

WOMEN'S PROFESSIONAL & LEADERSHIP DEVELOPMENT FAQs

This initiative is for Victorian women working across the screen industry, including production, exhibition, distribution, finance, law, business affairs, programming, sales, marketing and similar disciplines. The program has two strands:

- / **Professional Development:** enables women to undertake relevant professional development opportunities which will position them for future senior management, leadership and/or decision making roles within the Australian screen industry.
- / **Leadership Development:** aims to increase the skills of women seeking to secure leadership and decision making roles in businesses and organisations within the Australian screen industry.

These FAQs should be read in conjunction with the [Women's Professional & Leadership Development \(WPLD\) Guidelines](#). After you've had the opportunity to read through the guidelines and these FAQs, we strongly recommended that you discuss your application with [Madeline Getson](#), Industry Programs Coordinator prior to submission of your documentation.

Who is this program for?

The program is for Victorian women at different stages of their screen industry career. The Professional Development strand is aimed at women with a minimum of five years' experience in the screen industry who are looking to expand their skills in business and/or as senior managers. The Leadership strand is aimed at women with a minimum of 10 years' experience in the screen industry who are aiming to secure positions which involve significant decision making, influence and leadership responsibilities.

What is the application process?

All applicants will need to complete and submit the online form by the deadline date. Your application should cover your current level of experience, your immediate learning/professional development goals and longer term aspirations, along with the activity/ activities you would like undertake with Film Victoria's funding support in order to achieve those goals. Your application should also make it clear why these activities are relevant and appropriate. The application form is [available on our website](#).

What do you mean by Professional Development? What would be an appropriate Professional Development opportunity to consider?

Professional Development as it relates to this program will generally be:

- / An opportunity that will give you one or more specific skills, expertise and confidence which will increase your ability to secure more senior roles working in the Australian screen industry
- / An opportunity should focus on enhancing your skills and career development. Such as courses on financing, marketing, distribution, communication, business management, contract law or negotiation skills. These can be undertaken through a variety of methods such as:

- Professional short courses
- Company internships
- Structured mentorships
- Professional coaching

What do you mean by Leadership? Do I have to be aiming for the top position in a company structure or business?

Leadership comes in many forms, and may include leading a significant project, a team, or a company. There are many different types of positions that can exert influence and effect change. You may be aiming to be a CEO, managing director, executive or senior manager in a private company or a screen industry organisation. Leadership typically involves significant decision making responsibilities in relation to people management, operational management, business strategies, report writing etc., in addition to having a high level of skill and expertise in one or more business disciplines, such as law, finance, marketing, sales, producing etc.

How do you define 'professional experience'?

We define it as working in a paid professional capacity within the screen industry on projects that have been professionally produced and released. Undergraduate projects and experience do not qualify. We require a minimum of five years' experience for applicants to the Professional Development strand and 10 years' experience for the Leadership strand.

Do the years of professional experience have to be continuous? What if I have taken a leave of absence (maternity leave or other?)

The experience does not need to be continuous, or consecutive. However we would expect you to have recently re-entered the industry workforce on a semi regular basis within the past five years.

Why 10 years for the Leadership strand?

The 10 year minimum recognises the period of time in which individuals may have attained a certain level of experience and expertise with their specific discipline and are therefore well positioned to take on leadership roles (e.g. Board appointments, executive and senior management roles).

What is out of scope?

For the purpose of this initiative there are a number of items that are not in scope, such as:

- / Costs contributing to building your business or establishing a new company
- / Costs associated with developing a specific project or business activity
- / Funds being used by a sponsor company to offset the cost of engaging the applicant in a paid position
- / Enrolment in a diploma, degree, masters and PhD courses
- / Games industry opportunities – see the [Women in Games](#) program if you're a woman in the Games sector seeking career development opportunities.

How developed does my proposal need to be at application stage?

- / Your application should include any known details such as names, dates and costs of specific learning activities, where they are located, why they are relevant and what the expected outcomes and benefits of the activities would be.

