



AUSTRALIAN  
INTERNATIONAL  
DOCUMENTARY  
CONFERENCE



**VICSCREEN**

## **DOC.LAB.INTERACT**

**An interactive documentary storytelling Lab with leading Australian interactive artists Ben Joseph Andrews and Emma Roberts**

**Presented by AIDC and VicScreen**

### **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 craft a pitch for feedback from a panel of industry professionals?*

Presented by AIDC and VicScreen, **Doc.Lab.Interact** is an interactive documentary storytelling lab giving nonfiction content creators the opportunity to take their idea to the next level with leading Australian interactive artists Ben Joseph Andrews and Emma Roberts. Participants will emerge from the program with a rapid prototype of an element of their project as well as a practice pitch to seek further partners and funding.

[Applications are now open](#) for Australian practitioners with a documentary or factual project in early development with interactive or immersive storytelling potential.

### **The Lab**

Four project teams will be selected to take part in a two-hour rapid prototyping workshop during AIDC's Innovation day on Sunday 3 March. The teams will then undertake 1:1 pitch training with Andrews and Roberts to develop their nonfiction project into a ready-to-pitch interactive or immersive concept.

As part of the Doc.Lab.Interact program, participants will receive intensive workshopping and support from leading experts in the field to:

- investigate their project's interactive storytelling potential
- explore the most suitable format for their project
- learn language and tools to communicate their ideas to tech developers and collaborators
- map out their project from initial concept to rapid prototype; and
- develop a sound blueprint for pitching their interactive or immersive project

At the culmination of the Lab, all teams will prepare a pre-recorded pitch to be reviewed by Andrews and Roberts, VicScreen and AIDC. From there, teams will be given feedback as to which commissioners, exhibitors and/or festivals seeking projects in the interactive / immersive space may be suitable for their project.

*This guide provides you with the necessary information you will need to apply for Doc.Lab.Interact 2024.*

## **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 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 to support your outline.** This could include key scenes (of no more than ten (10) minutes) from your project including animations, character studies and / or 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: [info@aidc.com.au](mailto:info@aidc.com.au)

**Applications close Thursday 1 February 2024 at 11:59pm (AEDT)**

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

## **KEY DATES**

Wed 10/1/2024	Applications open
Thu 1/2/2024	Applications close 11:59pm (AEDT).
Mon 5/2/2024	Applications selected and notified.
Wed 7/2/2024	Selected team to confirm participation
Sun 11/2/2024	Final date to register for AIDC and purchase a pass.
Tue 20/2/2024	AIDC Announcement of selected project teams.
Sun 3/3/2024	Lab: Workshop
TBC*	1:1 Online meetings with Roberts and Andrews
TBC*	Delivery of pre-recorded pitch

\*Online dates for mentoring and pitch training to be organised with selected participants after the workshop.

## **WHAT HAPPENS IF MY CONCEPT IS SELECTED?**

Selected applicants will be notified and two project representatives invited to take part in Doc.Lab.Interact with the first workshop to take place at AIDC 2024 on **Sunday 3 March 2024** at ACMI, Fed Square in Melbourne / Naarm. Ideally, participants will attend the workshop in person, however consideration may be given to participants who need to take part virtually upon written approval.

It is free to submit an Application, however if selected, Applicants are required to purchase (at minimum) an [AIDC 2024 Sunday Pass](#) for all members participating in Doc.Lab.Interact with a minimum of one (1) participant and a maximum of two (2) participants per selected project.

Prior to the workshop, participants will:

- Take part in one (1) online mentoring session with Emma Roberts and Ben Joseph Andrews to discuss your project concept.

Following AIDC 2024, participants will:

- Take part in one (1) online mentoring session with Emma Roberts and Ben Joseph Andrews to receive pitch feedback, guidance and support.
- Develop a pre-recorded pitch for the Lab Producers, AIDC and VicScreen panelists
- Receive feedback as to which commissioners, exhibitors and/or festivals seeking projects in the interactive / immersive space may be suitable for their project.

More information will be provided to teams that are selected.

## **APPLICATION REQUIREMENTS - DOC.LAB.INTERACT**

The section below provides details of the questions and other requirements to complete your application. AIDC recommends creating a copy of these to prepare your application offline before submitting your application via the application portal.

### **FIRST STEP:**

Please [click this link](#) to access the Doc.Lab.Interact application form. To access the form link you will need to log in to your MY AIDC account or follow the prompts to set one up. Please email [info@aidc.com.au](mailto:info@aidc.com.au) if you have any issues.

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 complete application.

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

\*Items marked with an asterisk (\*) are required

### **CONTACT INFORMATION**

#### **\*SUBMITTER INFORMATION**

- Company name (optional)
- Salutation
- First Name
- 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 in development 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 (one paragraph)
- \*GENRE (select 3 from provided)
- \*CURRENT STAGE OF PROJECT (early development, late development, production, post-production)

WRITTEN MATERIALS

Please upload any written materials from the project you are submitting that you think might strengthen your application. You can upload as many files as necessary.

\*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.

**\*AUDIO VISUAL**

Please upload links to any audiovisual materials (along with any passwords) you think might strengthen your application, ideally from the project you are submitting. You can upload up to three (3) links.

- LINK
  - PASSWORD (optional)
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**CREATIVE TEAM DETAILS**

Please include the details of **up to two** key creatives working on the existing documentary project who could be involved in the immersive / interactive documentary project. Note: individuals may apply.

No experience in immersive / interactive documentary development is required from anyone on the team.

**CONTACT DETAILS**

- Role
- Company Name (optional)
- Salutation
- First Name
- Last Name
- Email Address
- Phone Number
- Website (optional)

**\*STATE(S) AND/OR TERRITORIES 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.**

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## **AUTHENTIC, INCLUSIVE STORYTELLING AND COLLABORATION**

AIDC supports authentic storytelling told by diverse practitioners and encourages such applications. This section addresses both practitioners, topics and participants that may identify with one or more of the below communities:

- Aboriginal & Torres Strait Islander (Australia-only)
- First Nations / Indigenous (global)
- CALD (culturally and/or linguistically diverse)
- d/Deaf, disabled and/or neurodiverse
- LGBTQIA+ (including gender diverse)

DOES THIS CONCEPT FEATURE ANY OF THE ABOVE GROUPS OR COMMUNITIES AS ITS MAIN SUBJECT MATTER?

YES/NO

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

DO ANY OF THE KEY CREATIVES IDENTIFY AS BELONGING TO ANY OF THE ABOVE GROUPS OR COMMUNITIES?

YES/NO

If 'YES', please specify the group or communities you identify with:

- Aboriginal & Torres Strait Islander (Australia-only)
- First Nations / Indigenous (global)
- CALD (culturally and/or linguistically diverse)
- d/Deaf, disabled and/or neurodiverse
- LGBTQIA+ (including gender diverse)

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 QUESTION**

\*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 3 MARCH 2024**, AEDT?

YES/NO

**SUBMIT**