



# Screen Australia x Australian Children's Television Foundation Kids IP Incubator Guidelines

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Screen Australia reserves the right to change its program guidelines. Please ensure you check the website for the latest version. These guidelines should be read in conjunction with Screen Australia's [Terms of Trade](#).

## Accessibility

If you have accessibility requirements relating to submitting an application, please contact our Program Operations team via email at [online@screenaustralia.gov.au](mailto:online@screenaustralia.gov.au), or phone 1800 507 901, so we can assist.

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# 1. About this funding program

## 1.1. Overview

Screen Australia and the Australian Children's Television Foundation (ACTF) share a vision of delivering high-quality Australian content to children across all platforms they engage with.

The Screen Australia x ACTF Kids IP Incubator aims to empower established and emerging creators to experiment with creative tools, formats, and business models on platforms like YouTube and FAST.

This initiative seeks to equip content creators with the tools and knowledge to succeed in these diverse environments. It offers teams the opportunity to learn, research, and explore IP and formats in a collaborative and experimental setting.

### Key objectives include:

- Supporting innovative business strategies for children's content creators that drive growth, sustainability, and success with audiences online and on non-traditional platforms.
- Promoting the development of sustainable IP while fostering children's screen culture and future skills.
- Enhancing diverse business opportunities and commercial benefits in the Australian children's screen industry, considering equity, platform, format, and geography.

This initiative is aimed at content for children aged up to 11 years old.

## 1.2. Available Support

### 1.2.1. Workshops & Modules

In partnership, Screen Australia and ACTF will support up to 8 teams with content ideas to explore unique pathways to reach children's audiences. 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 1:1 mentorship.

### Successful applicants will enter a three-month program:

- **Workshop:** An in-person workshop for 2 people per team. Domestic travel, accommodation, and per diems will be made available to those teams

selected who are based outside the greater Melbourne area. Should you require further assistance for carers' costs, to enable you to attend the workshop, this may also be arranged.

The workshop will be held at the ACTF offices in Melbourne for 3 days, and will involve masterclasses, individualised mentorship, story consultation, creative feedback and professional development support from executives, consultants/analysts and top industry mentors.

- **Modules:** The teams will then embark on a series of fortnightly modules, which will run online from March 2025 to May 2025, that will provide practical creative pathways and foster exciting collaborations for a new approach to online content for Australian children's content creators.

While this phase of workshops and modules is designed to foster a sense of community and accelerate growth via networking and peer-to-peer learning, we will ensure that there are opportunities for all levels of creators to engage.

The content will be delivered in tracks that cater to the needs of the creator/creative teams.

### 1.2.2 Funding

This phase and funding will be dependent on engagement with the workshops and module content, as well as the incorporation of real-time development and feasibility of the distribution strategy.

Teams selected to attend the in-person workshop will receive a grant of up to \$20,000 to develop their:

- Pitch
- Pitch document, and;
- Distribution Strategy.

Funding will be made available following the in-person workshop, and will cover the costs of the deliverables listed above to be delivered at the pitch workshop.

### 1.2.3. Pitch event

Teams who have received funding towards pitching and distribution strategies will then reconvene for a two-day final workshop pitch event, working with industry experts to refine their pitch, practise their pitches amongst their peers and then hold creative meetings to present to representatives from Screen Australia and ACTF. Screen Australia and the ACTF will then decide which projects (if any) move forward with further funding.

## 2. Inclusive Storytelling

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 Australian screen industry, make it more relevant to Australian audiences and more competitive internationally.

Screen Australia is committed to building diversity, equity and inclusion into its programs and into our engagement with the community. Authentic storytelling, from and about under-represented groups is a priority for Screen Australia.

Screen Australia therefore encourages applications from applicants from all backgrounds, cultures and experiences. In particular, the agency welcomes applications from applicants who are First Nations, d/Deaf and disabled, culturally and linguistically diverse, LGBTIQ+, regionally based, or those from other under-represented groups.

