

FILM BRIEF

THE \$30,000 “ASIAN STORIES” THREE-MINUTE FILM COMPETITION

INTRODUCTION

The Judith Neilson Institute, in partnership with the Australian International Documentary Conference (AIDC), is seeking submissions for a three-minute concept from creative storytellers for a short film as part of an initiative promoting journalism in and about Asia.

The Judith Neilson Institute is committing a budget of \$30,000 AUD to engage an independent filmmaker or team to create a piece of work which will **engage, inspire and elevate the importance of good journalism on Asian stories and issues through a filmic approach to Asian subjects, stories and/or themes**. The film will launch the Judith Neilson Institute’s Asia reporting initiative.

WHAT WE ARE LOOKING FOR

The selected project will result in a film that can engage, inspire and elevate the importance of good journalism on Asian stories and issues through a filmic approach to Asian subjects, stories and/or themes.

The film should creatively reflect the core ideas of the Asia reporting initiative:

- Asia has become a global leader economically, politically and increasingly culturally;
- The importance, therefore, of high-quality coverage of events and developments in Asia by journalists inside and outside the region.

The film must incorporate the following script, which will be reflected in the treatment:

“For most of the 20th Century, what was seen as world history was mostly Western history.
Then, at the end of the Cold War, Francis Fukuyama proclaimed the End of History
But in Asia, history never ended
Now Asian history is reshaping the world - economically, technologically, culturally and
politically
World history is now Asian history
The world’s story is now an Asian Story
To write the first draft of this story, the world needs great journalism
Great journalism in Asia and great journalism on Asia
To understand how Asia is shaping the world
To understand how Asia is shaping history
The world needs Asian Stories.”

The way in which the film delivers this script will be left to the film-maker. It could be done via text, graphics, voice, music etc. however ideas that choose to communicate its meaning in a more creative way will also be considered. **Filmmakers are encouraged to move away from traditional informative documentaries and to think about creative ways to convey the core elements of the script.**

Teams with Asian key creatives are encouraged to apply.

IDEAL VISUAL STYLE / TONE

The desired tone is creative, thought-provoking, engaging, inspiring and confident. It is not an information piece, an advertisement or a promotional piece but rather insightful, personal and authentic. In the current climate of COVID-19, submissions incorporating diverse, creative styles to tell the story are also encouraged. For example concepts could:

- range in approach from stylised, scripted documentary to hybrid forms or observational documentary;
- reflect a character-driven piece centered around an Asian subject;
- focus on a theme, event or issue relating to Asia;
- include photography, text, animation, narration, interview, motion graphics, spoken word and / or musical elements to convey the story.

The selected film concept will be:

- Engaging
- Thought-provoking
- Inspiring
- Dynamic
- Cinematic

ADDITIONAL RESOURCES

Should the filmmaker be interested, the Judith Neilson Institute has access to a number of Asian journalists who could be available for interviews from the region, provide soundbites, translations services, etc. For more information email pitch@aidc.com.au.

TARGET AUDIENCE

While the piece should be engaging for all viewers, submissions are encouraged to target:

- Journalists working in Asia
- Journalists working outside Asia
- Media organisations
- Broader audiences engaged with the world and global affairs who are socially and culturally aware and politically involved

AVAILABLE BUDGET

The selected project will receive **\$30,000 + GST (AUD)** for the complete production and delivery of the film (inclusive of any archive, talent and music rights).

The budget will be paid to the successful Producer in 4 instalments:

- 50% on execution of the agreement and sign off the script outline, schedule and budget.
- 30% on delivery and approval of Rough Cut
- 15% on delivery and approval of Fine Cut
- 5% on delivery and approval of Master and deliverable assets

Dates of delivery for the above to be decided between the selected projects and the Judith Neilson Institute.

MEDIUM AND SPECIFICATIONS

The selected project will deliver the following:

- A three-minute film
- Delivered as HQ ProRes (1920 x 1080) with stereo mix (and closed captions)
- Stills photography from the shoot – 300dpi
- The video should include a Judith Neilson Institute logo at the end

TIMELINE

The call for submissions will be open until **23:59 (AEST) Wednesday 8 July 2020**. Due to the tight turnaround of creating the film, submissions received after this date will not be accepted and there will be no extensions.

We highly encourage you to get in touch with us prior to the deadline to discuss your submission by emailing us at pitch@aidc.com.au.

The selected film will have approximately six weeks to complete the work once contracted with the exact date of delivery to be negotiated independently with the Judith Neilson Institute.

FILM USAGE

The film will be released as part of the Institute's launch of its Asian reporting initiative this year with rights for the content owned by the Judith Neilson Institute. (Additional usages for the film can be negotiated between JNI and the successful applicant).

