



AUSTRALIAN
INTERNATIONAL
DOCUMENTARY
CONFERENCE

THE FACTORY INTERNATIONAL PITCHING SHOWCASE | AIDC

Submission Guidelines

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

Proudly presented by Film Victoria, and now in its sixth edition, The FACTory is AIDC's international pitching showcase for new documentary and factual projects.

A select number of projects with strong market potential will be invited to pitch to international and local decision makers across three strands: **Central Showcase, New Talent Showcase and Rough Cut Showcase**. Decision makers come from a range of backgrounds and include funders, buyers, broadcasters, sales agents and distributors.

Evolving to a virtual event for 2021, The FACTory has been reconfigured to harness its full online capability. Shortlisted teams will have the opportunity to present their work in front of the largest ever contingent of international decision makers to participate in AIDC!

In 2021, The FACTory is an expanded program featuring:

- a record number of international decision makers assessing and providing feedback on each project;
- access to more extensive online pitch training conducted by experienced screen practitioners;
- greater opportunity for one-on-one meetings with key international decision makers.

Entry to The FACTory is competitive so please ensure your projects are original ideas that appeal to targeted buyers across the international and local markets.

Applications open: Wednesday, 7 October 2020 at 11:00 AEDT

Regular Deadline: Wednesday, 9 December 2020 at 23:59 AEDT
Submission cost AUD \$50.00 per project

Late Deadline: Sunday, 13 December 2020 at 23:59 AEDT
Submissions cost AUD \$60.00 per project

Submissions received after 13 December 2020 at 23:59 AEDT will not be accepted. Once the submission process is complete, submissions can no longer be amended.

HOW IT WORKS

In 2021, AIDC is seeking applications for The FACTory across features, singles, and series (limited and returnable) within three key showcases: Central Showcase, New Talent Showcase and Rough Cut Showcase.

Working closely with an international assessment committee, AIDC will shortlist projects for this prestigious program. In order to provide the best possible exposure of projects to high calibre decision makers, pitches will be pre-recorded and moved online (in the place of a live pitch), and the program will be largely closed to the public. The program will offer more tailored feedback from industry experts and increased opportunities for business outcomes by introducing a dedicated one-on-one meeting program with decision makers during AIDC.

The selected teams will be required to submit a pre-recorded pitch ahead of AIDC (with trailer or footage included in this edit), to be made available to decision makers. Select decision makers will then:

- Request meetings with projects to occur during AIDC
- Provide written or verbal feedback on the project

Central Showcase and New Talent Showcase

Central Showcase - Projects in development and production demonstrating strong international potential will be automatically considered for this showcase. This showcase has been designed to present experienced project teams to international decision makers, including commissioners, funders, streamers, networks, distributors, and sales agents.

New Talent Showcase - Projects in development and production featuring a first-time director or first-time producer will be automatically considered for this showcase. This showcase has been designed to present the brightest new screen talents to decision makers and production companies around the world.

- Projects will be separated into genre-specific groups for the Central Showcase, or invited to the New Talent Showcase.
- AIDC reserves the right to select the most appropriate showcase 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 at approximately three (3) minutes.

Rough Cut Showcase

Projects in post-production are featured as part of a private rough cut program, which is only open to invited decision makers. This showcase has been designed to present projects that need to close financing gaps and secure sales, distribution and festival opportunities.

- Pitches should be no more than fifteen (15) minutes in duration, which includes approximately five (5) minutes of verbal pitch and ten (10) minutes of footage or key scenes.

APPLY FOR THE FACTORY

ELIGIBILITY

Submitter eligibility

- 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 and administration of your application.
- Entry for each project must be submitted via The FACTory portal.

Additional submitter eligibility requirements for New Talent Showcase

- 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 central 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.
- For the Central Showcase or New Talent Showcase, projects should be at development or production stage.
- For the Rough Cut Showcase, projects should be in post-production or at rough cut stage, and not be a completed project prior to AIDC 2021.
- 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’. For more info, visit the [ACMA website](#).
- Half-hour broadcast singles, multi platform projects (that do not have a theatrical or broadcast component), and VR/AR projects are not eligible for entry to The FACTory.
- AIDC will not accept resubmissions of projects previously submitted to The FACTory if the project is at the same or a similar stage.

