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INTERNATIONAL  
DOCUMENTARY  
CONFERENCE

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## FACTory 2020 | AIDC

### Forum Pitches (including New Talent) - Submission Guide

*Want to submit to FACTory 2020? This guide provides you with all the information you need.*

To celebrate its fifth anniversary, AIDC's centrepiece international pitching event the FACTory is expanding! The retooled **FACTory 2020** is open to documentary and factual projects from development right through to rough cut stage across features, singles, series, both limited and returnable.

AIDC is seeing an increased number of international decision makers attending each year. Taking feedback from across the local and international industry, the FACTory forum is transforming to provide greater exposure for each selected project. The result - more tailored feedback from industry experts and increased opportunities for business outcomes from some of the world's most sought-after decision makers.

For projects in development and production, the **FACTory 2020 Forum Pitches** will have a new focus on genre to ensure the best possible visibility to commissioners, funders, streamers, networks, distributors, sales agents and more.

For projects in post-production, AIDC is announcing the **FACTory 2020 Rough Cut Sessions**, a new closed-to-public program of rough cut screenings for invited decision makers only. Successful applicants will be invited to screen 20 minutes of their project and take part in a moderated Q&A. This has been specifically designed to close financing gaps, and secure sales, distribution and festival opportunities.

And finally, projects including a first-time director or first-time producer will immediately be considered for the **FACTory 2020 New Talent Pitch**, providing AIDC an opportunity to showcase the brightest new talent to decision makers and production companies from all over the world.

In brief, FACTory 2020 will encompass the following categories:

- **Forum Pitches** aligned by genre: any project in development or product stage seeking co-production or financing.

- **New Talent Pitch:** First-time directors or first-time producers with a documentary or factual project (feature, single, series, or short-form) in development through to production across any genre will automatically be considered for this category.
- **Rough Cut Sessions:** projects in post-production seeking gap financing, acquisitions, sales and distribution, and festival programming.

Entry to FACTory 2020 is competitive, so please ensure pitches are original ideas that appeal to targeted market buyers and are of both Australian and international relevance.

**Regular Deadline: Friday, 13 December 2019 at 23:59 AEDT**  
**Submission cost \$50.00 per project**

**Late Deadline: Wednesday, 18 December 2019 at 23:59 AEDT**  
**Submissions cost \$60.00 per project**

**No applications will be accepted after 23:59 AEDT Wednesday 18 December 2019.**

You can submit via AIDC's online portal here: <https://www.eiseverywhere.com/factory2020>

## **FACTORY 2020 FORUM PITCHES (INCLUDING NEW TALENT PITCH)**

### **Applicant Eligibility - General**

- Australian and international filmmakers are eligible to apply.
- Individuals, teams or companies may apply.
- Applicants must be the rights holder in the work.
- Applicants must be 18 years of age or over.
- There is a fee to cover handling & administration of your application.
- Entry for each project must be submitted via the FACTory portal:  
<https://www.eiseverywhere.com/factory2020>

### **Applicant Eligibility - New Talent Pitch**

All projects with a first-time director or first-time producer will immediately be considered for AIDC's New Talent pitch, which will be judged in accordance with the same criteria as other pitches.

For the purposes of this pitching event, eligibility for 'New Talent' category comprises of the above 'General' eligibility requirements, and the following:

- The director or producer must be presenting their first major documentary or factual work (excluding shorts).
- The director or producer may have experience working in XR, online, commercials, fiction, or theatre, and previous credits in these fields will not disqualify them.
- The director or producer may have experience working in documentary, factual, or unscripted production, in roles other than their primary credit on the submitted project (e.g. cinematographer, editor, assistant director, etc).

### **Project Eligibility**

- Entry is open to feature films, singles, short-form, and series.
- Projects should be at development or production stage (projects in post-production may be eligible for the FACTory 2020 Rough Cut Sessions - see separate Submission Guide).
- Projects need to be recognised factual or documentary formats intended for broadcast and distribution. The Australian Content Standard defines documentary as 'a program that is a creative treatment of actuality other than a news, current affairs, sports coverage, magazine, infotainment or light entertainment program' See [Australian Communications and Media Authority](#) (ACMA) website.

