

Call for Proposals – MDA-ScreenWest Cross-Media Development Initiative

Overview

The MDA-ScreenWest Cross-Media Development Initiative is an initiative to encourage Singapore and Western Australian production companies to co-develop concepts with cross-media elements, in any of the following genres:

- Children's Series (including Animation)
- Documentary Series
- Factual or Factual Entertainment Series

MDA and ScreenWest will jointly provide development funding of up to US\$30,000 for each of the three selected projects. The US\$30,000 for each selected project, will be shared equally between the Singaporean and Western Australian co-production partner.

Eligibility Criteria

The MDA-ScreenWest Cross-Media Development Initiative is open to:

Singapore and Western Australia resident companies who agree to work as co-production partners during the development phase and production phase should the projects proceed to production. Co-production partners will be expected to enter into a short form co-production 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 General guidelines – www.screenwest.com.au)

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

Submission Details

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

- A completed application form (only applicable to Western Australia companies, Singapore companies need to submit a copy of the application form submitted by their WA partner to ScreenWest, together with information on its management shareholdings, paid-up capital and RCB number);
- A one line AND one page detailed synopsis of the project;
- Development schedule;
- Cross-media development and exploitation plans;
- A statement addressing the development strategy outlining the objectives and tasks to be undertaken by each co-production 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;
- Target broadcast territories (networks and platforms);
- Background information on companies involved in co-production with a description of company track record; and
- Any audio-visual materials or other documentation to provide more information in support of the application and/or project concept.

Children's Applications must also include:

- For live action series – A treatment and description of central characters
- For animation series – A description of animation format e.g. Flash, stop motion and at least ONE of the following:
 - Character design sample(s) or a sample storyboard

Documentary Applications must also include:

- A treatment with an extended outline (for one-offs) and episodic breakdown (for series)

Factual and Factual Entertainment Applications must also include:

- A treatment with a series breakdown;
- Details of the intended presenter for the series where relevant.

Funding & Deliverables

All projects must be completed and delivered by **10 June 2010**, or any payments 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:

- Sample(s) demonstrating cross-media elements;
- Full cost report detailing expenditure of development funds and
- Report on co-production status, and plans for the next stage of production (including an itemised breakdown of co-production partners responsibilities and contributions to the production).

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

- Full treatment for documentary series;
- Full treatment character and series bible, and/or first draft scripts, or storyboards; or model pack
- Fully-itemised production budget, covering above-the-line, pre-production, production and post-production;
- Written commitment and/or interest from investors, broadcasters and/or distributors if available;
- Project's marketing plans;
- Anticipated sales and returns; and
- A showreel or teaser of at least 2 minutes duration or more.

The closing date for submissions is **23 November 2009** and full submissions must be submitted to both MDA and ScreenWest by no later than 5pm on the closing date. Selected projects will be informed of MDA and ScreenWest decision on **2 December 2009**.



All submissions must be sent to:

Media Development Authority (MDA)
Attention to: Haryaty A Rahman
3 Fusionopolis Way
#16-22
Symbiosis
Singapore 138633

ScreenWest
Attention to: Darcy Hodgkinson
Level 7, 573 Hay Street,
Perth, Western Australia
WA 6849849