APPLICATION AND SELECTION PROCESS

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

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

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

- For consideration in the Central Showcase or New Talent Showcase, it is highly recommended that applicants supply a trailer or teaser (up to three (3) minutes) or key footage (up to five (5) minutes) at the time of submission.
- For consideration in the Rough Cut Showcase, it is compulsory to submit up to 20 minutes of footage, which can comprise either a length of consecutive film or an assembly of 3-4 sequences (approximately five minutes each), provided in a single streamable link.

SUCCESSFUL PROJECTS

- Successful participants are required to be registered to participate in the conference with an All Access Pass.
 - An All Access Pass is \$450. All prices are in Australian dollars and inclusive of GST but exclusive of credit card charges. Charges are 1.5% of the total purchase price and will be charged upon checkout.
- 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 AIDC - 15 January 2021.
- 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 in the pitch is highly encouraged. However, such involvement will not influence the selection of the project.

TRAILER CONSULTATIONS AND PITCH TRAINING

Pitching is a highly competitive process, and an art in itself. Consultations with highly qualified pitching trainers (all showcases) and trailer editors (Central Showcase and New Talent Showcase only) will be made available to selected projects on a strict timeline of mid-January to 7 February 2021.

DELIVERY REQUIREMENTS AND DEADLINES

- All final deliverables will require the approval of AIDC.
- Final date for delivery of pre-recorded pitches for all projects selected for The FACTory is 7 February 2021.
- Central Showcase and New Talent Showcase: teams will be required to submit a 7-minute audiovisual pre-recorded file of their pitch (which will include a trailer) to AIDC.
- Rough Cut Showcase: teams will be required to submit a 15-minute audiovisual pre-recorded file of their pitch (which will include rough cut footage) to AIDC.

These pre-recorded pitches will be made available to decision makers ahead of AIDC, in the place of a live pitch.

CULTURAL SAFETY AND COLLABORATION

AIDC supports diverse storytelling told by diverse practitioners, and encourages such applications. This section addresses both practitioners and subjects that may identify with the below categories:

- POC (People of Colour)
- CALD (Culturally and Linguistically Diverse)
- Aboriginal & Torres Strait Islander (Australian-only)
- Indigenous (global - can include Australia)
- LGBTQI+ (including gender non-conforming)
- People with disability

When submitting a project that features any of the above diverse populations as the subject matter, applicants will be required to prove that there is, at minimum, consultation with the subject(s). A preference may be given to projects that demonstrate meaningful collaboration (in addition to consultation).

Applicants will be asked to supply information on their consultation and collaboration at the submission stage. Projects selected for The FACTory will be required to provide more detailed evidentiary material pertaining to this.

Documentaries which deal with Australian Indigenous content as the central theme must have an Indigenous producer, director and/or writer.

KEY INFORMATION AND DATES

Regular Closing Date: 23:59 AEDT Wednesday 9 December 2020

Late Closing Date: 23:59 AEDT Sunday 13 December 2020

Successful Projects notified: Mid-January 2021

Pitch Training and Trailer Consultations: Mid-January 2021 - Sunday 7 February 2021

Deadline for delivery of pre-recorded pitch and trailer: 23:59 AEDT Sunday 7 February 2021

AIDC: Sunday 28 February - Wednesday 3 March 2021

For all enquiries, please contact: pitch@aidc.com.au

GETTY IMAGES OFFER

To help you prepare your best possible pitch, Getty Images have partnered with AIDC to provide you – absolutely free – up to 10 footage clips you can use for your application.

The Getty Images online library has over 8 million footage clips on every subject imaginable – from movements and protests that define humanity, to wildlife, climate change and much, much more. You can search by keywords, filming technique, viewpoints and composition, among other options.

LEARN MORE

SUBMISSION QUESTIONS - THE FACTORY

Included in this document is the list of questions you will need to answer to complete your submission. We recommend that you prepare your answers ahead of time.

*All fields marked with an asterisk are mandatory.

