

WASCIP

Project Certification Framework

Western Australian Screen Capital & Industrial Pilot
(Draft Policy Working Paper)

1. Purpose and Policy Intent

The WASCIP Certification Framework establishes the eligibility pathway for screen productions seeking participation in the Western Australian Screen Capital & Industrial Pilot.

The certification process is intended to achieve the following policy objectives:

- mobilise **new private investment capital** into Western Australian screen production
- increase **utilisation of State-funded screen infrastructure**, including studio facilities and specialist production services
- support **long-term intellectual property creation and retention** within Western Australia
- strengthen **Western Australian creative leadership and workforce participation**
- position Western Australia as a **globally competitive destination for large-scale screen production**

The framework is designed to balance:

- commercial competitiveness
- investor certainty
- administrative simplicity
- economic accountability

It is explicitly intended to operate as a **capital-facilitation mechanism rather than a cultural gatekeeping program**.

2. Certification Structure

Projects may apply for certification across three progressive stages:

- Provisional Certification
- Conditional Certification
- Final Certification

Certification confirms that a project has demonstrated a **sufficient Western Australian economic, operational and intellectual property nexus** to qualify for participation in WASCIP incentive settings.

Certification does not constitute:

- direct funding approval
- guarantee of incentive allocation
- endorsement of commercial viability

It provides **eligibility confirmation and investor signalling value**.

3. Western Australian Production Entity Requirement

To be eligible for certification, the production must be undertaken by:

- a production company incorporated in Australia with **substantive operational presence in Western Australia**, or
- a **Western Australian-domiciled Special Purpose Vehicle (SPV)** established specifically for the production

Specific certification tests may include:

- registered business address located in Western Australia
- majority of production executive decision-making undertaken within Western Australia
- maintenance of WA entity status for a **minimum period of 3 years following completion of principal photography**
- demonstrable intention to hold or administer production-related intellectual property through the WA entity

Policy rationale

This requirement is intended to:

- anchor economic activity locally
- create enduring corporate capability within the State
- ensure long-term taxation and employment benefits
- discourage transient “fly-in incentive harvesting” structures

4. Intellectual Property Nexus Requirement

Projects must demonstrate a meaningful intellectual property connection to Western Australia. Certification may be granted where **at least one primary and one secondary IP nexus criterion** is satisfied.

Primary nexus criteria

- underlying rights owned or controlled by a Western Australian-domiciled entity
- originating producer or creator is a WA resident or WA-based company
- franchise or format exploitation rights substantially administered from Western Australia

Secondary nexus criteria

- long-term sequel or series development strategy based in Western Australia
- post-production or asset management pipeline retained within the State
- merchandising, licensing or digital exploitation structures anchored locally

Policy rationale

The objective is to:

- retain downstream revenue participation
- support development of WA-based screen businesses
- reduce historical “creative extraction” where IP migrates interstate or offshore

Certification will prioritise **structures that generate enduring IP value retention rather than one-off production expenditure.**

5. Above-the-Line Participation Expectations

Certified productions will be expected to demonstrate **meaningful engagement of Western Australian Above-the-Line (ATL) creatives**, recognising global casting and financing realities.

Indicative participation thresholds

Projects should aim to satisfy **at least two of the following criteria**:

- WA producer or co-producer with substantive creative authority
- WA director or co-director attachment
- WA head writer or credited writing team member
- WA executive producer participation linked to IP ownership
- WA principal cast participation where commercially viable

Flexibility provision

The Certification Body may vary expectations where:

- international talent attachment is demonstrably essential to financing
- project genre or scale requires market-driven casting decisions

Policy rationale

This approach:

- builds local creative leadership capacity
- supports international collaboration
- avoids rigid quotas that discourage inward investment

6. Western Australian Production Footprint Requirement

Projects must demonstrate a **material level of production activity within Western Australia**.

Indicative footprint thresholds

Certification will normally require evidence of:

- **minimum 60% of principal photography days conducted in Western Australia, or**

- **minimum 50% of total production expenditure incurred within the State, or**
- **utilisation of WA studio facilities for at least one continuous production block of 4 weeks or more**

Additional indicators may include:

- engagement of WA crew across key departments
- use of WA post-production, VFX or sound services
- location-based production logistics expenditure

Policy rationale

These thresholds are intended to:

- drive infrastructure utilisation
- support workforce continuity
- generate measurable economic multipliers

Assessment will remain **principle-based rather than audit-forensic**, recognising pilot program flexibility.

7. Capital Mobilisation Requirement

A core objective of WASCIP is to stimulate **private capital participation in screen production**.

Projects seeking certification should demonstrate:

- credible finance strategy incorporating private investment participation
- evidence of investor engagement or marketplace financing discussions
- distribution, platform or international sales pathway indicative of commercial scalability

Indicative financial thresholds

While no rigid budget minimum will apply, certification will typically prioritise:

- projects with budgets exceeding **AUD \$5 million for feature films**
- **AUD \$10 million aggregate budgets for series productions**
- productions capable of generating sustained employment and infrastructure utilisation

Policy rationale

The pilot is designed to:

- catalyse larger-scale productions
- reduce reliance on grant-driven production models
- establish Western Australia as a destination for commercially viable screen investment

8. Certification Pathway Detail

8.1 Provisional Certification

Provisional Certification may be granted where the applicant provides:

- project synopsis and format description
- indicative finance plan
- preliminary WA nexus statement
- target production schedule

Assessment timeframe will normally be **10–15 business days**.

Outcome:

- written confirmation of provisional eligibility
- documentation suitable for investor engagement

8.2 Conditional Certification

Conditional Certification may be granted where the project demonstrates:

- meaningful progress toward financial close
- confirmed WA production entity structure
- attachment of key creative personnel
- indicative WA production footprint

Outcome:

- enhanced investor certainty
- confirmation of likely program eligibility subject to final compliance

8.3 Final Certification

Final Certification may be granted upon:

- confirmation of production commencement
- verification of WA operational presence
- statutory declaration of compliance with certification principles

Certified productions may be required to provide:

- high-level production completion report
- summary economic impact statement

9. Compliance and Integrity Measures

To maintain program credibility, certification may be subject to:

- clawback provisions where production activity is materially relocated
- review where IP ownership structures are transferred outside Western Australia
- requirement to maintain WA corporate presence for a defined period

Compliance will be administered on a **proportionate and commercially pragmatic basis**, recognising global production dynamics.

10. Administration Philosophy

The certification process will be guided by the following principles:

- investor usability
- timeliness and decision clarity
- transparency of eligibility interpretation
- alignment with global production competitiveness

The framework is intended to **complement existing cultural funding mechanisms**, not replicate them.

11. Strategic Outcome Statement

Through certification, WASCIP seeks to establish:

- a sustainable pipeline of globally competitive screen productions
- increased utilisation of Western Australia's major screen infrastructure investments
- retention of high-value intellectual property within the State
- development of Western Australian production companies capable of long-term franchise creation
- a repeatable model for mobilisation of private capital into creative industries

The certification framework is therefore positioned as a **structural industry development mechanism rather than a project-by-project subsidy instrument**.