

## STAN/ACTF Original Film Initiative

### About the initiative:

This joint initiative between Stan and ACTF aims to support writers and producers to develop premium Australian live action feature film content suitable for children, families and teens with world-class scope and scale.

We're looking for highly marketable concepts that are a fit with Stan's premium first-run licensed international exclusives.

We want stories that respond to these Initiative Guidelines and feature interesting characters, fascinating or unique worlds and story engines that will appeal to children and their families or teen/tween audiences across Australia and globally.

### Before applying:

- / Read these [guidelines](#) and ACTF's [Terms and Conditions](#).
- / Review the [application form and checklist of materials](#).
- / The deadline for applications is COB 13<sup>th</sup> September 2021.

### Eligibility:

Applications will be accepted from eligible producers and creators.

To be eligible:

- / Applicants may be an individual or a company.
- / Applicants may only submit one application and film to this round.
- / Prior feature credits are not required, however applicants must demonstrate they have the skills required to realise their project. Stan and ACTF reserve the right to team practitioners that they feel would benefit from working with a more experienced production company up with more experienced personnel.
- / ACTF and Stan encourage diversity both on and off screen, and look for new ideas and points of view, new voices and unique stories that will entertain audiences in Australia and internationally now and into the future.
- / At the time of application, the entire team need not be finalised. ACTF and Stan will accept applications where some members of the team (such as script editor or directors) are still to be confirmed but the project will not proceed to further development or commissioning until ACTF and Stan have approved the entire team.

### The project

In order to be selected for this opportunity we are seeking projects that:

- / Are highly original and the target audience is for children and family or teen/tween audience (likely to be for an audience aged 6-12 years old and their families or early teen/tween audience (up to 15 years old));
- / Is a feature film of is no less than 80-90 minutes in length and is suitable for classification of P or PG;

- / Have sufficiently developed project materials.

**Application materials:**

Applicants must submit:

- / Project summary form (as outlined [here](#));
- / A 1-2 page synopsis of the film;
- / 1 page outlining the creative vision for the project, and the elements that make the characters, world or setting of the film unique and distinctive;
- / Outline the hook of the film that will engage children and their families or teen/tween audiences; and
- / A 1 page background document outlining the key creative team and production company and their experience;
- / If based on an existing work (e.g. book/play), a copy of the option must be submitted showing that the Applicant has the rights to the work.

Applications may also include additional materials such as treatment or draft screenplay (these will be required for projects that proceed to next stage).

**Considerations:**

Some things an Applicant may like to consider in developing a film for the intended audience include:

- / Is the film entertaining?;
- / Is the audience at the forefront of the idea? Children or teens should lead the drama;
- / The intended audience like to see themselves and their peers on screen;
- / This audience like to laugh – comedy works well for this demographic;
- / Families and friendships are important to this audience;
- / Stories and experiences that they can relate to and which have high marketability as a high-end, premium film for young audiences;
- / All key creative and production elements will be Australian - including without limitation an Australian environment and use of Australian accents;
- / Stories that inform where they are headed (the child audience watch up);
- / Stories about growing up, and imaginative stories (including those with a touch of fantasy) are important to this audience;
- / There is no need to shy away from difficult topics such as death or illness if done in an age-appropriate way;
- / Inappropriate behaviour should have consequences;
- / Areas that typically would not suit the Initiative include: 'Heavy' Genre (e.g.: Horror), procedural crime drama, period drama (unless tackled in a contemporary tone), anthology series, animation, and films marketed/aimed at an audience of 16+ years old.

**Assessment:**

Commissioning and Production for this initiative is competitive.

When assessing applications, ACTF and Stan will consider:

- / Story – The strength and distinctiveness of the narrative, with an emphasis on bold, innovative, original and fresh storytelling concepts. The execution and quality of the submitted materials;
- / Talent – The ability of the individual or team to develop the project and ultimately realise the production (where Stan and ACTF will encourage bringing new and emerging creatives to the industry, while harnessing the skills of experienced producers);
- / Diversity – How the content/storylines and creative team (confirmed or planned) promote and support gender equality, diversity and inclusiveness;
- / Audience and Budget – The project’s potential to appeal to the marketplace and a target audience (including that the film shall have an Australian voice and point of view), the film is suitable for premium cable or SVOD binge viewing, and is appropriate to the project’s budget size, which is anticipated to be in the range of AUD\$4 - 4.5 million (final budget will be dependent on chosen project and further discussions with Stan and ACTF).

**Next Steps for successful applicants:**

Successful applicants may enter into:

- (1) A Development Agreement with ACTF and separately with Stan, setting out the terms and conditions for the further development of the film if required by Stan and ACTF, which will detail funding, deliverables and repayment obligations; and/or
- (2) A Commissioning and Licensing Agreement with Stan and an Investment and Distribution Agreement with the ACTF, setting out the terms and conditions of the production and commissioning of the project (including creatives, financing, production and deliverables requirements).

Stan’s standard Development Agreement specifies the terms upon which the funding is provided by Stan, and Stan’s Commissioning and Licensing Agreement specified the terms upon which the project shall be commissioned and licensed.

ACTF’s standard Development Agreement specifies the terms upon which the funding is provided by Stan, and ACTF’s Investment and Distribution Agreement specifies the terms upon which the project shall be invested in and distributed.

**Submitting your film**

Complete the project summary form and review the checklist for submitting your film [here](#).

All applications must be submitted via email to [staninitiative@actf.com.au](mailto:staninitiative@actf.com.au) by COB 13<sup>th</sup> September 2021.

Application forms and submission materials will only be accepted via this email address.

(Do not email or send your film application and materials via other addresses to Stan or ACTF, applications will only be accepted via this address).

**Contacts:**

For initial queries ahead of application or to discuss your projects eligibility, contact the ACTF Development Manager, Li-Kim Chuah, at [lchuah2@actf.com.au](mailto:lchuah2@actf.com.au).