



## AUSTRALIAN CHILDREN'S TELEVISION FOUNDATION

### **Applying to the ACTF for a Distribution Advance / Market Representation**

#### **Aim**

The Australian Children's Television Foundation (ACTF) is a national, non profit organisation. It aims to provide Australian children with entertaining media made especially for them, which makes an enduring contribution to their cultural and educational experience. Australian children deserve to see local stories and their culture on their screens.

The ACTF considers that a healthy children's production industry will help create better programs for the child audience. Accordingly, it provides a multifaceted assistance program for producers and writers including: project development funding, industry training, industry networking events and international market representation.

We are a well known international distributor of high quality Australian children's television programs. We do not distribute feature films.

These guidelines set out the our requirements for our distribution advance / market representation assistance.

Funds for these purposes are extremely limited. We do not necessarily provide finance for these purposes each year.

We are a national body and applications are accepted from all States and Territories.

#### **Audience**

All projects must primarily target the Australian child audience and be aiming for a 'P', 'C', 'G' or 'PG' rating.

#### **Subject matter**

Projects may be based on an original idea, or adaptations of a novel or other work.

The project must be, in our opinion, likely to be of interest to Australian children.

## **Format and genre**

We consider all genres, but preference will be given to drama content which typically has higher production budgets and therefore is more difficult to finance through the marketplace.

## **Project Assessment**

Applications are initially assessed by the ACTF staff. A recommendation on whether or not to provide a distribution advance for the project is then made to the ACTF's Board of Directors who will make the final decision. Recommendations to the Board are made on the basis of:

- quality of the project;
- potential local audience appeal to the targeted age group;
- experience and track record of the creative team;
- cultural relevance;
- production budget and the ability of the creative team to deliver on the vision for the project;
- amount of finance requested;
- proposed rights/recoupment/participation by the ACTF;
- level of commitment from broadcasters and other financiers (evidenced by appropriate licence agreements and deal memos); and
- any other issues the ACTF considers relevant.

## **Applications**

There is no application form for this form of assistance. Applicants should discuss their projects with the ACTF's Head of Development and Production, Bernadette O'Mahony.

The ACTF's Head of Development and Production will advise the applicant of all documentation required in order for the Board to properly assess the Foundation's interest in the project. The documentation is likely to include:

- concept bible;
- script(s);
- budget;
- finance plan;
- copies of letters of offer for broadcaster pre-sales; and
- other documentation as is relevant to the specific project and its financing.

If a project is close to obtaining its pre-sales or has a local pre-sale and the producer is wanting to discuss a distribution advance, it is recommended that a meeting is also arranged with Bernadette O'Mahony to discuss the project in detail prior to the deadline for considering funding applications.

The deadlines for all required paperwork are set out in the Funding section of the ACTF website and are the same as those applicable to applications for development funding.

If all the material requested by the Head of Production & Development is not received by the application deadline, participation will not be considered at the relevant Board meeting.

All applicants should retain copies of material submitted, as we are not in a position to return documentation.

### **Contracting requirements**

If successful, the ACTF will contract with the production company for the project.

Production companies must be incorporated in Australia and have Australian-based management and control. We may require a personal company director's guarantee when contracting with companies.

The production company must have an Australian Business Number (ABN).

### **Funding decisions**

Both successful and unsuccessful applications will be advised within five working days after the relevant Board meeting.

If the ACTF Board agrees to participate in the project, the applicant will be provided with a deal memo for the production company setting out the ACTF's terms of participation. The ACTF will not be legally bound to participate in the project until execution of a long form production and investment agreement, co-production agreement or distribution agreement.

Any offers of finance will remain open for a reasonable time period specified in the letter of offer. If an agreement is not executed by before this time, the offer of finance will be withdrawn.

### **Indigenous content**

Any project containing indigenous content, themes or storylines must be accompanied by written permission from the relevant indigenous community authorising the Applicant's use of such material.

### **Copyright**

Copies of all contractual documentation demonstrating that the applicant has obtained the necessary legal rights to deal with the material on which the project is based must accompany the application. It may also be necessary for the applicant to provide a letter from its solicitors confirming that all necessary rights are held.

### **Credits**

The ACTF will receive a credit in the production as is appropriate to the type and level of its participation, such credit details will be provided in the long form agreement.



## **Confidentiality**

We respect the confidentiality of applications. However, we reserve the right to:

- provide development materials to external assessors; and
- include details of the name of the project, the applicant, the creative team and a brief synopsis in its own documents and publications.

## **Changes to guidelines**

We may change these Guidelines at any time by placing a notice on the Funding section of the ACTF website.