

Screen Australia and the Australian Children’s Television Foundation announce Kids IP Incubator initiative

Tuesday 27 August 2024: Screen Australia and the Australian Children’s Television Foundation (ACTF) have announced a new initiative for children’s content makers to develop Australian IP for digital platforms.

Australian children have more content available to them than ever before across a range of multiple platforms and screens. This initiative will empower emerging and established children’s content creators with information and strategies to deliver distinctive Australian content for the platforms that children are engaging with including YouTube, Roblox and FAST. These platforms have different business models and require unique strategies to engage with audiences. This program will give practitioners the opportunity to explore and experiment with the creative tools and optimised formats that work on these platforms.

CEO of Screen Australia **Deirdre Brennan** said, “Australia has a proud history of creating memorable children’s content that resonates globally. As the screen landscape evolves, we need to support our creators to seize new opportunities, contributing to a sustainable ecosystem for the production of children’s content into the future. We are excited to work with our partners ACTF to drive culturally relevant and appropriate content for today’s children.”

CEO of ACTF **Jenny Buckland** said: “We ignore the digital platforms that children are gravitating towards at our peril, but success in these spaces requires a different mindset. What I love about this partnership with Screen Australia is that we’re encouraging the teams involved to experiment in a collaborative environment where we all learn and lift each other up. As well as supporting innovative new content from new and experienced players, I think the initiative will influence us and the way that we support content in the future, too.”

The Kids IP Incubator project was announced at the Australian Children’s Content Summit being held in Coffs Harbour this week. Applications will open on Thursday September 19.

Screen Australia and ACTF will support up to eight teams with innovative ideas for new IP on digital platforms aimed at engaging children. This initiative will demystify technology, offering education and access to shape a different approach to content development. It will provide teams with the opportunity to learn, research, discuss and explore the IP and formats that work online in a collaborative environment. The initiative will include a bespoke program of webinars and masterclasses with key international content strategists, analysts and marketplace experts, collaborative workshops as well as individualised one-on-one mentorships.

The initiative has three phases:

Phase One - Information webinar

WEBINAR

An information webinar will be hosted by Screen Australia and the ACTF for anyone interested in the program. The session will provide an introduction and discussion on insights, optimisation, trends and opportunities in children’s content online. It will also offer practical advice and skills that will best empower applicants to create a strong pitch to be eligible to attend the workshop.

Date: Thursday 26th September

Time: 10am - 11:30am AEST

Register: Click [here](#)

Accessibility: An Auslan interpreter can be made available for the webinar. If you would like to discuss this or other accessibility requirements, please contact online@screenaustralia.gov.au or call 1800 507 901.

A recording of this webinar will be made available on the Screen Australia website soon after.



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Phase Two - Workshop, Online Masterclasses and Development Funding

Up to eight teams will be chosen to participate in a three-month program involving an in-person workshop to be held over three days at the ACTF offices in Melbourne in March 2025. Teams will also receive a grant of up to \$20,000 to develop their projects over the course of this phase. Following the first in-person workshop teams will attend online masterclasses from industry experts. A second in-person workshop will be held at the end of the three months where teams will refine their pitch and be invited to apply for a second round of development funding.

Phase Three - Next Steps

At the conclusion of the initiative, creative teams will be able to apply for further development or production funding to continue their project developed through the program.

Details on the application process, eligibility criteria, and funding specifics, will be available when the program guidelines are published [here](#) on Thursday September 19.

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