EPONA
DEVELOPMENT BUDGET &

This budget outlines the investment required to complete the development of EPONA through three integrated workstreams. The development program will deliver a production ready screenplay, cultural governance framework, production planning package and investment ready development materials to support financing and production.

Development Investment

FUNDING PLAN

Funding Source		Amount	Percentage
Minderoo Foundation		$267,000	89.90%
VAM Paddock Productions		$30,000	10.10%
	TOTAL	**$297,000**	**100%**

Workstream	Amount	% of Budget
Workstream 1 Story, Culture & Research Development	$191,000	64%
Workstream 2 Production Strategy & Creative Feasibility	$56,000	17%
Workstream 3 Audience, Partnerships & Market Readiness	$50,000	19%
TOTAL DEVELOPMENT INVESTMENT	**$297,000**	**100%**

WORKSTREAM 1
Story, Culture & Research Development

1.1 Screenplay Development

Item	Amount	Deliverable
Lead Screenwriter	$31,820	Production ready feature screenplay incorporating multiple drafts, creative development, editorial revisions and approved story outcomes.
Co Screenwriter	$25,240	First Nations cultural integration throughout the screenplay, collaborative writing contributions and completed screenplay revisions.
Professional Writers Room (4 writers) Professional Writers Room Facilitation & Participation	$20,060	Completed writers room program including story development outcomes, workshop notes, agreed screenplay revisions and creative recommendations.
Script Editor	$7,120	Editorial report and completed structural revisions supporting the final screenplay.
Independent Script Assessment	$3,760	Independent professional screenplay assessment providing creative, commercial and market feedback to inform the final draft.
Screenplay revisions and draft preparation	$4,000	Final formatted screenplay incorporating editorial, cultural and creative revisions ready for production planning.
Total:	**$92,000**	

1.2 First Nations Cultural Governance & Collaboration

Item	Amount	Deliverable
Cultural Governance meetings	$6,240	Established cultural governance process, meeting records and documented recommendations supporting project development.
Elder consultation	$10,020	Cultural guidance and recommendations from Elders informing story development, cultural integrity and appropriate representation.

Community consultation	$9,120	Community consultation outcomes documenting feedback, recommendations and agreed cultural considerations for the screenplay.
Community workshops	$7,180	Completed community workshops supporting collaborative story development, cultural knowledge sharing and community participation.
Cultural coordination	$8,180	Coordinated consultation program, stakeholder engagement records and communication supporting ongoing cultural collaboration.
Cultural documentation and reporting	$3,260	Comprehensive consultation records, cultural reports and governance documentation supporting future production.
Total:	**$44,000**	

1.3 Cultural & Historical Research

Item	Amount	Deliverable
Apsley Falls cultural research	$7,620	Research report documenting the cultural significance, historical context and appropriate representation of Apsley Falls within the screenplay.
Frontier history research	$5,620	Historical research findings informing the screenplay's regional setting, historical context and authenticity.
Oral history interviews	$4,980	Recorded interviews, interview summaries and documented community knowledge informing story development.
Celtic mythology research	$5,620	Research findings supporting the mythology, symbolism and historical foundations of EPONA.
Language consultation	$4,160	Language guidance and terminology recommendations supporting culturally appropriate dialogue and interpretation.
Total:	**$28,000.00**	

1.4 Research Travel & Participation

Item	Amount	Deliverable

Regional travel				$4,320	Completed regional consultation program, research visits and stakeholder engagement informing the final screenplay and development outcomes.
Accommodation				$4,020	Successful delivery of regional consultation, research and collaborative development activities requiring extended field engagement.
Vehicle hire and fuel				$2,860	Completed regional research, location inspections and consultation activities supporting development of the project.
Participation support				$5,980	Community participation facilitated through practical support, improving accessibility and engagement throughout development.
Carer support				$3,820	Support services enabling participation by contributors who would otherwise face barriers to involvement in development activities.
			Total:	**$21,000.00**	

