



INTERNATIONAL DELEGATIONS: GUIDELINES

CONTENT LONDON 2 - 5 December 2024

Issued 25 July 2024

Overview

Content London (2-5 December 2024) is a high priority event in the global content industry calendar, bringing the global drama communities together around an industry conference, award ceremony, and networking opportunities.

Up to 10 applicants will receive up to AUD\$6000 each for travel to London and a Content London registration pass in order to attend the event, and to use it to leverage other related opportunities.

Aims

This funding aims to provide screen creatives (creator, or producer, or writer) who have a high level of recent success and some traction in the UK, with international knowledge, interest, investment, and relationships for their Australian scripted IP.

Who Can Apply?

Applicants:

- must be Australian citizens or residents and meet our [Terms of Trade](#).
- can apply as an individual or company. We cannot accept separate applications from individual members of the same company or team; those applications must either be made via a lead applicant who will be responsible for managing the grant on behalf of the team, or as a company.
- must have a credit as creator or producer or writer on a completed scripted drama, comedy or children's series with evidence of significant views, e.g.:
 - screened on broadcast television or streamed on a subscription based platform, and having been one of the top 10 most-watched shows on that platform at the time of transmission. [It is noted that data is not always readily available, especially historically, and assessors will give the benefit of the doubt to applicants based on press links and other media reactions about the title from the time of release]; or
 - streamed online on any reportable platform, with evidence of audiences/views in excess of 1 million or other evidence of trending on YouTube or other online social media platforms at the time of release.

Applications from underrepresented communities are encouraged to apply. This may include Aboriginal and Torres Strait Islander peoples; people who are from culturally and linguistically diverse backgrounds; people who are Deaf, hard of hearing or with disability; women or people who are gender diverse; people who identify as LGBTIQ+; and people located in regional and remote areas.

Please note: Applicants in receipt of Enterprise, Talent Gateway or Global Producers Exchange funding will not be eligible to apply for this fund if their approved budget included funding to attend this market.

Please email industry@screenaustralia.gov.au to discuss if either of the above points apply to your application.

Eligible Activities

Applicants must demonstrate how they intend to use the travel to maximise opportunities for their slate at Content London and at other events, meeting or opportunities outside of the event. Delegates are therefore strongly encouraged to think about staying longer in London so they can attend the conference and spend further time to undertake meetings either side of the event.

For the latest on the Content London programme and announced speakers so far, please visit [here](#).

What Support Is Available?

Up to 10 applicants will receive funding of up to **\$6000 each** towards travel, living expenses and accommodation in London. Screen Australia will also provide 1 x registration pass per successful application for the 2024 Content London event.

A maximum of \$6000 and only one registration pass is available for each application (including applications made on behalf of a team).

How to apply

Applications close 5pm AEST Thursday 5 September, 2024 and can be made via the Screen Australia [application portal](#).

If an applicant has access requirements in order to submit their application or potential attendance, please email industry@screenaustralia.gov.au and we will make arrangements to assist.

What to provide

Applicants must provide the following materials:

- A CV including recent credits and details of any commercial success, significant viewership and/or major festival or awards success.
- A proposal (maximum 8 pages) that includes:
 - Details on your current slate of projects that will be pitched at the event, including for each title: the stage of development or production; the budget and the currently secured finance; and, the currently secured key creative and marketplace attachments or interest including works that are intended as co-productions

- A detailed proposed meeting list with reason and desired outcomes of each meeting for the event and whilst in London
- Any intended professional development objectives
- Any details evidencing international co-production experience
- Any details evidencing talent agent or management in Australia, UK and/or US
- Any details on existing relationships and traction with UK based executives, companies, and broadcasters
- Any evidence of an invitation in 2024 as a speaker at Content London and/or nominated for the C21 International Drama Awards

How are applications assessed?

Complete and eligible applications will be considered and reviewed by Screen Australia and/or industry specialists against the assessment criteria.

Assessment Criteria

- **Proposal & Slate.** The strength of the proposal and the perceived strength and diversity of the projects on the slate, as well as the stage of development and suitability for the event;
- **International traction.** The amount of international traction from the applicant's completed body of work; and
- **Experience.** The experience and knowledge of the applicant pertinent to the activity. Priority will be given to applicants who have not been successful for International Delegation funding from Screen Australia after 27 July 2023.

Priority will be given to those who:

- have been invited in 2024 as a speaker at Content London and/or nominated for the C21 International Drama Awards
- have their own IP, and a robust slate with scripted series that are ready to pitch
- have international co-production experience, or evidence on their slate of co-production conceived IP
- evidence of existing traction and relationships with UK-based drama executives, companies, and broadcasters
- are on the path to becoming showrunners or creators
- have an established talent agent and/or management in Australia and/or UK and/or US

Decision & Notification

Applicants will be advised of the outcome in writing by Friday 4 October 2024.

Contact

If you are unsure about your eligibility or have questions about the application form, please email us at industry@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.