



AUSTRALIAN
INTERNATIONAL
DOCUMENTARY
CONFERENCE



DOC.LAB.INTERACT

An interactive documentary storytelling Lab with Anagram Co-Presented by AIDC and Film Victoria

Submission Guidelines

Do you have a documentary or factual project with interactive or immersive storytelling potential? Can you envision your project as a playable game, virtual reality work, or large-scale immersive experience? Would you like the opportunity to develop your concept with leading experts in the field and pitch to a panel of industry professionals?

*Co-presented by Film Victoria, AIDC's **Doc.Lab.Interact** initiative is an interactive storytelling lab giving nonfiction content creators the opportunity to take their idea to the next level with leading UK-based creative studio [Anagram](#). With a background in documentary film, animation and interactive game design, the studio specialises in thought-provoking interactive storytelling and immersive experience design.*

[Applications are now open](#) for Australian nonfiction practitioners who are **currently completing** or **have recently completed** a documentary or factual project. Eligible practitioners are encouraged to submit an idea for workshopping in the lab, where they will develop their project pitch for a new interactive or immersive work and ready it for presentation to a panel of industry experts for feedback.

Four projects teams will be selected to take part in a series of workshops, 1:1 mentoring sessions and pitch training exercises with Anagram to develop their documentary project into a ready-to-pitch interactive or immersive blueprint for potential funders, developers, creative tech collaborators and exhibitors. Participating teams are to be made up of one key creative and producer from the project.

During the Lab, participants will receive intensive workshopping and support from leading experts in the field to:

- investigate their project's interactive storytelling potential;
- determine the most suitable format for their project;
- learn the language tools to communicate their ideas to tech developers and collaborators;
- develop a comprehensive understanding of the technological requirements for their project;
- workshop their project from initial concept to ideation; and
- develop a sound blueprint for pitching their interactive or immersive project.

At the culmination of the Lab, all four teams will take part in an online pitch to a panel of experts including Anagram, Film Victoria as well as commissioners, exhibitors and festival seeking projects in the interactive / immersive space.

This guide provides you with the necessary information you will need to do so.

[Submissions for ideas are now open](#). Selected projects will take part in **Doc.Lab.Interact's** interactive storytelling workshop - commencing on AIDC's Innovation Day on **Sunday 6 March 2022** with mentoring and pitch sessions taking place online thereafter (with dates to be confirmed with participants).

HOW TO APPLY

Applying is free and easy with no previous experience in interactive storytelling necessary. **Doc.Lab.Interact** is open to all Australian nonfiction storytellers looking to explore the possibilities for transforming **near completed or completed** documentary or factual projects into a new interactive or immersive work.

To submit, you just need to provide the following:

1. **An outline of an idea (up to 2,000 words)**. Please include in the outline:
 - A story outline of current project including access to key talent/participants and use of pre-existing materials
 - Describe why and how it will be suitable for an interactive or immersive format
 - Outline your initial interactive format preference (i.e. playable game, MR [Virtual Reality, Augmented Reality], online interactive documentary, large-scale immersive experience etc.); and
 - Provide a description of who you envisage as your key audience and what you would ideally like the audience to experience from your interactive or immersive work.

- 2. Materials that you think can support your outline.** This could include key scenes (of no more than ten (10) minutes) from a project in post-production or completed, animations, character studies, pitch decks, etc.

A full sample of the submission questions are provided on the following pages.

We welcome all ideas, but particularly encourage those that highlight diversity and inclusion. For all enquiries, please contact: industryinitiatives@aidc.com.au

Applications for concepts close Sunday 06 February 2022 11:59PM (AEDT)

TO APPLY GO TO THE AIDC [DOC.LAB.INTERACT APPLICATION PORTAL](#).

KEY DATES

14/01/2022	Applications for concepts open.
06/02/2022	Applications for concepts close 23:59 (AEDT)
16/02/2022	Four concepts will be selected.
06/03/2022	Lab: Workshop 1

All other online dates for mentoring and pitch training to be confirmed with selected participants.

WHAT HAPPENS IF MY CONCEPT IS SELECTED?

The four selected project teams will be notified and asked to select two project representatives (a proto take part in Doc.Lab.Interact with the first workshop to take place on AIDC's Innovation Day, **Sunday 6 March 2022**). Ideally, participants will attend the workshop in person in Melbourne at ACMI, Federation Square. However, participants can also participate virtually if this is not possible.