FIRST STEP: You will first be required to create an AIDC account via The FACTory portal link. A confirmation link will be sent to your email address, and you can now activate your account. You will be automatically redirected to sign in with your account details.

Keep a record of your log-in email and password in order to return to your incomplete submission. The application will be automatically recorded as it's being completed, so if you need to return to an incomplete application, log-in and select the 'Dashboard' to retrieve it.

IMPORTANT - Once your application has been 'submitted', you will be unable to return to amend it, so please submit only when you have prepared your full submission.

WHICH CATEGORY OF THE FACTORY ARE YOU APPLYING FOR?

- The Central Showcase (including the New Talent Showcase)
- The Rough Cut Showcase

* Is this project eligible for the NEW TALENT SHOWCASE? This pitch is for first-time directors or producers - see eligibility requirements above (not applicable to projects applying for the Rough Cut Showcase).

YES/NO

CREDITS

- * Submitter (name, contact details, address)
- Director(s)
- * Producer(s)
- * Production Companies
- * Bios of up to four key creatives and production company information

PROJECT INFORMATION

- * Project Title
- * Genre: Select the genre that best describes your project
 - Arts
 - Culture
 - Geopolitics
 - History
 - Human Interest
 - Music
 - Natural History
 - Politics
 - Science
 - Society
 - Sports
 - Technology
 - Wildlife

- * Length / Format. Select as many as apply
 - Single/One-off
 - Feature
 - Series
 - Format
 - 30'
 - 52'/60'
 - 70+ mins
 - Other _____
- * Countries of Production
- * Spoken Languages
- * Estimated Completed Duration (describe in minutes)
- If a series, how many episodes?

REQUESTED SUPPORT

- * Select as many as apply:
 - A full commission
 - Pre-sales / Pre-buys
 - Gap financing
 - Equity investment
 - Acquisition (broadcast, platform, etc)
 - Festival programming
 - International sales representation
 - Australian distribution
 - Territory distribution
 - Australian co-producer
 - International co-producer
 - Executive producer
 - Other _____

STAGE OF PRODUCTION

- * Select one of the following:
 - Early development
 - Late development
 - Production
 - Post-Production
 - Rough cut
- * Date of principal photography (month/year)
- * Estimated completion date (month/year)

PROPOSAL

- * Logline (up to 30 words)
- * Synopsis (up to 100 words)
- * Treatment - story arc, main characters, brief description of the project's style (up to 1000 words)
- * Short status report - a brief description of planned production schedule, access, pending finances, etc. (up to 500 words)
- Other pitches - list market/forum and year, if applicable (any pitching forums or events, or other buyers pitched to)

- * Director's statement (up to 500 words) (*only applicable for the Rough Cut Showcase*)
- * Producer's statement (up to 500 words) (*only applicable for the Rough Cut Showcase*)
- * Audience engagement plan (up to 500 words) (*only applicable for the Rough Cut Showcase*)
- Project website (if available)
- Full treatment upload (optional)

FOOTAGE

- TRAILER, TEASER, OR KEY SCENE DETAILS (*Central Showcase and New Talent Showcase ONLY*)
 - Streamable link to trailer, teaser, or key scene details (up to 3 minutes)
 - Password (if any)

If the project is selected, the link must remain active until late March, 2021.

- ROUGH CUT FOOTAGE (*Rough Cut Showcase ONLY*)
 - Single streamable link (up to 20 minutes)
 - Password

If the project is selected, the link must remain active until late March, 2021.

STILLS

If stills are available, please upload a maximum of two high-res stills in LANDSCAPE format (at 300DPI) (optional).

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

FINANCIAL INFORMATION

- * Total budget AUD
- * Secured finance AUD
- * Shortfall AUD
- Sources of above confirmed financial partners - please list.
- * 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 the **AIDC Finance Plan Template**, your own finance plan template, or the **Screen Australia Documentary Finance Plan**.
- Are any rights UNAVAILABLE? If so, list territories and types of rights sold.
- * Budget - *If available*, please include a one-page top-line production budget in AUD.