AIDC is seeking projects that closely identify with at least one of the following genres:

- Arts
- Culture
- Geopolitics
- History
- Music
- Natural History
- Politics
- Science
- Society
- Sports
- Technology
- Wildlife

### **Application and Selection Process**

The AIDC assessment panel will assess the applications and create a shortlist based upon the following criteria:

- strength and originality of the project;
- the commercial viability of the project in the marketplace;
- the track record of the creative team and any finance in place.

Chosen project and application information will be published in FACTory 2020 Program, available to buyers and delegates, and on the AIDC website.

- It is highly recommended that applicants supply a trailer or teaser (up to three minutes) or key footage (up to five minutes) at the time of submission.
- Projects need to be recognised factual documentary formats intended for broadcast and distribution.
- Half-hour broadcast singles, multiplatform projects (that do not have a theatrical or broadcast component), and VR/AR projects are not eligible for entry to FACTory 2020.
- AIDC will not accept resubmissions of projects previously submitted to the FACTory if the project is at the same or similar stage.

### **Have a project that doesn't seem to fit into any of FACTory 2020's criteria?**

Do you have a XR project, a short film, or projects in post-production or near completion that does not seem right for any FACTory 2020 categories? Please email the Marketplace team at [pitch@aidc.com.au](mailto:pitch@aidc.com.au) to discuss options other than the FACTory.

## **Trailer Consultations and Pitch Workshop**

Pitching is a highly competitive process, and an art in itself. AIDC invites successful applicants to participate in a pitch workshop and trailer editing consultation with pitch training professionals. These training sessions will be guided by industry experts.

### **Forum Pitches**

- Pitches will be separated into genre-specific pitching groups during the FACTory at AIDC, and particular decision makers will be in attendance according to project suitability. AIDC reserves the right to select the most appropriate pitch session for each project, regardless of selected genre.
- Pitches should be no more than seven (7) minutes in duration, which includes a trailer or key scenes of up to three (3) minutes maximum.
- The feedback sessions will be moderated by industry experts and the panel will consist of decision makers working in the area closely aligned with the project.
- The panel has seven (7) minutes in which to provide feedback, seek a meeting or make an offer of finance.

### **Successful Projects**

- Chosen projects will have one week from notification to accept a place in the FACTory by purchasing All Access or Gold passes for those pitching - January 2020.
- Chosen projects will be required confirm text and images for publication as per the requirements advised by AIDC within one week of being offered a place - January 2020.
- Successful participants are required to be registered to attend the conference with either a discounted All Access Pass at a rate of \$810 (ex GST) or a discounted Gold Pass at a rate of \$1002 (ex GST) at a maximum of two per team.
- In the case that a financier trigger (broadcaster, national or federal funding agency, institute, or Executive Producer, etc) is already involved with the project, their presence at the pitch is highly encouraged. However, such involvement will not influence the selection of the project.
- The pitch will require a visual presentation, preferably a trailer or teaser of between two and three minutes, and the deliverables will require the approval of AIDC in order to pitch. Final date for delivery to AIDC is 14 February 2020.
- If you live interstate, and your project is successful, we encourage you to contact your state agency for travel support.

## **Key Information and Dates**

**Regular Closing Date:** 23:59 AEDT Friday 13 December 2019

**Late Closing Date:** 23:59 AEDT Wednesday 18 December 2019

**Successful Projects notified:** Late January 2019

**Pitching Workshop:** Sunday 1 March 2020

**The FACTory 2020 Forum Pitches:** Tuesday 3 March 2020

**AIDC:** Sunday 1 March - Wednesday 4 March 2020

For all enquiries, please contact: [pitch@aidc.com.au](mailto:pitch@aidc.com.au)

**SUBMISSION QUESTIONS - FACTORY 2020 FORUM PITCHES**  
**(INCLUDING NEW TALENT PITCH)**

An important note before submitting: If your session expires, the data you have entered may be lost. Please ensure you have the information ready prior to applying (you may wish to have your answer typed out). Included in this document is the list of questions you will need to answer to complete your submission.

\* All questions marked with an asterisk are required.

