



Every Voice: Guidelines

Issued July 19th 2021

Every Voice is a joint initiative of Screen Australia, NZ On Air and TikTok, aimed at supporting diverse and distinct voices in the creation of innovative episodic scripted or factual content for TikTok.

The foundation of TikTok has always been about providing a place for people to express their ideas through creative, joyful and engaging content. The result is a vibrant, inclusive, global community that celebrates and embraces diversity and self-expression. TikTok welcomes those who are pushing acceptance for all and helping to create a world where everyone has the right to be who they are.

Every Voice aims to:

- help a new generation of online storytellers to expand their vision and ambition
- cultivate original Australian content made specifically for global online audiences
- ensure the storytellers and stories being told reflect the diversity of people and experiences from around Australia, all of which are important culturally, creatively and economically

Inclusive Storytelling

Screen Australia is committed to building equity into its programs and its engagement with the community. Gender equity, anti-racism, authentic story-telling, from and about under-represented groups, and inclusivity are priorities for Screen Australia. We expect that the lived experience portrayed through the narrative and characters are reflected within the key creative team. It is vital the creative team has the cultural authorship to tell the story so that telling of the story is authentic. This will be taken into account when assessing applications.

For Australian screen content to effectively deliver cultural and economic benefits it must speak to, and be for, all Australians. Ultimately a diversity of ideas and a diverse workforce will grow the Australia screen industry, make it more relevant to Australian audiences and more competitive internationally.

WHO

Every Voice is aimed at TikTok creators (or creators who want to expand to working on TikTok) working on lower budget, exciting vertical content designed to appeal to an online audience.

This partnership will support a range of screen projects from Australia and New Zealand, and is intended for creators from under-represented backgrounds - including First Nations, Māori, Pacific Peoples, Pan-Asian, LGBTQIA+, Culturally and Linguistically Diverse (CALD), are female or trans/gender diverse, those living with a disability and creators based in regional and remote areas.

Applicants to Screen Australia must:

- meet the general eligibility requirements set out in Screen Australia's [Terms of Trade](#), with the exception of the restriction on full-time students, which will be waived in this case.
- have teams consisting between two to five members, with roles of writer, director and producer filled across these team members
- Not be employed full time at a State or Territory screen agency

Genuine collaborations between a TikTok content creator(s) and established producers, production companies and/or entertainment properties are encouraged and may strengthen an application. Collaborations between Australian and New Zealand creators are also encouraged.

WHAT

Applicants are eligible to apply for up to AUS \$50,000 per project. It is anticipated that between 3 and 5 projects will be funded in Australia, and a similar amount in New Zealand.

The project that is the subject of the application **must** comprise of episodic content designed to be told in 6 to 15 episodes of no more than 1 minute each, aimed at audiences aged between 16 and 35. Projects can be of any genre of scripted or documentary content.

In addition, successful teams must be available to attend a virtual workshop on November 4th and 5th, to develop story skills and best practice for creating for TikTok. More information on this will be provided to successful teams.

HOW

Applications close 5pm AEST Thursday, 26th August 2021 and can be made through the [application portal](#). Please note these guidelines and application portal apply to Australian creators only - for New Zealand creators, please apply [here](#).

Applications consist of:

- Fully completed application form including contact details and applicant eligibility
- A downloadable pitch video between 90 seconds and 2 minutes in length, consisting of:
 - Information on the series format (how many episodes, length of episode - note episodes must not be longer than 1 minute each)
 - Genre, characters, story arc and brief plot summary
 - Themes and tone of the project
 - What is unique and exciting about the project - creatives are encouraged to use this pitch video as an opportunity to highlight their distinct creative voice, style, technical skills and understanding of TikTok as a short form content distribution platform.
- a brief profile of your TikTok account, if you have one. If you do not currently have a TikTok account, you should share insights from any other relevant accounts or profiles you currently manage, as well as your aspirations for your future TikTok account.
- An up to three page pitch document that describes
 - A brief outline of the episodes
 - A synopsis and description of the project (including a brief cultural strategy - where relevant - to ensure the project and representation are authentic)
 - An overview of the target audience for this project, which should include demographics and demonstrate understanding of viewing habits
 - The marketing and social media strategies for the project, including how the creative intends to promote the series to a wider audience than their existing subscribers
 - Career and talent development - how the creative might continue to develop their voice in the screen industry following the release of this project

Assessment criteria

Eligible applications will be considered by Screen Australia, NZ on Air and TikTok executives, as well as industry specialists as required. Funding decisions will be made against the following criteria:

- The creative strength and distinctiveness of the proposal, including the concept and entertainment value
- The viability of the proposal with respect to the budget and scale of the project, as well as proposed audience reach
- The track record of the key participants involved in the proposal and the likelihood that this program will demonstrably develop their skills in made-for-web content production. This includes experience creating for TikTok.

- The alignment of the team and creative with the aims of this initiative

Other factors, including availability of funds, diversity of slate and the diversity and gender of the team, may also influence funding decisions. Shortlisted applicants may be interviewed.

Decisions on applications are final. **Screen Australia will advise applicants in writing of the outcome of their application by Friday 15th October 2021.**

We acknowledge and appreciate the effort that goes into applications, but given the anticipated volume of applications will not be able to provide individual feedback on each application.

Further information

Successful projects must be released exclusively on TikTok for a minimum of 2 years. Successful projects must also be able to guarantee that production will be completed by April 2022.

If you are unsure about your eligibility or have questions about the application form, please email us at online@screenaustralia.gov.au or call Program Operations on 1800 507 901. Please note that we are not able to provide creative advice or suggestions to strengthen your application.

Update log

19 August - applicant outcome notification date extended to 15 October 2021.