



Info Guide

DEVELOPMENT PLANS & PRODUCER'S STATEMENT

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The story documents submitted with your application need to capture a clear sense of your project's concept and its resulting story, regardless of whether the project is at early stage or more advanced in its development. The way you describe your themes, genre, characters (and their respective journeys), structure, genre and tone should ideally resonate with what's already in your core story document (treatment, scriptment, draft, etc) while suggesting where it is you wish to go next.

THE DEVELOPMENT PLAN

The development plan should provide us with a strong sense of your creative vision – the emotional experience and meanings that the team is crafting for an audience – and also offer a critical analysis of the material in its current form and a plan for how these challenges will be met.

In its simplest form the development plan is about where the project has come from, where it wants to go and how you plan to get it there.

A team with the necessary experience and skills may also want to touch on development tools and approaches that might serve to further explore, interrogate and focus story material and directorial on-screen style, particularly in the early stages of development. These tools and approaches might include workshops with actors, HOD consultations, research periods, test scenes, filming that informs the writing process and the creation of visual materials, etc. However, the team or applicant will need to justify the inclusion of these elements by providing a sense of their value to the journey on which the team is planning to embark.

To further evoke the creative vision of the project, a development plan may be accompanied by and refer to supporting story material such as visual references for tone, mood and style – photographs, artworks, mood reel, look book, storyboard, EPOC, sample scenes, visual material (or music). There is no limit on these elements but make sure you are strategically enhancing, rather than diluting, your application by providing them.

Although the development plan is a document created by the team, the following notes will provide general guidance about the areas in which each key creative can contribute.

WRITER'S CONTRIBUTION TO THE DEVELOPMENT PLAN

The development plan provides the writer with the opportunity to articulate their personal and creative connection to the material regardless of whether it is an original idea by the writer or they are working on assignment. A writer should be able to describe who the audience is that they are speaking to and describe the elements of the story that are going to create the desired experience for their elected audience. The writer should provide concise, critical and specific analysis of the submitted story document, including its current strengths and weaknesses. Notes should also identify the challenges the project is likely to face and the steps that will be taken to develop and move the project forward. A writer doesn't need to have all the answers but, wherever possible, the notes should provide craft-based solutions regarding the script or story challenges ahead.

The writer's contribution to the development plan might touch on the following areas:

- the genre, premise and structure, and the big thematic idea or question at the heart of the project
- the current challenges relating to character design, character arcs, integration of themes, structure, plot, tone and dialogue (if relevant)
- a description of the protagonist's journey as it relates to genre, structure and theme
- how the proposed development plan will engage with and explore the current issues and challenges identified
- how the development plan will provide new insights, create discoveries and ultimately enrich the project and the writer's own creative process.

For online and interactive drama or high-end television series the writer's focus may be on describing the driving concept, the story world, the central dramatic question and how these elements will sustain a series arc.

THE DIRECTOR'S CONTRIBUTION TO THE DEVELOPMENT PLAN

Where a director (or a writer/director) is attached, the director's contribution to the development plan should help to demonstrate an understanding of where the project is currently at and describe their intended directorial approach. Ideally, it should outline the relationship between the meaning/idea of the work and the form in which it is to be expressed. A director's statement may move beyond the scope of the writer's notes, but both sets of notes should be founded on a unified creative vision.

The director's contribution to the development plan might touch on the following areas:

- the project's strengths, weaknesses, future challenges and the strategies to address them
- how and why this story will capture the imagination of its target audience
- directorial choices such as tone, performance style, visual style (incorporating approach to design, camera and editing), and choices relating to treatment of sound and score
- comparable work in terms of genre, style and tone
- how the proposed development plan will engage with and explore the current issues and challenges identified in the work
- how the strategies outlined in the development plan will provide new insights, create discoveries and ultimately enrich the project and the director's own creative process.

THE SCRIPT EDITOR'S CONTRIBUTION TO THE DEVELOPMENT PLAN

If a script editor is attached to the project, their contribution to the development plan should address the strengths and weaknesses already identified by the key creatives and confirm what other (or additional) strategies they will be employing to see those problems are addressed.

PRODUCER'S STATEMENT

The producer's statement is a separate document. While it should also reflect and reinforce the creative vision for the project outlined in the development plan, its primary purpose is to outline the business case and strategy for the project and suggest a pathway to bring the project to fruition.

The producer's statement might touch on the following areas:

- the genre, the intended target audience/s, the proposed budget and the viability of the budget in regards to the potential audience
- the proposed production methodology

- marketing and distribution plans
- for late-stage funding (when the team considers the project to be close to production) finance strategies, proposed cast and potential market attachments
- how the producer will engage with the proposed development plan and why it will advance the project
- how the development plan will be implemented in practical terms.