## 3. Eligibility

**Attendance at Open Webinar:** Screen Australia and the ACTF will host a webinar on 26 September 2024 for practitioners to give more information about this initiative and the current children's content landscape. This webinar will be recorded, and it is mandatory that all applicants attend or view before submission.

Applications for Kids IP & New Platforms Incubator in 2024-2025 will be accepted from applicants that work in the following areas of Kids' Content.

- First Nations
- Scripted (Animation & Live Action)
- Factual
- Interactive

Applicants must apply as an Australian entity. You will need to read our [Terms of Trade](#) to ensure you are eligible for Screen Australia funding.

Your team must be a minimum of 2 key creatives (these may include Creator, Writer, Director and/or Producer - we are open to other definitions/titles for key creatives in the spirit of this innovative initiative). There is no maximum limit to how big your team can be. However, the in-person workshop can only be attended by 2 people per team.

Applicants will only be considered if they meet the eligibility requirements and Screen Australia's [Terms of Trade](#).

### Key Dates:

**Applications Open:** 19 September 2024

**Webinar:** 26 September 2024

**Applications Close: 31 October 2024**

If selected teams will need to make themselves available across the following intensive development phase:

**In Person Workshop: March 2025**

**Online Modules: March - April - May 2025**

**Pitch Workshop: May 2025**

## 4. Application Process

### 4.1. How to apply

Applications close **5pm AEST Thursday 31<sup>st</sup> October 2024** and can be made through the Screen Australia [application portal](#).

### 4.1. Application Form

Through the application form, you must:

- Provide the information requested and answer the application questions.
- Address all eligibility criteria and assessment criteria.
- Include all required supporting materials.

### 4.1. Required Materials

Applicants must upload a video pitch and answer the following fields, found on the online application form:

- **Video pitch of up-to three-minutes** (download-enabled) outlining why the creator/company is right for this initiative, and what you hope to achieve.
- **Impact Statement** - Detailing the ambition of the creator/company, brief history; structure; vision and/or mission, articulation of their key audience and how this initiative will help you achieve this **[250 words or less]**
- **Webinar Reflection Statement** - In response to the information provided in the webinar, identify what areas of the initiative are you interested in, how does this apply to your pitch and audience? **[250 words or less]**.
- **Key Creatives** - Biographies of key staff/talent/creatives involved in the company and/or project. **[500 words or less]**

## 5. Assessment

### 5.1. Assessment Process

Each application will be assessed by Screen Australia and ACTF executives as well as external assessors as required, taking into consideration the below assessment criteria.

### 5.2. Assessment Criteria

- **Creativity and viability.** Uniqueness, creative potential and viability of concepts, including likely appeal to children (up to 11 years for the purposes of this Initiative).
- **Strategy and proposal.** Sufficient understanding and execution of submitted strategy or proposal, including stated goals and creative vision in the application.
- **Creative team.** Demonstrated capacity to deliver on the proposal.
- **Diversity, Equity & Inclusion.** Alignment of team and project with diversity, equity and inclusion strategy and goals. Inclusion of diverse cultures and perspectives in teams is highly encouraged.

### 5.3. Decision and notification

Applicants will be advised of the outcome of their application **by Friday 13 December, 2024.**

Screen Australia acknowledges and appreciates the time and effort that goes into preparing and submitting applications, but given the anticipated volume of applications, we will not be able to provide individual feedback on each application.

## 6. Successful applicants

### 6.1. Contracting

Screen Australia will send an approval via email to successful applicants.

## **6.2. Terms of support**

Successful applicants will enter into two development agreements, one with Screen Australia and one with the Australian Children's Television Foundation which will set out the terms of support and/or funding.

## **7. Contact**

For any enquiries, please contact the Screen Australia Program Operations team on 1800 507 901 or [online@screenaustralia.gov.au](mailto:online@screenaustralia.gov.au). Please note that we are not able to provide creative advice or suggestions to strengthen your application.