- / If you are proposing to undertake a short course you do not need to have completed enrolment at the time of application, however it is anticipated that you would have established your eligibility to do so should your application be successful.
- / If your proposal includes working with mentors or in specific business or organisations, these individuals and companies should be identified. You do not need to have an agreement in place with them, however it is anticipated that initial conversations to establish suitability will have taken place prior to applying.
- / If an approved proposal deviates from the mentors, or organisations specified in the application, the application may be reassessed.

Can I apply to other bodies (like Screen Australia) to help fund my activity if the cost of the activity exceeds the funds available through this initiative?

Yes, you may. Any approved additional funding sources should be declared in the budget section of your application as a third party contribution and any pending third party funding should be added to the budget notes section.

How many times can I apply for/receive WPLD support? Can I apply for more than one opportunity at different deadlines/different years?

If you receive (or have previously received) support under the *Leadership* strand (through the *Women in Leadership Development* program), you cannot receive any further WPLD funding.

If you receive support through the *Professional Development* strand you are able to receive one further support opportunity through a subsequent round. Further support might be a second *Professional Development* grant or a *Leadership* grant, depending on your development needs. Funding cannot be sought in consecutive years, to allow you to build on the outcomes of the previous *Professional Development* grant and reevaluate your development needs

Will this program run again in 2019?

Every year we review our programs and services, in response to marketplace trends, industry feedback and available funds. At this time we aren't able to confirm if WPLD will run again in 2019.

How many successful applicants will there be in 2018?

This will be dependent on the funding amounts requested by applicants, however we expect that there will be:

- / Up to 10 Professional Development opportunities available with up to \$5,000 per opportunity.
- / Up to five Leadership Development opportunities available with up to \$10,000 per opportunity.

How much can/should I apply for? Do I need to contribute to the costs of the opportunity?

Applications should reflect the costs of the proposed opportunity sought as well as necessary associated costs such as travel, accommodation or per diems. Payment in lieu of wages should not be included in your application budget. Applicants are able to contribute to the cost of the opportunity if the costs exceed the maximum amount of funding offered by Film Victoria.

Can I apply as a team?

No. The opportunity is for the development of individuals.

Do you have contacts that you can assist with?

We encourage you to identify potential courses, mentors and companies using your industry contacts and other available resources. We may be able to assist successful applicants with introductions for however it is preferable individuals instigate their own opportunities.

If I'm not eligible for this opportunity, what other programs do you offer?

Film Victoria runs various programs and initiatives for production and development funding and skills development. You can find more information and program deadlines [on our website](#).

EXAMPLE SCENARIOS

Below are some scenarios we hope will assist you in developing a learning/professional development activity plan for *Professional Development* or *Leadership* support. They have been developed to indicate your approach, rather than to prescribe specific activities. Please note that this is not an exhaustive list.

When you are developing your own plan for your application, you should take a holistic approach to addressing knowledge and skills gaps that relate to your long term goals and aspirations. You are able to include several activities where they are appropriate to your development needs. Opportunities should accelerate your career, rather than support a career change.

/ Scenario 1: Conference attendance and mentoring (Professional Development)

Saskia has been working in the industry for seven years after completing a degree in Marketing and Communications. She has since been involved in distribution and digital marketing with a small production company. She believes there are opportunities for Australian companies to market their projects more innovatively and would like to intern at a large international marketing and distribution company with the view to expanding her knowledge of sales and being exposed to international sales models before starting her own company in the future. She also feels she should enhance her marketing and communications skills with a broader focus on branding and digital strategy.

Saskia's plan may include:

- / Shadowing a sales and marketing team within a with a large distribution company to a festival/market such as Cannes, Toronto, or MIPCOM to gain a global view of branding and marketing and make connections with industry marketing leaders.
- / Undertaking a short term placement or internship in the marketing team of a large international sales company.