1.5 Communications & Collaboration

Item				**Amount**	**Deliverable**
Starlink equipment				$1,240	Reliable communications infrastructure established to enable ongoing remote consultation, collaboration and project delivery. This is for the 1st Nations Community in Walcha.
Starlink service (12 months @ $150)				$1,800	Reliable online collaboration capability supporting delivery of the writers room, consultation program and development meetings. This is for the 1st Nations Community in Walcha.
Mobile service (12 months @ $100)				$1,200	Reliable project communications supporting coordination, stakeholder engagement and timely delivery of development activities. This is for the 1st Nations Community in Walcha.
Cloud collaboration software				$960	Shared digital workspace supporting secure document management, collaboration and version control.
Printing, postage and communications				$800	Development documentation, consultation materials and project communications distributed to support collaborative project delivery.

			Total:	**$6,000.00**			
		WORKSTREAM 1 TOTAL		**$191,000**			
This workstream receives the greatest investment because it establishes the cultural, historical and creative foundation of the project.							

WORKSTREAM 2
Production Strategy & Creative Feasibility

2.1 Production Planning

Item	Amount	Deliverable
Production methodology	$5,180	Comprehensive Production Methodology outlining the proposed production approach, cultural integration, workflow, governance, production processes and delivery strategy.
Script breakdown	$4,020	Complete screenplay breakdown identifying cast, locations, horses, props, vehicles, costumes, stunts, visual effects, special requirements and production elements.
Production scheduling	$6,020	Preliminary production schedule identifying shoot sequencing, location scheduling, production efficiencies and indicative filming timetable.
Preliminary production budget	$6,980	Preliminary feature film production budget supported by assumptions, budget notes and indicative production costs.
Production timeline	$3,800	Integrated project timeline covering development, preproduction, production, post production and proposed delivery milestones.
Total:	**$26,000.00**	

2.2 Creative Feasibility

Item	Amount	Deliverable
Horse Master consultation	$4,620	Horse action feasibility report outlining horse requirements, rider capability, welfare considerations, logistics and recommendations for production.
Action consultation	$2,760	Preliminary action and stunt feasibility assessment identifying practical approaches, safety requirements and production considerations.

Animal welfare planning				$2,620	Preliminary animal welfare plan outlining welfare protocols, risk management and compliance requirements for animals during production.
Production Design consultation				$3,420	Production Design Brief establishing the visual style, environmental approach, location requirements and production design direction.
Costume consultation				$2,300	Costume concept brief outlining character wardrobe direction, historical authenticity, practical requirements and production considerations.
Cinematography consultation				$3,280	Cinematography brief establishing the visual language, camera approach, lighting philosophy and technical requirements for production.
			Total:	**$19,000.00**	
2.3 Location, Logistics & Risk					
Item				**Amount**	**Deliverable**
Location feasibility				$3,180	Location feasibility assessment identifying preferred filming locations, access requirements, approvals, infrastructure and production suitability.
Logistics planning				$2,760	Preliminary logistics plan outlining accommodation, transport, crew movement, horse logistics and regional production requirements.
Safety planning				$2,420	Preliminary production risk assessment and safety plan identifying key risks, mitigation strategies and operational considerations.
Legal review				$2,380	Legal review confirming development agreements, rights documentation, consultation arrangements and legal matters requiring resolution before production.
Financial review				$1,500	Financial assessment confirming budget assumptions, development expenditure and production readiness to support future financing.
			Total:	**$11,000**	
		WORKSTREAM 2 TOTAL		**$56,000.00**	

This workstream confirms the project's creative and production feasibility, providing the planning required to progress confidently into production.		

WORKSTREAM 3
Audience, Partnerships & Market Readiness

3.1 Audience & Distribution

Item	Amount	Deliverable
Audience strategy	$3,840	Comprehensive audience strategy identifying primary and secondary audiences, audience personas, engagement pathways, audience growth opportunities and recommendations for reaching domestic and international audiences.
Distribution strategy	$4,020	Distribution strategy outlining the proposed release pathway across theatrical, community screenings, educational, transactional, subscription and advertising supported streaming platforms, together with international market opportunities.
Community engagement planning	$3,860	Community engagement plan identifying strategic partners, stakeholder engagement opportunities, First Nations participation, regional engagement activities and an impact delivery framework to support the project's long term community outcomes.
Impact framework	$3,280	Impact Framework outlining intended social outcomes, impact objectives, evaluation methodology, performance indicators, data collection processes and reporting measures to support long term impact assessment.
Total:	**$15,000.00**	

3.2 Investment & Finance Readiness

Item	Amount	Deliverable
Investment pitch deck	$4,620	Completed investment ready pitch deck presenting the story, creative vision, cultural framework, development outcomes, audience pathway, production strategy and financing proposition.

