



GUIDELINES

FREQUENCY INITIATIVE FOR SCREEN

ABOUT THE PROGRAM

Frequency, a new \$240,000 podcast program from Create NSW and Screen NSW in partnership with Audible, the world's largest producer and provider of original spoken word entertainment and audiobooks, will support the development of up to eight new Australian stories from established and emerging NSW storytellers across various genres.

Create NSW and **Screen NSW** have joined forces with Audible to fund storytelling beyond the screen, the page and stage into bold spoken audio narratives. Successful applicants will receive up to \$30,000 towards the development of a podcast.

Grant recipients will have the opportunity for their projects to be considered for Audible's original content program.

Create NSW and Screen NSW are committed to supporting NSW artists, practitioners and arts and cultural workers to tell NSW stories.

Frequency will focus on supporting original, unpublished English-language works of fiction and non-fiction crafted for the listening experience. NSW-based applicants from varied storytelling mediums are encouraged to submit their best audio ideas.

Frequency will consider ideas from pre-existing Arts and Screen projects or new ideas and works.

Four projects will be developed from the NSW arts and cultural sector and the other four projects, from the NSW screen sector. Funding will support the development of each podcast, with the aim of being production ready to present to Audible for commissioning consideration at the end of the development period.

Frequency is intended to invest in the career development of an artist/team who has the capacity to make an outstanding contribution to storytelling and podcasting in NSW.





Each of the successful recipient/s will be awarded an untied cash grant of up to \$30,000. The grant is to be used for the development of the podcast to production ready stage, among other activities to be defined by the applicants.

Audible will work with successful recipients to develop the content and presentation skills, specifically targeting a format and approach that suits the short length medium of a podcast.

The Frequency Initiative will support either individual artists and/or teams* to develop a podcast to production ready stage.

The Frequency Initiative is managed and administered by Create NSW and Screen NSW with co-funding support from Audible.

[APPLY NOW](#)

To apply for funding you will need to complete and submit the relevant application form through our secure online grants system, [SmartyGrants](#).

Applications open: Friday 9 October 2020

Applications close: Thursday 12 November 2020 at 5pm AEDST

About AUDIBLE

Audible Australia is dedicated to serving our Australian and New Zealand customers with audiobooks sold by Audible Australia Pty Ltd. Audible is the world's largest producer and provider of original spoken-word entertainment and audiobooks, and is a leading destination for digital entertainment. Audible is perfect for busy people who wish they had more time to read, learn and be entertained. With the Audible app you can listen to more than 400,000 audiobooks and exclusive podcasts, anywhere, anytime.

OBJECTIVE

The NSW Government's new podcast initiative Frequency, from Create NSW and Screen NSW in partnership with Audible, will support the development of up to eight new Australian stories from established and emerging storytellers across various genres.

Grant recipients will receive the opportunity for their projects to be considered for Audible's original content program.

Create NSW and Screen NSW are committed to supporting NSW artists, practitioners and arts and cultural workers to tell NSW stories.

Frequency will take into consideration NSW Health advice and Federal and State restrictions imposed upon personal and professional activities throughout COVID-19.

IMPORTANT

- Applications must be received through our secure online grants system
- If you are a screen practitioner, you will need to go to apply via [Screen NSW](#). If you are an arts and cultural worker or artist, you will need to apply via [Create NSW](#).
- You can access the online application form using the Apply Now button on the [Create NSW website](#)
- Late submissions will not be accepted



- Technical and administration support will be available up to 5pm on the closing date
- Contact Create NSW or Screen NSW if you require this information in a format which is accessible to you
- Please contact us well before the closing date with any technical or administration questions:

Screen NSW

Phone: (02) 8289 6417

Email: amelia.carew-reid@create.nsw.gov.au

Create NSW

Phone: (02) 8289 6520

Email: arts.funding@create.nsw.gov.au

DEFINITIONS

An artist and/or arts and cultural worker: Is someone who is involved in the arts and culture sector on some of the following levels: production, distribution and interpretation of cultural and creative works, and management.

A screen practitioner: Is someone who works in filmmaking, screen production, mainstream animation or film festivals.

Contact Screen NSW

Please subscribe to our [e-news](#) or follow us on [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#) for regular updates about our programs.

WHO CAN APPLY?

Australian residents who identify as arts, culture or screen practitioners and/or content producers. This can include but is not limited to:

- novelists
- poets
- journalists
- playwrights
- screenwriters
- actors
- screen directors

The applicant will need to demonstrate their credentials and evidence of professional practice through the submission of support materials and CVs.

Applicant type

- Established and emerging Content Creators who have content or are developing content suitable for audio books/podcasts are strongly encouraged to apply.
- Applicants **MUST** be 18 years and over.
- All key applicants **MUST** be a NSW resident (NSW resident refers to a person residing in NSW for at least six months prior to making an application).
- All applications **MUST** include a NSW-based Writer. (NSW-based means that they must be based in and working from NSW, and ordinarily have lived in NSW for at least six months continuously prior to the date of the application).