Following AIDC 2022, participants will take part in:

- Two (2) 1:1 online mentoring sessions with the Anagram team to receive feedback, guidance and support to develop a blue-print for their new interactive or immersive project.
- One (1) x online pitching workshop with AIDC to hone their pitch
- One (1) x pitch to a panel of experts including Anagram, Film Victoria as well as commissioners, exhibitors and festivals seeking projects in the interactive immersive space.

More information will be provided to teams that are selected.

SUBMISSION QUESTIONS - DOC.LAB.INTERACT

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.

FIRST STEP:

Please [click this link](#) to access the registration portal for Doc.Lab.Interact. Prior to registering your project, you will be asked to set-up your free My AIDC account. Simply follow the prompts and a verification link will be sent to your email address for you to activate your account. (Please check your junk or spam folder if you have not received a verification email). You should be automatically redirected to sign in with your account details and navigated to the registration form. If you do not get directed to the registration form, enter again via the link above or on the AIDC website.

If you have previously registered for an account, you will either be automatically logged in or asked to provide your existing 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' and then 'Incomplete Forms' 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.

In order to apply for **Doc.Lab.Interact**, applicants will need to provide the following information:

CONTACT INFORMATION

SUBMITTER INFORMATION

- Company name
- Salutation
- Firstname
- Last name
- Email
- Phone number
- Website (optional)

DOCUMENTARY / INTERACTIVE STORYTELLING IDEA

WORKING TITLE

IDEA OUTLINE

Please upload an outline of your idea responding to the following questions: (pdf, word, jpg formats accepted etc.)

3. An outline of an idea (up to 2,000 words). Please include in the outline:

- A story outline of current project including access to key talent/participants and use of pre-existing materials
 - Describe why and how it will be suitable for an interactive or immersive format
 - Outline your initial interactive format preference (i.e. playable game, MR [Virtual Reality, Augmented Reality], online interactive documentary, large-scale immersive experience etc.); and
 - Provide a description of who you envisage as your key audience and what you would ideally like the audience to experience from your interactive or immersive work.
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SUPPORTING MATERIALS

GENERAL

Please provide any pre-existing story materials you have to support your interactive or immersive documentary idea:

- LOGLINE (Up to thirty (30) words)
- SYNOPSIS
- GENRE

AUDIO VISUAL

Please upload links to any audiovisual materials (along with any passwords) you think might strengthen your application. You can upload up to three (3) links.

- LINK
- PASSWORD (optional)

WRITTEN MATERIALS

Please upload any written materials you think might strengthen your application. You can upload as many files as necessary.

CURRENT STAGE OF PROJECT

Is the project from which you are drawing from completed, in post-production or nearing completion?

Projected date of completion.

ARE YOU THE RIGHTS HOLDER OF THE WORKS YOU HAVE SUBMITTED?

YES/NO

ANY PREVIOUS FUNDING AND/OR CURRENT MARKETPLACE ATTACHMENTS?

Please note: if you have marketplace attachment, AIDC may wish to confirm all financial parties have been consulted prior to being selected to participate.

CREATIVE TEAM DETAILS

Please include the details of **up to three** key creatives working on the existing documentary project who could be involved in the immersive / interactive documentary project. Participating teams are to be made up of one key creative and producer from the project. No experience in immersive / interactive documentary development is required from anyone on the team.

CONTACT DETAILS

- Role
- Company Name
- Salutation
- Firstname
- Last Name
- Email Address
- Phone Number
- Website

STATE(S) BASED

Please list all states connected with the project. Please note, **you do not have to be based in Victoria to be eligible for Doc.Lab.Interact.**

CULTURAL SAFETY AND COLLABORATION

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

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

Does this concept 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

In the assessment process we will take into account how your application addresses diversity across one or more core areas:

- Meaningful representation of diversity in main protagonists, themes and narratives; and/or
- Project leadership and Key Creatives (allowances will be made for projects with smaller teams).

FINAL QUESTIONS

IF SELECTED, WILL YOU AND / OR ONE OTHER KEY CREATIVE FROM YOUR TEAM BE AVAILABLE TO TAKE PART IN THE INITIAL WORKSHOP AT AIDC ON **SUNDAY 6 MARCH 2022**, 15:00-17:00) AEDT?

YES/NO

SUBMIT