



AUSTRALIAN
INTERNATIONAL
DOCUMENTARY
CONFERENCE

THE FACTORY INTERNATIONAL PITCHING SHOWCASE - AIDC 2022

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 seventh edition, The FACTory is AIDC's international pitching showcase for new documentary and factual projects.

Projects with strong market potential will be selected 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 commissioning editors, funders, broadcasters, sales agents and distributors.

Shortlisted teams will have the opportunity to present their work to an enhanced line-up of international decision makers, and partake in one-to-one meetings.

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: Thursday, 30 September at 11:00 AEDT

Regular Deadline: Wednesday, 24 November 2021 at 23:59 AEDT
Submission cost AUD \$50.00 per project

Late Deadline: Sunday, 28 November 2021 at 23:59 AEDT
Submissions cost AUD \$60.00 per project

Submissions received after 28 November 2021 at 23:59 AEDT will not be accepted. Once the submission process is complete, submissions can no longer be amended.

HOW IT WORKS

In 2022, AIDC is seeking applications for The FACTory across features, singles, and series 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.

Selected projects will pitch and present their trailers, and will also 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 who cannot physically attend. Select decision makers will then:

- Take part in the pitch and provide feedback on the projects
- Request meetings with projects to occur during AIDC

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 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.

- Selected projects will be offered a place in the Central Showcase, unless 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.

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.

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, and series.
- Entry for each project must be submitted via The FACTory portal.
- 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 2022.
- Projects need to be clearly 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 (either an online or in-person pass). They will need to confirm acceptance of their place in The FACTory in writing, and by purchasing an All Access Pass by the date advised in the invitation, and provide verified copy and a still image for publication, to the specifications advised by the Organiser.
- Selected teams are invited to purchase their All Access Pass at a discount rate to participate in The FACTory: All Access In-Person Pass is valued at \$800 (inc GST) or an All Access Virtual Pass is valued at \$625 (inc GST).
- 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.

CONSULTATIONS

Pitching is a highly competitive process, and an art in itself. The teams will be paired with highly experienced experts who will provide feedback on story, the trailer, and the pitch. Teams will also be encouraged to participate in a practice pitch.

DELIVERY REQUIREMENTS AND DEADLINES

- All final deliverables will require the approval of AIDC.
- 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, and a separate trailer of up to 3 minutes, in early February 2022 (date to be advised in invitation to selected projects).
- 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, in early February 2022 (date to be advised in invitation to selected projects).

These pre-recorded pitches will be made available to decision makers who cannot attend physically, 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: Wednesday, 24 November 2021 at 23:59 AEDT

Late Closing Date: Sunday, 28 November 2021 at 23:59 AEDT

Successful Projects notified: Late December 2021

Consultations: January and February 2022

Deadline for delivery of pre-recorded pitch and trailer: TBA - February 2022

AIDC: Sunday 6 - Wednesday 9 March 2022, with online industry days Thursday 10 and Friday 11 March 2022.

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

GETTY IMAGES OFFER

To help you prepare your best possible pitch for the FACTory, Getty Images have partnered with AIDC to provide you – absolutely free – a selection of clips you can use for your application.

The Getty Images online library has over 17.5 million clips, including content from leading editorial video producers such as TVNZ, NBC News Archives, BBC Motion Gallery, ITN and Bloomberg. Content is available for every subject imaginable – from the moments that define humanity, to wildlife, climate change, cityscapes 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:

Follow the instructions on [The FACTory webpage](#) regarding creating an AIDC account and accessing the submission form.

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 genres that best describe your project
 - Arts
 - Culture
 - Geopolitics
 - History
 - Human Interest
 - Music
 - Natural History
 - Politics
 - Science
 - Society
 - Sports
 - Technology

- Wildlife
- * Length / Format. Select as many as apply
 - Series
 - Single/One-off
 - Feature
 - 30'
 - 52'/60'
 - 70+ mins
 - Other _____
- * Countries of Production
- * Spoken Languages
- * Estimated Completed Duration (describe in minutes) - per film or per episode
- 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, 2022.

- 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, 2022.

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.
- * FINANCE PLAN - Please upload a current ‘Finance Plan’ including any financial support you have secured, or expect to receive. Do not submit a full budget in this section. You **should** use the [AIDC 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! Otherwise your submission won't be complete- thank you!