strategic Objectives](#) and SAFC's [Diversity & Inclusion Strategy](#).

For more information, please refer to SAFC's Terms of Trade (Working with First Nations Content and Communities) and [Screen Australia's Pathways & Protocols: a filmmaker's guide to working with Indigenous people, culture and concepts](#) and the SAFC First Nations Cultural Protocols Guide.

### Next Steps?

Before applying, all applicants must read SAFC's Terms of Trade and speak to [SAFC Talent Development Manager](#) regarding your intended SAFC grant request and the estimated SA spend on your project.

For initial enquiries, please contact the SAFC Production team

Phone: 08 8394 2029

Email: [programs@safilm.com.au](mailto:programs@safilm.com.au)

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