**WHICH CATEGORY OF THE FACTORY ARE YOU APPLYING FOR?**

- FACTory 2020 Forum Pitches (including the New Talent Pitch)
- FACTory 2020 Rough Cut Sessions

**APPLICANT INFORMATION:**

\* Email Address:

\* Project Title:

\* Contact First Name:

\* Contact Last Name:

Additional Email (alternative; assistant):

\* Contact Phone Number:

\* State:

\* Country:

\* Submitter Role on Project

- Producer
- Executive Producer
- Director
- Writer
- Other \_\_\_\_\_

**WHAT TYPE OF SUPPORT ARE YOU SEEKING?**

\* Select as many as apply:

- A full commission
- Pre-sale
- Co-production
- Acquisition
- Distribution
- International Sales
- Festival Programming
- Other \_\_\_\_\_

## **GENRE**

\* You may select up to two genres that best describe your project:

- Arts
- Culture
- Geopolitics
- History
- Music
- Natural History
- Politics
- Science
- Society
- Sports
- Technology
- Wildlife

## **NEW TALENT**

\* Is this project eligible for the NEW TALENT Pitch?

YES/NO

This pitch is for first-time directors or producers - see eligibility requirements above.

## **LENGTH/FORMAT**

\* Select as many as apply:

- Series
- Single/One-off
- Feature
- Format
- 30'
- 52'/60'
- 70+ mins
- Other \_\_\_\_\_

## **PROJECT DETAILS**

\* Production Company / Companies:

\* Country/Countries of Production:

\* Languages:

\* Logline (up to 30 words):



\* 100 word Synopsis:

\* Treatment: 500 to 1000 word Synopsis (including story arc, main characters, brief description of the project's style):

\* Short status report: a brief description of planned production schedule, access, pending finances, etc. (maximum 500 words):

\* Date of principal photography (month/year):

\* Estimated Completion date (month/year):

\* Estimated Completed Duration (please describe in minutes, and list number of episodes if applicable):

\* Stage of Production:

- Early Development
- Late Development
- Production

Project Website (if available):

*Please upload a treatment, if available.*

## **TRAILER/FOOTAGE**

Streamable link to trailer, teaser, or key scene details (up to 3 minutes):

Password (if any):

(if project is selected link must remain active until late February 29, 2020)

## **DIRECTOR'S WORK**

**Please provide links and passwords to examples of the director's previous work (optional).**

Single streamable Link:

Password:

Single streamable Link:

Password:

## **FINANCE**

\* Total Budget AUD:

\* Secured Finance AUD:

Sources/Confirmed financial partners:

\* Shortfall AUD:

**Are there any financing partners, pre-sales or distributors attached to the project?** Please list.

**Are any rights UNAVAILABLE?** If so, list territories and type of rights sold.

\* **Please upload your most current “Finance Plan”** including any financial support you have secured, or expect to receive. Do not submit a full budget in this section.

You may use your own Finance Plan template, or you may download the Screen Australia Finance Plan template [HERE](#).

\* **Budget**

*If available*, please include a one-page top-line production budget in AUD.

## **CREATIVE TEAM DETAILS**

\*Key Creative Name #1:

\*Credit/Role on Project:

\*Biography including key credits (80 words):

\*Is this key creative eligible for the New Talent Pitch? (i.e. a first time director or producer)

YES/NO

Key Creative Name #2:

Credit/Role on Project:

Biography including key credits (80 words):

Is this key creative eligible for the New Talent Pitch? (i.e. a first time director or producer)

YES/NO

Key Creative Name #3:

Credit/Role on Project:

Biography including key credits (80 words):

Is this key creative eligible for the New Talent Pitch? (i.e. a first time director or producer)

YES/NO

## **CUT TO THE CHASE**

Do you wish to be considered for Cut to the Chase? If selecting “YES”, AIDC may contact you with an invitation to Cut to the Chase and a registration link to purchase an All Access Pass.

YES/NO

Cut to the Chase is AIDC’s curated marketplace, placing projects in one-on-one meetings with Decision Makers.

Cut to the Chase organisers will also track all projects submitted to the FACTory, and may invite unsuccessful projects to participate. If the submitter agrees, they will be required to purchase an All Access Pass to participate in Cut to the Chase.