Further Eligibility Requirements

- Individuals may apply but **MUST** be the copyright holder.
- Applicants may not be a fulltime employee of a broadcaster or enrolled in fulltime tertiary study. Applications from part-time broadcast employees and students will be assessed on a case by case basis.
- Applicants can be individuals or teams. Teams are required to include at least one female key creative.
- You can submit or be attached to multiple applications; but we do advise you to put your most competitive projects forward.
- You must hold the rights in your project.
- An important note on Diversity: Create NSW and Screen NSW are committed to supporting increased participation in the screen industry of people from under-represented groups including women, Aboriginal and Torres Strait Islander peoples, people from Culturally and Linguistically Diverse backgrounds, people with disability, LGBTQI people, people from western Sydney and people from regional NSW. Priority will be given to applicants including people from under-represented groups. Please consider inclusiveness, accessibility and diversity when forming your teams.

KEY DATES

Applications open: Friday 9 October 2020

Applications close: Thursday 12 November 2020 at 5pm AEDST

HOW MUCH FUNDING IS AVAILABLE?

The projects selected will receive up to \$30,000 each for development.

HOW WILL MY APPLICATION BE ASSESSED?

Assessment Criteria

You must address the following three assessment criteria:

MERIT

Your application should demonstrate:

- the proposed creative research is relevant, has merit, and addresses a significant topic or subject
- a well-articulated rationale for your proposed podcast
- that it is a well-planned and achievable program of development
- the quality and reputation of any previous work – particularly evidence of published/exhibited/performed work (CVs are required)

IMPACT

Your application should demonstrate:

- the potential for your work to be presented as an Audible podcast
- demonstrated their potential to appeal to a global audience across a spectrum of genres, crafted especially for the listening experience
- the anticipated outcomes and benefits of this program for Australian audiences, who these



- may be and a clear rationale of engagement
- your knowledge of protocols, permissions and intellectual property rights, particularly in relation to First Nations culture, art, knowledge, stories, archives and objects.

VIABILITY

Your application should demonstrate:

- Availability for the program
- Capacity to fulfil engagement with Audible
- Ensure copyright ownership/permissions of new and existing content
- Willingness to abide by Indigenous Cultural and Intellectual Property Protocols (ICIP)

Assessment Process

You will receive an automated response from our secure online grants system once your application has been submitted. All applications then proceed through an assessment process as outlined below.

Eligibility check

Once received through the online grants system, all applications undergo an eligibility check.

Eligible applications proceed to the assessment process.

If you are deemed ineligible, you will be advised in writing within 14 days of the closing date and your application will not proceed to assessment.

Assessment Process

Literature Board Members from Create NSW's Artform Advisory Boards, representatives from Screen NSW, the Film and Television Advisory Committee and representatives from Audible will assess all applications against the assessment criteria to determine the successful applicants.

The Assessors will meet to determine their final recommendations with reference to the assessment criteria, demographics and the distribution, range and scale of recommended applicants. This may include prioritising NSW applicants, as well as programs, individuals and outcomes that address:

- people living and/or working in regional NSW
- people living and/or working in Western Sydney
- Aboriginal people
- people from culturally and linguistically diverse backgrounds
- people with disability young people.

Prioritisation of recommended applicants ensures equity across the State and the best outcomes for NSW Government investment.

Further advice and/or clarification may be requested from applicants by Create NSW or Screen NSW during the assessment process.

Final recommendations are submitted for the consideration of the Minister for the Arts.

WHEN WILL I KNOW IF MY APPLICATION IS SUCCESSFUL?

The applicant will be notified of the outcome of their application under embargo* in March 2021.





* Under embargo means that applicants are notified but cannot publicise the outcome until the official announcement has been made by the Minister for the Arts or Create NSW. The embargo period is taken seriously and failure to comply may impact your current or future funding eligibility

The NSW Government typically receives far more applications than it can support and even if your application meets the assessment criteria, you are not guaranteed funding. If you are successful, your application may not be funded to the amount you have requested.

Please note if you have received a grant or administered a grant from Arts NSW/Create NSW or Screen NSW in the past and that grant has not been satisfactorily acquitted, payment of new funding may be delayed until the acquittal has been submitted and approved.

WHAT IF YOU NEED TO WITHDRAW YOUR APPLICATION?

You can withdraw your application at any time.

Please contact Create NSW on arts.funding@create.nsw.gov.au or Screen NSW on amelia.carew-reid@create.nsw.gov.au with your application details.

HOW TO GET FEEDBACK ON YOUR APPLICATION?

When you are notified of the outcome of your application, you will also be provided with information on how to receive feedback. An Assessment Meeting Report providing an overview of the round and the successful applicants will also be published on the website after the outcome of each round has been publicly announced.

WHAT HAPPENS IF MY APPLICATION IS SUCCESSFUL?

The successful recipient will be notified by Create NSW and Screen NSW. Audible will issue the successful applicant/s with a contract that will cover fees and the terms and duration of the program. Due to NSW Health advice and Federal and State restrictions imposed upon personal and professional activities throughout COVID-19 must be adhered to.

WHAT SUPPORT IS AVAILABLE?

You can contact Amelia Carew-Reid on (02) 8289 6417 or amelia.carew-reid@create.nsw.gov.au if you require any assistance.

Create NSW and Screen NSW staff are available to provide technical and general advice to potential applicants on the interpretation of these Guidelines, including funding eligibility and advice on the online application process. Staff cannot help directly with your application. To maintain a fair and equitable process, staff are unable to edit or correct any applications or provide advice on the content or choices required within the application.

