



Media Resource Centre

Program Guidelines – Production Initiative (PIP) & Livecast

This program provides grant funding to facilitate a short form production opportunity in order to provide career advancement for **emerging and establishing screen industry practitioners** or in the case of the Livecast Audio Shorts, **experienced practitioners** are also welcome to apply.

This program supports professional development that aligns with current screen industry standards, and is designed to build creative, craft and technical skills whilst providing a valuable screen credit.

Program outcomes include:

- Hands on experience and development of professional skills leading to employment opportunities in the screen industry
- Production of a short work eligible for festivals and online screenings
- Demonstration of craft, technical and creative expertise
- Facilitation of new career pathways for practitioners
- Fosters the creation of collaborative teams who will advance their careers together

What is Offered

Grant funding is available to produce a short form drama or documentary, animation or comedy in the following formats:

- Short Film – up to 12 mins duration
- Short Web series – up to three episodes – max 12 mins duration in total across the 3 episodes
- Livecast Audio Short - up to 12 mins duration

Funding is available at varying levels for up to:

- Six x short films/web series with budget levels of: 2 x \$2.5k, 3 x \$4.5k and 1 x \$10k
- Six x Livecast audio shorts, to be recorded in front of a live audience in the Mercury Cinema, using actors and foley artists for podcasting

- The budget for the Livecast Audio Shorts allows for up to four actors for each project to be paid a minimum daily rate for one day totaling \$1,000 per production. This allows for rehearsal and recording on the same day. The MRC will contribute to the budgets, the cost of the venue hire, the audio recording and equipment hire, but not marketing or promotion or platform hosting fees.
- Applicants are encouraged to match the ambition of their project with the budget level for which they are applying. Be mindful that the higher budgets will be highly competitive so if it's your first film through the MRC consider applying for a smaller budget level.

Please note that the MRC may use its discretion to withhold funds where there are insufficient projects that are of an appropriate standard and to redistribute funds to other projects.

Eligibility Criteria

Applicants are expected to be:

1. South Australian residents
2. Current financial MRC members and 18 years +
3. Full time students may apply however, if successful they are unable to use the budget toward a student film that forms part of their coursework
4. All applications must include a combination of Producer, Writer and Director. **All** members of the key creative team must be SA residents
5. Whilst sourcing cast, crew and heads of department from SA is encouraged, it is acknowledged that producers should be free to configure a crew that will assist in creating the most successful outcomes for the production. However, it is incumbent on the producer to demonstrate the significant track record of the non SA cast or crew member
6. Applicants are not eligible if they have received production funding from a state or federal funding agency in the role in which they are applying, excluding Livecast which is open to experienced practitioners
7. Applicants may only ever receive a maximum of 3 PIP production grants in total from the MRC in the role in which they are applying, excluding Livecast which is open to experienced practitioners
8. Applicants are not eligible if in the role in which they are applying, they have had a broadcast or cinema release of their work within the last ten years, excluding Livecast which is open to experienced practitioners
9. Applicants seeking to change career pathways, with a track record in one discipline eg: as a producer or development executive, are eligible to apply in the role of writer or director for example.

10. Applicants who seek to cross-over from drama to documentary for example are also eligible to apply as long as they meet the above criteria
11. Please note that Livecast is also open to experienced practitioners
12. Whilst not essential, where the team has little or no experience, practitioners are encouraged to approach a mentor in the form of an Executive Producer or Mentor Director to help strengthen the competitiveness of their application
13. Applicants must provide evidence that they have control of the copyright of the project and if a documentary project have evidence of access in the form of personal releases
14. Projects may be a proof of concept for a longer work however should function as a standalone short film, web series or audio short with a beginning, middle and end so that the project can be screened publically at festivals or online.
15. Applications seeking a post-production grant may be considered in exceptional circumstances.
16. Any member of the creative team in default of any contractual obligations to the SAFC or MRC is not eligible to apply.