## **TERMS & CONDITIONS - AIDC**

The FACTory 2020

### **1. Terms and Conditions**

- 1.1. By applying to submit a project to The FACTory, you agree to accept and be bound by the following terms and conditions, and acknowledge that failure to comply with them may result in disqualification. All national and local laws and regulations shall apply.
- 1.2. Any enquiries relating to the FACTory should be emailed to: [pitch@aidc.com.au](mailto:pitch@aidc.com.au)

### **2. Dates**

- 2.1. Project submissions for The FACTory open at 00:01 am (AEST) on October 2, 2019 (Opening Date). Submissions will be accepted until 23:59 pm (AEDT) December 13, 2019 at the regular submission fee rate, and until 23:59 pm (AEDT) December 18, 2019 at the late submission fee rate (Closing Date).
- 2.2. Shortlisted FACTory project applicants will be notified by the Organisers mid-January 2020, and their names announced publicly in the second half of January 2020.

### **3. Applicants**

- 3.1. All employees of AIDC Ltd and any of its subsidiaries and their families are not eligible to submit projects for The FACTory.
- 3.2. Each applicant must provide up to date and accurate contact information when they submit their entry to enable AIDC to contact them for further information or update on the status of the entry before or after the Closing Date.
- 3.3. If there is any dispute as to the identity of an applicant, AIDC reserve the right, in their sole discretion to determine the identity of the applicant.

### **4. Entry Requirements**

- 4.1. The FACTory accepts projects from Australian and International filmmakers.
- 4.2. Applicants must be the rights holder in the work.
- 4.3. Projects need to be recognised factual documentary formats intended for broadcast and distribution. The Australian Content Standard defines documentary as 'a program that is a creative treatment of actuality other than a news, current affairs, sports coverage, magazine, infotainment or light entertainment program' See [Australian Communications and Media Authority \(ACMA\) website](#).
- 4.4. Entry is open to feature films, one-hour singles, short-form, and one-hour and half-hour series at development, production stages, or post-production stages.
- 4.5. Singles or multiplatform projects that do not have a theatrical or broadcast component, as well as VR/AR projects are not eligible for entry to the FACTory.
- 4.6. Individuals, teams or companies may apply.
- 4.7. Applicants must be 18 years of age or over.

- 4.8. Eligibility for the New Talent Pitch (for first-time director or first-time producer):
- a) The director or producer must be presenting their first major documentary or factual work (excluding shorts).
  - b) The director or producer may have experience working in XR, online, commercials, fiction, or theatre, and previous credits in these fields will not disqualify them.
  - c) The director or producer may have experience working in the documentary, factual, or unscripted production, in roles other than their credit on the submitted project (e.g. cinematographer, editor, assistant director, etc.).
- 4.9. There is an AUD \$45.45(+GST) to AUD \$54.55(+GST) submission fee to cover handling and administration of your application.
- 4.10. Entry for each project must be submitted via the FACTory portal:  
<https://www.eiseverywhere.com/factory2020>
- 4.11. The Organisers accept no responsibility for submissions not received for any reason.
- 4.12. The Organisers reserve the right, at any time, to verify the validity of entrants (including an entrant's identity and citizenship status) and reserves the right, in its sole discretion, to disqualify any individual who the Organiser has reason to believe has breached any of these Terms and Conditions or engaged in any unlawful or other improper conduct calculated to interfere with the fair and proper conduct of the promotion.
- 4.13. Successful participants are required to be registered to attend the conference with either an All Access or Gold Pass and will be eligible to receive a 10% discount on this purchase at a maximum of two per team. They will need to confirm by purchasing an All Access Pass within a week (7 days) of being notified, and provide verified copy and a still image for publication, to the specifications advised by the Organiser.
- 4.14. In the case that a financier trigger (broadcaster, national or federal funding agency, institute, or Executive Producer, etc) is already involved with the project, their presence at the pitch is highly encouraged. However, such involvement will not influence the selection of the project.
- 4.15. Pitching teams may consist of two people, unless a financier trigger is present, and three people may present the pitch.
- 4.16. If you live interstate, and your project is successful, we encourage you to contact your state agency for travel support.

## **5. Intellectual Property Rights**

- 5.1. Copyright in each project entry submitted remains with the author/s of the entry, subject to this clause 5.
- 5.2. By submitting a project to The FACTory the submitter grants to the Organiser a non-exclusive, royalty free, perpetual right to use, publish, reproduce and reprint project images and descriptive text on a worldwide basis through all media

(including print, digital, radio and social media). Without limiting the above, each entrant acknowledges and agrees that this includes:

5.2.1. publication by AIDC (print and digital).

