

INTERNATIONAL DELEGATIONS

Global Producers Exchange: GUIDELINES

Issued 11 May 2021

Screen Australia and Australians in Film (AiF) are partnering to provide Australia's leading producers the skills, knowledge, access, and relationships necessary to succeed in the global market, and to attract foreign investment and marketplace partnerships for Australian scripted content.

Supporting Partners are Screen NSW, Film Victoria, South Australian Film Corporation and Scripted Ink. Industry Partners are Australian Directors' Guild, Australian Writers' Guild, Screen Producers Australia, Screen Canberra, Screen Queensland, Screen Tasmania, Screen Territory, Screenwest and Screenworks.

Up to six production companies / producers will be selected to participate in the Global Producers Exchange development lab of roundtables and master-classes with key US based screen decision makers, and individualised 1:1 mentorships. Each delegate will receive grants of up to \$60,000 to enable them to take part in the program which runs from October 2021 to June 2022.

The Global Producers Exchange aims to give Australian IP and cultural stories the opportunity to be developed with internationally based collaborators who possess a global outlook and a proven track record of success with international audiences, and to help position projects for success in the global market.

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 can apply?

To be eligible for this program, applicants:

- must be Australian citizens or residents and meet Screen Australia's [Terms of Trade](#)
- must not have parent company with offices in Los Angeles
- must have credits to evidence a strong track record as a lead producer on multiple completed long form scripted episodic series and/or features, at least one of which that has recently (last 4 years):
 - screened on broadcast television or streamed on a subscription based platform, and having been 1 of the top 10 most-watched shows on that platform at time of transmission. [It is noted that data is not always readily available, especially historically, and assessors will give benefit of the doubt based on press links and other media reactions about the title from time of release], or
 - online on any reportable platform, with evidence of audiences/views in excess of 1 million

- or other evidence of trending on You Tube at time of release, or
- premiered in official selection at Cannes, Toronto, Venice, Sundance, Berlin, SXSW, Series Mania festivals, or
- been distributed and theatrically released in multiple major international territories, or
- been a recipient of a significant international award such as awards from Cannes, Toronto, Venice, Sundance, Berlin, SXSW festivals or been nominated for Academy, BAFTA, or Emmy awards
- must have:
 - slates with at least 3 long form scripted episodic series or features in any genre that would appeal to a global audience and that could potentially be co-developed with US partners
 - have projects on their slate that are uniquely and culturally identifiable as Australian stories and are bold, ambitious and have universal appeal

Priority will be given to applicants who:

- have international co-production experience and/or have executed long form scripted series and/or features of reasonable budget
- can demonstrate ability to leverage significant recent success through international critical acclaim and awards and/or international audience awareness for their completed work
- have eclectic upcoming slates with a diverse array of internationally known and exciting Australian key creatives attached

What support is available?

Up to six production companies/producers will be selected to take part in the Screen Australia / AiF Global Producers Exchange. Production companies can elect to have a team of two producers participate, however the program will only cover the costs of one grant (up to \$60,000) to cover the two participants per production company.

Each participant will receive a grant of up to \$60,000, to:

- actively participate in the bespoke 9 month (part-time) development lab of roundtables and master-classes with key US based screen decision makers, as well as individualized 1:1 mentorship and,
- based on feedback throughout the lab from mentors and US executives, work on and with their attached key creatives, to quickly refine and develop creative concepts and materials on the projects on their slate that receive traction, as well as create any suggested marketing materials to help them pitch

The Exchange will culminate in a two day market where participants will remotely meet 1:1 and pitch projects to an individually curated group of high level US Industry executives, including; production companies, studios, financiers, distributors, broadcasters and streamers, in order to attract partners for the slate.

Please note: the program will be entirely virtual, unless broader travel advice to the US changes.

When and how can applications be made?

Applications close 5pm AEST Thursday 10 June 2021 and can be made via the Screen Australia [application portal](#) with the following materials:

- Fully completed application form including contact details and applicant eligibility
- CV including recent credits and details of any commercial, significant viewership and/or major festival or awards success.
- A proposal (maximum 6 pages) that includes:
 - details on your current slate of projects that will be work-shopped and/or pitched at the activity, including for each title: the stage of development and any secured development funding; the estimated budget; and information on the currently secured key creative and marketplace attachments and/or interest
 - a desired meeting list with reason and desired outcomes of each meeting
 - any desired professional development objectives and activities

How are applications assessed?

Once we receive your application, a member of our team will review to ensure it's complete and meets all eligibility requirements. They'll contact you with any questions, or requests for more information. Complete and eligible applications will be considered by reviewed by Screen Australia and AiF staff members and/or industry specialists.

Assessment Criteria

Funding decisions will be made against the following criteria:

- the strength of the proposal and the perceived strength and diversity of the projects on the slate (and also the creative talent attached to them)
- the amount of perceived traction internationally from their completed body of work, and
- their perceived experience and knowledge pertinent to the activity

Applicants will be advised of the outcome in writing by Thursday 22 July 2021.

Applicants are required to make sure they can be and will use best endeavours to be available to participate in all sessions. Estimated time required below:

Example timeline of workshop sessions

October/November 2021

Part 1: Delegation industry roundtable conversations and/or guest speaker panels attended in combination with Talent Gateway participants

Sessions will feature:

- Major production and finance companies
- Streamers
- Agents/Managers
- Showrunners
- Series/Film Case-studies with successful writer/directors

8 x 1.5hr sessions

February 2022

Part 2: 2 lead mentors and a range of guests run sessions covering:

- Development
- Finance
- Production
- Distribution

20hrs: 4 hrs/day for 5 consecutive days (generally 10am-2pm AEDT)

April 2022

Part 3: Pitch workshop

3 x 3hr sessions

January - June 2022

Part 4: Mentorship meetings

- Individual Mentorship each company is paired with a mentoring company
- 1-2 virtual mixers to connect Untapped, Talent Gateway and Global Producers Exchange participants with each other
- Bi-monthly sharing and check-in sessions with Screen Australia and AiF staff and fellow participants

10hrs total

April/May 2022

Part 5: Revision of materials/pitching presentations presented and work-shopped with the Lab cohort

4hrs/ day for 2 days

June 2022

Part 6: 2 day industry pitch market

4hrs/ day for 2 days

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.