Item	Amount	Deliverable
Market presentation materials	$2,780	Completed suite of supporting market materials including project summaries, visual assets, finance overview, audience information and tailored presentation documents for industry and investor meetings.
Partnership development	$3,140	Partnership development strategy, engagement plan, priority partner pipeline and supporting collaboration documentation.
Finance strategy	$2,460	Production finance strategy outlining the proposed financing structure, funding pathways, investment strategy and recommended next steps toward production financing.
Total:	**$13,000.00**	

3.3 Funding & Market Preparation

Item	Amount	Deliverable
Government funding applications	$2,620	Completed funding applications, supporting documents, budgets, schedules and submission materials prepared for relevant government screen agencies.
Investor engagement	$2,560	Investor engagement package including briefing materials, presentation documents, meeting records and follow up actions supporting production financing.
Development completion report	$1,820	Final development completion report documenting activities undertaken, deliverables achieved, expenditure, outstanding matters and readiness to progress into production financing.
Total:	**$7,000.00**	

3.4 Development Producing & Governance

Item	Amount	Deliverable
Development Producer	$6,800	Successfully managed development program delivering all approved workstreams, milestones, reporting requirements and production ready development outcomes.

Project Management & Coordination		$2,000	Integrated project schedule, consultant coordination, milestone tracking and project management documentation supporting successful delivery.
Financial Management & Budget Reporting		$1,300	Financial management records, budget reports and funding acquittal documentation demonstrating responsible management of development funding.
Contract Administration		$1,100	Executed consultant agreements, cultural participation agreements and development contracts.
Document Management & Version Control		$900	Secure project filing system, controlled screenplay versions, consultation records and development documentation.
Chain of Title & Rights Management		$1,500	Complete chain of title documentation, writer agreements, rights records and legal documentation supporting production readiness.
Development Package Preparation		$1,400	Complete investment ready and production ready development package including the final screenplay, cultural governance documentation, production methodology, production planning documents, finance strategy, audience strategy and supporting investment materials.
	Total:	**$15,000**	
	WORKSTREAM 3 TOTAL	**$50,000.00**	

This workstream prepares EPONA for investment, financing and production through the delivery of market ready materials, governance documentation and production ready development outcomes.

Development Cashflow Forecast

Development Workstream	Nov 2026	Dec 2026	Jan 2027	Feb 2027	Mar 2027	Apr 2027	Total
Workstream 1 Story, Culture & Research Development	$41,800	$45,600	$41,800	$30,400	$19,000	$11,400	$191,000
Workstream 2 Production Strategy & Creative Feasibility	$0	$0	$0	$19,600	$28,000	$8,400	$56,000
Workstream 3 Audience, Partnerships & Market Readiness	$0	$0	$0	$0	$15,400	$34,600	$50,000
TOTAL MONTHLY EXPENDITURE	**$41,800**	**$45,600**	**$41,800**	**$50,000**	**$62,400**	**$54,400**	**$297,000**

Cashflow is indicative only and reflects the anticipated timing of expenditure across the three development workstreams. Actual expenditure may vary between months while remaining within the approved total development budget and funding agreement.

Funding Contribution

Funding Source	Amount
Minderoo Foundation	$267,000
VAM Paddock Productions	$30,000
Total Development Investment	**$297,000**

Monthly Funding Drawdown

Month	Minderoo	VAM	Total
November	$37,578	$4,222	$41,800
December	$40,994	$4,606	$45,600
January	$37,578	$4,222	$41,800
February	$44,949	$5,051	$50,000
March	$56,097	$6,303	$62,400
April	$49,804	$5,596	$55,400
TOTAL	**$267,000**	**$30,000**	**$297,000**