Scenario 2: Short courses (Professional Development)

Freya has worked as a segment producer and researcher on small format productions. She has spent six years fine tuning her skills and training others in the production process. She would like to move into a senior producing and/or commissioning role, but feels she lacks business and financial skills. She also feels she would also like to build on her confidence and negotiating skills.

Freya's plan may include:

- / Attending short courses on public speaking and negotiation.
- / Securing a placement at a broadcaster to learn about the commissioning and financing process
- / Enrolling in a Production budgeting course

Scenario 3: Business skills (Leadership Development)

Stacey has worked in theatrical distribution for over 12 years in Sales and Marketing roles. Stacey is keen to take on a General Manager in theatre management role however recognises she needs to expand her understanding and range of business skills.

Stacey's application could include:

- / Undertaking a Business Management or Entrepreneurship course.

Scenario 4: Mentorship (Leadership Development)

Karuna has broad experience in reality and variety television production, with limited exposure to network programming. Karuna loves drama and sports and believes she could be a skilled FTA programmer. She has applied for a number of roles in programming, but has not been able to attain interviews for positions at a level that matches the experience she brings.

Karuna's application could include:

- / A series of face to face paid business mentorship sessions to identify and work on her skills gaps
- / A course in understanding marketing and sales principles.
- / A short term placement working in the programming team at a broadcaster based interstate.
- / A contribution to costs incurred could be included if required to travel away from home for the placement.

Scenario 5: Directorship skills (Leadership Development)

Erika has extensive experience in entertainment law, specialising in financing television productions. In the next two years she aims to become a partner in the legal company where she currently works, with aspirations to take on board roles in media businesses. Erika plans to undertake a company director's course to improve her knowledge of corporate governance, risk and financial accountability and also a course for non-financial managers. She has also identified a senior partner of an entertainment firm based interstate who has agreed to mentor her at no cost.

Erika's plan may include:

- / Cost of company directors and financial managers short courses
- / Seeking out a board position on a small not for profit arts organisation as an interim step to attain corporate board positions (no cost associated with this).

ASSESSMENT

How can I be competitive? Can I discuss my application before I apply?

Ensure your activity plan addresses the assessment criteria listed in the guidelines and speak with the program manager prior to submitting your application.

Who will be on the assessment panels? Can I read the assessments? What if I'm unsuccessful? Do you provide written feedback on applications?

Information about Film Victoria's assessment panels is available on our website. The assessment panel for the Leadership strand will include a combination of internal Film Victoria staff and external assessors from the Natalie Miller Fellowship.

Applications to the Professional Development strand will be assessed solely by a Film Victoria assessment panel.

Written assessments are not available to applicants, they are for internal use only.

Feedback may be individually requested. However, due to the expected high volume of applications we are unable to provide written feedback.

Will there be an interview process during the assessments?

In some cases applicants may be requested to attend an interview and/or to provide further documentation to support their application. Please be aware of key assessment dates so you can ensure your availability during these times.

TIMINGS

When is the deadline for this initiative?

See the table below for significant program dates.
All program deadlines are published in [eNews](#) and on our website as they become available.

When will the approved opportunities be expected to take place?

This depends on the agreed activity plan. As a guide, we expect you to have substantially completed your activity within 12 months of funding confirmation

Key dates are as follows:

Guidelines available	8 November 2017
Application forms available	10 November 2017
Applications close	14 March 2018
Shortlisted applicants advised	Week commencing 9 April 2018
Interviews (where required)	Week commencing 23 April 2018
Funding recipients announced	By 30 April 2018

MORE INFORMATION

Where can I find more information about this initiative?

Full guidelines are available at www.film.vic.gov.au

Who can I speak to in more detail about this program?

For general enquiries about these programs including the application form, contact

/ [Denise Bohan](#), Program Services Officer, 03 9660 3261

To discuss your proposed application contact:

/ [Madeline Getson](#), Industry Programs Coordinator, 03 9660 3237.