CELEBRATE AUSTRALIA INITIATIVE

Pre-school.

What we're looking for

We're open to a variety of formats (2D, CG, mixed media), and because of the way Netflix works, we don't have a mandatory episodic runtime. Feel free to get creative and let us know the best length for the stories you want to tell. While we're not looking for short form series (less than 3 minutes), we would suggest that there's a sense of consistency across episodes (length-wise) so our young audience knows what to expect.

Requirements for all series

· New/Original IP (not a based on or a spinoff of an existing show or movie; open to non-show IP like book adaptations)
· Tone
· Repeatable format and/or clear formal features
· Commitment to diversity, equity, inclusion, and authentic representation on screen and behind 'the camera.'

Your pitch could include (but is not mandatory):

· Character or background design sketches (only if original; please do not share mood board/ references of existing materials)

Optional for all series (Not Required)

· Repeatable songs and/or an original song in every episode
· Learning goals. These should feel organic and additive to the series. Episodes should lead with entertainment and not curriculum.
· Genre (e.g. Is it a show with a strong formula or a gentler character-driven narrative?)
· Existing show references

Submission Materials

If you choose to participate, we're requesting a 3-5 page Series Pitch document (per idea).

YOUR PITCH SHOULD INCLUDE:

· One sentence pitch
· Proposed format
· Series overview
· Character & location descriptions
· Story structure/how an episode works
· Sample premises (No more than 5, and no more than a paragraph each)
· Attached writer or list of suggested writers (if not the submitter)

YOUR PITCH COULD INCLUDE (BUT IS NOT MANDATORY FOR THIS STAGE):

· Character or background design sketches (only if original; please do not share mood board/references of existing materials)

DEVELOPMENT OUTCOME:

· Full Bible including:
    – Series overview
    – Overall story arc
    – fleshed out character descriptions
    – the world of the series (if needed)
    – Pilot episode description/synopsis
    – Pilot script

We do not require a development budget at submission stage, this will be developed in consultation once the project is selected.