

Call for Proposals – MDA-ScreenWest Cross Media Development Initiative

Program name	MDA-ScreenWest Cross Media Development Initiative
<p>Summary</p>	<p>The MDA-ScreenWest Cross Media Development Initiative is a program to encourage Singapore and Western Australian production companies to co-develop visual narrative concepts for emerging new media channels including and not limited to interactive television, web and mobile devices.</p> <p>MDA and ScreenWest will jointly provide development funding of up to US\$30,000 for up to two (2) selected projects.</p>
<p>Maximum participants / funds available</p>	<p>US\$30,000 per successful application (shared equally between the Singaporean and Western Australian partners).</p>
<p>Who is it for?</p>	<p>Resident Western Australian Media Practitioners/Companies and Singaporean Resident Media Practitioners/Companies with at least 30% Singapore shareholding and central management and control in Singapore.</p>
<p>Deadlines</p>	<p>Prior to submitting an application, Applicants are required to discuss their application with ScreenWest and MDA.</p> <p>Applications must be received by 5.00pm on 6 December 2010 to be eligible for assessment.</p>
<p>Assessed</p>	<p>MDA and ScreenWest</p>
<p>Program contact</p>	<p>Media Development Authority (MDA)</p> <p>Marcus Lim, Broadcast & Music Ph: +65 9726 3085 Email: marcus_lim@mda.gov.sg</p> <p>ScreenWest</p> <p>ScreenWest Digital Project Manager Ph: (08) 9224 7322 Toll Free: 1800 463 043 Email: funding@screenwest.wa.gov.au</p>

1.0 OVERVIEW

The MDA-ScreenWest Cross Media Development Initiative is an initiative to encourage Singaporean and Western Australian production companies to co-develop visual narrative concepts for emerging new media channels including and not limited to interactive television, web and mobile devices.

Digital producers and more traditional media practitioners, producers, storytellers and developers in both Australia and Singapore will partner to form co-development teams whose members will contain complementary and synergistic skill sets across the various traditional and new media disciplines.

These teams will be challenged to create an original, engaging, innovative and interactive story-driven prototype product. Importantly teams will be encouraged to leverage the various platforms including and not limited to interactive television, web and mobile devices or services that viewers currently engage with. Projects accepted for this initiative do need to have a strong narrative that takes users on a journey and encourages interactivity with the story.

Initial project submissions will need to clearly identify their target platforms for delivery and outline a strategy to have their project accepted for distribution on those platforms. Projects with the ability to be deployed across multiple platforms will be viewed favourably for this initiative.

MDA and ScreenWest will jointly provide development funding of up to US\$30,000 for each selected project. The development funding will be shared equally between the appointed Singaporean and Western Australian co-development partners. MDA and ScreenWest will consider an uneven split of funding between co-producing companies if the project requires it. If an uneven split of the total budget is requested, all parties must mutually agree to the split prior to final contracting.

Full submissions must be submitted to both MDA and ScreenWest by no later than 5.00pm on 6 December 2010.

2.0 HOW TO APPLY

2.1 Eligibility

The MDA-ScreenWest Cross Media Development Initiative is open to Singapore and Western Australia resident companies who agree to work as partners during the development phase and production phase should the project proceed to commercialisation. The partners will be expected to enter into a short form co-development agreement.

A Western Australian-resident company is a company which has its principal place of business in WA, and has at least 50% beneficial ownership by a WA Resident (as defined in the [ScreenWest Terms of Trade](#)).

A Singaporean resident company must have at least 30% Singapore shareholding and central management and control in Singapore.

2.2 Application Material

Applicants will need to submit an application to both ScreenWest and MDA.

The Western Australian Company/Practitioner will be required to submit their application using the ScreenWest online application system. The applicant will require a ScreenXtra account:
<http://www.screenwest.com.au/go/screenxtra>

The Singaporean Company/Practitioner will be required to submit their application to:

Media Development Authority (MDA)

Attention to: Marcus Lim, Broadcast & Music
3 Fusionopolis Way
#16-22 Symbiosis
Singapore 138633

All submissions must be in English and provide succinct and comprehensive information on the following and also include:

- A completed Application Form (applicable to both Western Australia and Singapore companies);
- A one line AND one page detailed synopsis of the project;
- An outline of the content to be produced;
- Information architecture of the application and/or project concept;
- Delivery platforms (known interactive TV, web, and/or mobile platforms, services or devices);
- Targeted digital distributors (networks and platforms);
- Cross media development and exploitation plans;
- Market overview and commercialisation plan;
- A statement addressing the development strategy outlining the objectives and tasks to be undertaken by each partner during the development stage of the project;
- A list of confirmed key creatives including their CV's;
- Development budget with an accompanying written statement explaining the contribution from Singapore and Western Australian key creatives and how the development funding will be broken down between the two partners, noting that both the Singaporean and Western Australian company will share equally in the US\$30,000. The Western Australian company will draw down US\$15,000 from ScreenWest and the Singaporean company will draw down US\$15,000 from MDA; MDA and ScreenWest will consider an uneven split of funding between co-producing companies if the project requires it. If an uneven split of the total budget is requested, all parties must mutually agree to the split prior to final contracting.
- Development schedule;
- Background information on companies involved in the co-development with a description of company track record;
- Any audio-visual materials, samples or other documentation to provide more information in support of the application and/or project concept.