Expected uses for the video:

- Judith Neilson Institute-owned channels including website, social channels
- Partner organisations channels such as AIDC
- Viral sharing via public supporters
- In communications to our supporter base of advocates, members and donors
- It will be shareable and available for public viewing across all platforms, worldwide and in perpetuity.

TERMS & CONDITIONS

The full list of terms & conditions for submitting are [available on the AIDC website](#).

WHAT YOU NEED TO SUBMIT

Please submit the following information as a combined pdf.

- Detailed treatment including:**
 - Script outline including how you will incorporate the provided script (3 pages max)
 - Character descriptions (1 page max)
 - Stylistic approach (1 page max)
 - Mood board or visual references (1 page max).
 - Links to examples of previous work that showcase your style, approach and ability to deliver quality content. (1 page max).
- Draft schedule (1 page max).**
 - An overview of key dates including pre-production, production, post production and delivery (taking into account approvals and signoff time).
- Budget outline (1 page max).**
 - A top level budget about how you intend to expend the \$30,000 (+GST).
- Overview of the creative team: (1 page max)**
 - Include a bio of Production Company and link to website
 - One paragraph bio on each key creative

Please submit materials as a combined pdf via email with the subject header **Asian Stories Competition Submission** to pitch@aidc.com.au.

CONTACT

For more information, questions and to submit, please email AIDC at pitch@aidc.com.au or visit the website at <https://www.aidc.com.au/initiatives-and-awards/asian-stories-competition/>

ADDITIONAL INFORMATION & INSPIRATION

CREATIVE EXAMPLES

To get you started, the Judith Neilson Institute has provided some creative references. While different in their stylistic approach, each tells their story in a powerful and engaging way.

MISTER SUNSHINE

What we like about this short film is the focus on a charismatic central subject who piques our interest and holds our engagement. It creates intrigue, is cinematic in style, and reveals, over time, Mister Sunshine's own credo. <https://vimeo.com/176234352>

ANIMATIONS OF THE BERLIN WALL

A very different approach which creates a rendering of an historical monument animated throughout time using multiple media to convey the broader historical and political significance of the Berlin wall. <https://vimeo.com/24785974?ref=em-share>

NZINGHA

This highly cinematic, character-lead documentary, effortlessly interweaves the personal with the political to tell a story that celebrates female determination and black empowerment. <https://vimeo.com/176507317>

COPYCAT

Drawing on documentary interview and archival film footage this film creates an engaging, playful personal doc about the making of a cult classic that never was. <https://vimeo.com/143734982>

VOLTA

Drawing on first person interviews and cinematic imagery to tell the story of how modern day Ghanaian's are teaching their young children their rights to avoid the slavery and discrimination that has marred the past. <https://vimeo.com/258458613>

A FOCUS ON ASIA

Asia is home to half the world's population. Its economy is bigger than the rest of the world combined. Asia is home to the world's most important new power, China, and is the frontline in the world's most important rivalry between China and the United States.

What happens in Asia shapes what happens globally. Yet coverage of Asia does not always keep pace with Asia's importance. Journalism in Asia is very domestically focused. Regional collaborations are unusual. Globally, Asia-literate journalists are a minority. When they do cover Asia, global media often focus on China, ignoring vital stories across the region.

ABOUT JUDITH NEILSON INSTITUTE FOR JOURNALISM AND IDEAS

The Judith Neilson Institute for Journalism and Ideas was established in late 2018 when philanthropist Judith Neilson committed at least \$100 million to create a centre for journalism, based in Australia but with global reach and ambition. Its purpose is to support and celebrate quality journalism in Australia and around the world during a period of historic transformation for the media industry. Through its grants and education programs, the Institute provides resources that help journalists and media organisations develop the skills and knowledge to produce outstanding work. The Institute's headquarters in Chippendale, Sydney, aims to become a lively international hub of journalistic activity and ideas, hosting debates and other events that promote informed and evidence-based public discourse. The Institute is non-partisan and governed by an independent board. <https://jninstitute.org>

ABOUT AIDC

Established in 1987, the Australian International Documentary Conference (AIDC) is Australia's premier event for the documentary, factual and non-fiction screen media industry. Held annually in Melbourne and featuring a four-day international marketplace, forum and screening program, AIDC provides storytellers, broadcasters and entrepreneurs with the opportunity to learn, make connections, and participate in a range of project pitching and marketplace initiatives. A not-for-profit organisation, AIDC is committed to connecting creators, purveyors and viewers of nonfiction screen media in ways that promote industry sustainability, inspire creativity and ignite social change. www.aidc.com.au.