5.3. By submitting a project to The FACTory, each applicant also consents to the Organisers using their name, likeness, image and /or voice in any media for an unlimited period without remuneration for the purpose of promoting the Organisers.

## **6. Unacceptable Entries**

6.1. Project submissions received after the Closing Date and/or which are not in accordance with the entrant and entry requirements set out in clause 3 and 4 respectively will not be accepted.

6.2. AIDC will not accept resubmissions of projects previously submitted to the AIDC FACTory at the same or similar stage.

## **7. Outcome**

7.1. The AIDC's decisions will be final and no correspondence will be entered into in relation to their deliberations or decisions.

7.2. Entrants must direct any questions or comments in relation to the FACTory submissions to [pitch@aidc.com.au](mailto:pitch@aidc.com.au).

7.3 The AIDC reserves the right to approve final audiovisual deliverables (trailers, slides, teasers, rough cut footage) and can deny participation in the FACTory if these trailers do not satisfy requirements including length of AV material (up to three minutes for trailers, up to 20 minutes for Rough Cut footage).

7.4 The AIDC reserves the right to determine which FACTory category selected projects will present in.

## **8. Warranties**

8.1. By submitting a project to The FACTory, the producers warrant to AIDC that they own all intellectual property rights in their submission, and that their submission:

8.1.1. is an original, incomplete and unbroadcast nonfiction screen work;

8.1.2. does not infringe the copyright or any other intellectual property rights of any other person;

8.1.3. does not defame or invade the privacy rights of any third party;

8.1.4. does not infringe any other legal rights, regulations or laws.

8.2. By submitting a project to The FACTory, the applicant agrees to be bound by the rules and terms and conditions as set out by the Australian International Documentary Conference.

8.3. AIDC shall use its best endeavours to treat all submissions confidentially.

However, the applicant acknowledges that the applicant's project may potentially receive wide exposure as a result of the submission process.

8.4. There is a chance that a number of ideas submitted as part of this program – including the applicant's – may contain subject matter, themes, activity,

characters and other material that is similar to other projects submitted to AIDC. The applicant acknowledges that AIDC is not liable in the event that the project submitted by the applicant is in any way similar to a project selected by AIDC for the FACTory or otherwise now or in the future.

- 8.5. The applicant acknowledges that whilst every endeavour will be taken to match financiers with the applicant's project as part of The FACTory decision maker selection process, AIDC does not guarantee that the project will be successful in attracting partnerships/finance.
- 8.6. The applicant agrees that if the applicant's project is selected for the AIDC FACTory pitching event and participation results in a business outcome, the applicant is obliged to acknowledge the support of the AIDC in the credits of the completed project and in all relevant promotional material.

## **9. Liability**

- 9.1. Except for any liability that cannot by law be excluded, including the statutory guarantees under the Competition and Consumer Act 2010 (Cth), AIDC (including their respective officers, employees and agents) are not responsible for and exclude all liability (including negligence) for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of: (i) any technical difficulties or equipment malfunction; (b) any theft, unauthorised access or third party interference; (iii) any submission that is late, lost, altered, damaged or misdirected (whether or not after their receipt by the Organisers) due to any reason beyond the control of the Organiser; (d) any tax liability incurred by the winner or entrant.

## **10. Data**

- 10.1. Any information provided in relation to the FACTory that constitutes personal information under the Privacy Act 2001 (Cth) will be governed by the AIDC Privacy Policy located at <https://www.aidc.com.au/privacy-policy/> and these Terms and Conditions. All applicants agree to be bound by the AIDC Privacy Policy by submitting a project for consideration.

## **11. Miscellaneous**

- 11.1. These terms and conditions shall be governed by the laws of Victoria, Australia and each entrant submits to the non-exclusive jurisdiction of the courts of Victoria, Australia and courts of appeal from them.

## **12. The Organisers contact details are:**

- 12.1. AIDC Ltd ACN 098 558 313 of PO Box 81 Flinders Lane, Melbourne, Victoria, 8009.

THIS INFORMATION WAS UPDATED ON 1 OCTOBER 2019.