ScreenWest and MDA reserves the right to not accept incomplete or late applications. Applications that do not include all the requested information that are accepted will be competitively assessed against other applications that may have provided all the required material. No additional material will be accepted after the closing date.

An application receipt will be sent to you within two working days of the rounds closing date as confirmation that ScreenWest has received your application. **It is the applicant's responsibility to contact ScreenWest and MDA if you do not receive an application receipt.**

Application material will not be returned by ScreenWest and MDA.

3.0 ASSESSMENT

The applications will be assessed at the close of the round. A reference panel consisting of industry experts will assess each of the applications and provide recommendations to ScreenWest and MDA. ScreenWest and MDA will mutually agree on up to two successful applications.

The assessors consider all the materials provided with a specific focus on the following:

- Innovative elements of the concept;
- Quality, creativity and narrative elements;
- Interactive ability and identified audience/community engagement;
- Market potential or interest and likely audience appeal;
- Track record of the companies involved; and
- The feasibility of the proposed project.

Funds are limited and demand on ScreenWest's resources outweighs its ability to assist all applicants. Hence funding is not automatic even if an applicant meets the criteria. Applicants will be competitively assessed against each other.

4.0 IF YOU ARE SUCCESSFUL

Funding and Deliverables

All projects must be completed and delivered by August 2011, or any funds received must be returned to MDA and ScreenWest.

Deliverables will be negotiated between the recipient and MDA and ScreenWest based on the development budget and plans submitted. However, the following list must be included in the deliverables:

- A functioning prototype of the proposed project;
- A rationale explaining the cross media elements;
- Full cost report detailing expenditure of funds;
- Report on status of partnership, and plans for the next stage of production (including an itemised breakdown of partners' responsibilities and contributions to the production);
- Project's marketing and distribution plans; and
- Project's financing plan.

Other deliverable requirements may include some or all of the following:

- Written commitment and/or interest from investors, broadcasters and/or distributors if available;
- Anticipated sales and returns.

Closing Date: 6 December 2010

MDA-ScreenWest Cross Media Development Initiative - Application Form for Singaporean Company/Practitioner

Applicant's Particulars ¹		
Singaporean Company/Practitioner :		
Contact Person:	Designation:	
Company Address:		
Tel:	Fax:	Contact Email:
Company Registration Number:		
Company Activities / SSIC Code:		
Western Australian Company/ Practitioner :		
Contact Person:	Designation:	
Company Address:		
Tel:	Fax:	Contact Email:
Project Informaiton ²		
Project Title:		
Project Description (Brief):		
Project Budget:	Project Duration:	(Months)
Supporting Documents		
Please ensure that the following documents are included in your application:		
<input type="checkbox"/> Project Proposal; <input type="checkbox"/> Registrar-of-Companies (ROC) records; and <input type="checkbox"/> Latest company financial statements.		
<p>I, ON BEHALF OF THE COMPANY HEREBY UNDERTAKE –</p> <ul style="list-style-type: none"> i) that as the signatory, I have the full authority to make this submission to MDA, and that the information contained in this application is accurate, true and complete, and meets all the applicable criteria as set out in the Guidelines for MDA-ScreenWest Cross Media Development Initiative; ii) that I shall notify MDA, within reasonable time, if changes occur to any information submitted and shall, if so requested by MDA, provide all relevant documents supporting such changes; iii) that MDA is authorised to disclose any information in this application to any or all of the third parties as may be indicated in this application; iv) that MDA shall have the right to reject this application if any information submitted hereto is found to be incomplete, false or misleading in any material aspect, and all materials submitted with this application will not be returned; v) that no officer or employee of the Company is associated with, or otherwise related, to any officer or employee of MDA; vi) that the Company has neither received, nor applied for any form of financial assistance for the Project from MDA, or any statutory, quasi-government or government agencies in Singapore; and vii) that the Company is free from any material litigation, pending litigation, claims or demands, and has neither entered nor is entering into receivership, judicial management, insolvency, composition with its creditors, and has not passed a resolution from winding up. 		
Name and Signature		Date and Company Stamp

¹ Please provide Company Profile to be obtained from Bizfile.

² Please attach proposal incorporating the details specified in the Guidelines.