



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

Frequently Asked Questions (Issued 19 September 2024)

What classifies as Children's content?

For the purposes of this incubator, we are focusing on content for children up to the age of 11. It is up to the applicant to articulate what their target demographic is within this age range, why their proposal is appropriate for that age range and support that argument with their application materials.

Projects will need to abide by the community standards and policies for children's content on the intended platform of their choice.

What do you mean by "non-traditional" platforms?

We are encouraging applicants to explore all possibilities in terms of non-traditional platforms. Therefore, we will not be accepting applications for linear broadcast content/ideas (which includes SVOD platforms) for this program.

We want to learn and discover new pathways for quality content to reach Australian children on platforms where they are watching and engaging. This might include (but is not limited to) YouTube, and Free Ad Supported Streaming (FAST) for example. Please note this initiative is aimed at content for children aged up to 11 years old, please take any age restrictions on proposed platforms into account when applying.

With creativity, exploration and innovation as guiding principles, if you can demonstrate a children's audience in the online space (that is not linear broadcast or VOD) and support your approach in your application materials, we are open to receiving your application.

What is meant by “interactive”?

We are open to discovering new approaches to content for children’s audiences. You will need to demonstrate an understanding of the intended audience in your application and create a solid plan for reaching them with your idea for your pitch to be competitive.

What level of experience do I need for this initiative?

We encourage applicants of all experience levels. Part of the assessment will be based on the viability of your concept and whether you have the capacity to deliver on your ambition.

How many people can I include in my application/team?

Your team must be a minimum of 2 key creatives (Writer, Director, Producer or other creative) and there is no maximum limit, however the in-person workshop is for 2 people per team only.

Do I have to attend the webinar?

At least one person from a team needs to attend the webinar as you will have the opportunity to learn more about the program, and ask any questions you may have. The webinar will be recorded and will be made available to those who register, but perhaps cannot attend on the day. Part of your application and assessment will be a response to the webinar content - so we strongly advise you view it live or as the recording. Participants in the live webinar will be able to ask questions.

Following the webinar, we want to hear about your vision and ambition for working in this space and how this incubator will help you achieve this vision.

Please look out for the registration link at the top of the guidelines webpage, or in the 27th August [Screen News Notice](#).

How developed should my concept be to apply with?

We do not expect you to have a fully developed concept, content pitch or a conventional pitch deck. It is intended as part of the design for this initiative that you demonstrate your willingness, interest, and aptitude for working innovatively in this space through your application and take on board some of the relevant learnings throughout the incubator. This will then lead you to a more developed pitch toward the final workshop.

What do you look for in a great pitch video?

Competitive pitch videos do not necessarily need high production values. Instead, they should be clear, concise, and do a fantastic job of communicating your enthusiasm for your work in this space and in the incubator. There are a few key points that competitive pitch videos cover:

- The concept and vision for the project and the proposed audience.
- The aims of the creative team, including how this project will impact the creative practice of the applicant.
- The impact a successful application would have on the applicant.

What format can I submit the video pitch in?

Online links must be download enabled for Screen Australia and ACTF record keeping purposes. The video file must fit these specifications:

- MP4 or WMV file
- H.264 coding format
- 720p resolution
- Files must be less than 200MB.
- 3 minutes maximum length If you need assistance in reducing file size, we recommend searching online for video compression guides.

Are Games, Virtual Reality, Augmented Reality Games, and Mixed Reality projects eligible?

As this is an exploratory pilot incubator, we are open to discovering new approaches to content for children's audiences on platforms other than linear/broadcast and with non-traditional distribution models. You will need to demonstrate an understanding of the audience in your application and create a solid, feasible plan for reaching them with your idea for your pitch to be competitive.

Screen Australia offers a range of [funding](#) programs for Games projects, and it is worth considering if these are a better fit for your project. If you are unsure, please contact Screen Australia well in advance of the application deadline to discuss the most appropriate fund.

Does the Incubator exclude projects with overseas expenditure?

This initiative is for Australian projects. Broadly speaking we need to form an opinion

that a project is sufficiently 'Australian' in order to fund it as Screen Australia and ACTF. This means that it is made by Australian creatives and the IP/concept must be predominantly developed in Australia and Australian owned.

Can I apply with two projects in the same round?

No.

Applicants can only be attached to one application per round for this fund.

Can I apply for funding for my project outside of the Screen Australia x Australian Children's Television Foundation Kids IP Incubator?

Not in the initial stages before the in-person pitch. We expect the funds for these materials to come from this initiative, however beyond that any projects selected to move forward will engage in discussions with Screen Australia and the ACTF around financing.

If successful, do I have to attend workshops and participate in the modules?

We have the expectation that people selected for the incubator attend and participate in all scheduled activities. If you have accessibility needs or concerns, please get in contact with please contact our Program Operations team via email at online@screenaustralia.gov.au, or phone 1800 507 901, so we can assist.

It is essential that at least two key creatives from each team attend the in-person workshops. This is in the spirit of the incubator but also to allow for greater interdisciplinary and peer-to-peer learning.

Within reason, participants will be granted leave from incubator activities. It will be the participants' responsibility to schedule catch up opportunities and manage their workload ahead of the final in-person pitching workshop.

If our idea/team is funded through this incubator, will we have to relinquish intellectual property (IP) ownership or creative control?

No, the concept remains creatively in your control and ownership.

The only intervention we take would be if the concept changes to feature content that would make it ineligible. That is, if it changed to include content that, in Screen Australia's and ACTF's opinion, would make it difficult for the concept to receive an appropriate children's classification in Australia.

While we do not take any stake in IP ownership, we do encourage successful applicants to retain their ownership of their IP in publisher deals moving forward. As such, we require sign-off on projects that wish to assign their IP to a third party. This is to help ensure projects are being fairly valued when engaging in such deals.

What happens if my application is unsuccessful?

Unsuccessful applicants will receive an email notification advising them of the outcome by December 13, 2024. Due to the anticipated volume of applications, we will be unable to provide feedback on individual applications.

Can I apply to other Screen Australia or the ACTF funds with the same project after the incubator?

Yes.

Receiving funding through the Screen Australia x Australian Children's Television Foundation Kids IP Incubator (or applying and not being successful) does not restrict you from applying for funding in the future.

I have more questions. Who can I contact?

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