CULTURAL SAFETY AND COLLABORATION

AIDC supports diverse storytelling told by diverse practitioners and encourages such applications. This section addresses both practitioners and subjects that may identify with one or more of the below categories:

- POC (Black, Indigenous and People of Colour)
- CALD (Culturally and Linguistically Diverse)
- Aboriginal & Torres Strait Islander (Australian-only)
- Indigenous (global - can include Australia)
- LGBTQI+ (including gender non-conforming)
- People with disability

Does this project feature any of the above diverse populations as its main subject matter?

YES/NO

If 'YES', please provide a statement as to your level of consultation or collaboration with the relevant peoples or groups (up to 500 words).

Do any of the key creatives identify as belonging to any of the above diverse groups?

YES/NO

CUT TO THE CHASE

Do you wish to be considered for Cut to the Chase? If '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.

AGREEMENT & BILLING INFORMATION

Do you agree to the below Terms and Conditions?

By selecting 'I agree' the submitter is agreeing to AIDC's Terms and Conditions for submitting to The FACTory, and to completing the Billing Information that will follow.

FINALLY, select 'Checkout and Pay' to complete your submission!

TERMS & CONDITIONS

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

2. Dates

- 2.1. Project submissions for The FACTory open at 00:01 am (AEDT) on 7 October 2020 (Opening Date). Submissions will be accepted until 23:59 pm (AEDT) 9 December 2020 at the regular submission fee rate, and until 23:59 pm (AEDT) 13 December 2020 at the late submission fee rate (Closing Date).
- 2.2. Shortlisted project applicants will be notified by the Organisers mid-January 2021, and their names announced publicly in the second half of January 2021.
- 2.3. Selected projects will be required to submit their pre-recorded pitch by 7 February 2021.

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 reserves 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 multi platform projects that do not have a theatrical or broadcast component, as well as VR/AR/MR 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 Showcase (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 \$50.00 (incl. GST) to AUD \$60.00 (incl. GST) submission fee to cover handling and administration of your application.
- 4.10. Entry for each project must be submitted via The FACTory portal.
- 4.11. The Organisers accept no responsibility for submissions not received for any reason.
- 4.12. The Organiser 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 participate in the conference with an All Access Pass (An All Access Pass is \$450. All prices are in Australian dollars and inclusive of GST but exclusive of credit card charges. Charges are 1.5% of the total purchase price and will be charged upon checkout.) 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 in the pre-recorded 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. Selected participants in the Central or New Talent Showcase will be required to submit a pre-recorded pitch (with trailer included), totalling no longer than 7 minutes, by 7 February 2021.
- 4.17 Selected participants in the Rough Cut Showcase will be required to submit a pre-recorded pitch (with footage included), totalling no longer than 15 minutes, by 7 February 2021.
- 4.18. Selected participants will be required to make themselves available for meetings with decision makers during AIDC, which may occur outside of regular business hours, including early mornings and evenings.

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 to The FACTory, the applicant grants the Organiser the right to make their projects available to the AIDC Assessment Committee.
- 5.3. By submitting to The FACTory, the applicant grants the Organiser the right to publish their pitch and visual footage, as well as submitted project information, in the online AIDC Project Library. Access to the Project Library is granted to decision makers at the discretion of the Organiser.
- 5.4. By submitting a project to The FACTory, the applicant 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/or digital).
 - 5.2.2. Press releases announcing shortlisted projects and prize winners.

- 5.5. The Organiser may make an exception Clause 5.4. for projects seeking media blackouts where necessary. In this instance, the applicant must communicate this in writing to the Organiser within twenty-four hours of being accepted into The FACTory
- 5.6. 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 Clauses 3 and 4 respectively will not be accepted.
- 6.2. AIDC will not accept resubmissions of projects previously submitted to The FACTory that remain at the same or similar stage of production.

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.
- 7.3. The AIDC reserves the right to approve final audiovisual deliverables (pitches, trailers, slides, teasers, rough cut footage) and can deny participation in The FACTory if these materials do not satisfy requirements including length of AV material.
- 7.4. The AIDC reserves the right to determine which showcase 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 FACTory 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 23 OCTOBER 2020.