Assessment Criteria

In line with prevailing screen industry standards, all applications must be completed in full and submitted by the deadline. **Incomplete or late applications will not be accepted.**

Applications will be assessed on the following criteria:

- The strength and originality of the story and quality and standard of writing
- The quality and originality of the directorial vision
- The readiness of the project to advance into production
- The viability of the production in relation to the proposed budget
- The demonstrated benefits to the creative team in relation to stated career ambitions

Applicants must discuss their application with a member of the MRC's Production Team prior to submitting their application, to determine eligibility.

Application Requirements

A Completed Application Form – [click here](#) for application form

1. Project Summary

- A list of the key creatives (producer, director and writer)
- Project Title
- Format and Genre (eg: short, horror)

- For Shorts: A one sentence logline that boils the script down to its essential dramatic narrative in as succinct a manner as possible and;
- A half page synopsis that describes your story in terms of the themes you are exploring through action and character. The story synopsis brings out the ‘dramatic issue’ at the heart of your story – *the big ‘what if...’* and keeps a clear eye on what’s at stake for your characters. It must also give us an understanding of how and why your story will engage with an audience.
- For web series: A one sentence series logline, a one paragraph synopsis for each of the three episodes and an overview of how the story develops across the entire series.

2. Production-ready script

- Please ensure your script is formatted according to industry standards (Courier, 12pt), and includes the following information on the cover page:
- Project Title, date, draft number, format and name of writer/s
- The producer’s name, address and contact details

3. Production Documents

- Industry Standard Short Film A-Z Production Budget
- Budget narrative detailing how the production will be realized within budget constraints and factors that will impact the budget including paid and unpaid cast/crew, in-kind equipment and facilities deals, applicants financial contribution, location deals etc.
- Proposed Schedule including pre-production, shoot, post production and delivery date
- Evidence of applicant’s ownership of copyright eg: Option/Purchase Agreement or Assignment of Rights
- For documentary, provide a release form demonstrating evidence of access to the subject

4. Creative Documents

- Director’s Vision Statement
In no more than one page, outline what you are hoping to say with this project. Detail your creative vision including your creative influences. Describe the stylistic look and feel of the film and the kind of emotional response you are aiming for from your audience. Describe how this film fits into your career trajectory and why it is an important story for you to tell. What is your passion for the material? Why are you the right person to tell it? Why is this story relevant and why now?
- Producer’s Vision Statement
In no more than one page, provide a convincing argument as to why this film should be made, who the target audience is and why the themes in your film will resonate with your target audience. Detail who you intend to work with on this

production and how their skills will contribute to the outcome. Include information as to what it is about this story that makes it worth telling and in career terms, how it fits within your career path.

➤ Marketing Strategy

In no more than one page describe how you intend to reach your target audience and how you will promote awareness of your film. This will require a well-considered release plan appropriate to your format eg: film festival, online platform, audio podcast etc. Provide a list of priority festivals you wish to target (if appropriate for your format) demonstrating your knowledge and understanding of festivals most likely to be receptive to your project. Include opportunities for potential sales. Be entrepreneurial in your approach to ways in which to connect to an audience

➤ A list of URL links to Key Creatives' previous work and passwords (if available).

➤ CV's of Creative Team

➤ Producer, Writer and Director CV's including screen credits no longer than two pages

➤ Please include CV's of any confirmed additional cast or crew eg: EP, Mentor, Principal Cast, DOP, Editor, Composer etc.

➤ CV's of any non-SA residents involved in the project

Submissions

➤ Submission Deadline has been extended to COB, **Tuesday 13th June, 2017**

➤ Please [click here](#) to complete your application.

N.B. Incomplete or late applications will not be accepted.

Terms and Conditions

- a) Funds are provided in the form of a non-recoupable grant.
- b) Successful contracting applicants must provide the Media Resource Centre with an ABN or complete a '*Statement by a Supplier*' form for taxation purposes.
- c) Applicants must enter into a Production Investment Agreement and will abide by the terms of this agreement.
- d) Applicants must provide evidence of copyright chain of title and all relevant service agreements such as director and writer agreements as a pre-condition of funding.
- e) The MRC is to receive the appropriate production credit on the completed film.
- f) Productions must not be defamatory toward any person alive or dead.
- g) Production must be completed and delivered to the MRC within one year of execution of PIA.

For access to MRC Copyright and Production Templates [click here](#)
