



# CENTRALISED: WEB SERIES DEVELOPMENT INITIATIVE

## WHAT IS CENTRALISED?

**Centralised** is a new initiative between the founding partners to deliver development and production initiatives that will creatively link the North and South of Central Australia by delivering opportunities for Aboriginal and Torres Strait Islander screen creatives.

The focus of **Centralised** is to encourage screen storytelling, practitioner and audience development in South Australia and the Northern Territory, with an emphasis on collaboration that crosses state borders.

## WHAT IS ON OFFER?

CAAMA in partnership with Screen Australia's Indigenous Department, the SAFC and Screen NT are calling on Indigenous screen practitioners, online content creators and vloggers from South Australia and the Northern Territory to attend the very first **Centralised** Web Series Development Initiative.

The creation of online content is fast becoming the future of screen storytelling and we are looking for creative ideas in the same vein as successful short form series, *Kiki and Kitty*, *KGB*, *Robbie Hood*, *Draw with Jazza* and *WooTube*. We are on the hunt for dynamic concepts for a web series with refreshing voices, bold stories, courageous characters, or even a couple of oddballs!

The development workshop will be held in Alice Springs at CAAMA, and 6 successful teams will be invited to attend the 4-day intensive which will cover all aspects of developing a web series online. The initiative is designed to bring Indigenous stories, authored and crafted by Indigenous people from either South Australia or the Northern Territory, to online audiences. We are looking for Indigenous talent, with big ideas at a concept stage. Each series will be made entirely for online delivery.





The concept can be comedy, drama, mockumentary, factual and/or any other relevant genre.

All applicants should be able to commit to attending the workshop from 24<sup>th</sup> – 27<sup>th</sup> of September 2019.

## WHAT FUNDING IS AVAILABLE?

The 6x successful teams will be funded to attend the workshop in Alice Springs and after pitching their final concepts on the last day, 4 projects will then be invited to apply for development funding from either Screen Territory or South Australian Film Corporation.

## WHO CAN APPLY?

- Applications must come from Aboriginal and/or Torres Strait Islander Australian writers, writer/directors, presenters or writer and director teams.

The project application:

- Should be no longer than three to five episodes, each with a duration of around 3 -5 minutes. Applicants can submit a variation of the number of episodes, as long as the total duration for the series is a maximum of 30 minute and episode length supports the distinctiveness of the idea.
- The concept should not incorporate more than two main characters with minimal extra/support characters.

## WHEN CAN I APPLY?

Applications will be open from Tuesday 13<sup>th</sup> August – Friday 6<sup>th</sup> of September 2019.





## WHAT MATERIALS DO I NEED TO APPLY?

Applications and support materials must be made DIRECTLY TO CAAMA Productions,

EMAIL: [n.lee@caama.com.au](mailto:n.lee@caama.com.au)

- 2-page concept, outlining the characters and why this is suited to an online audience
- A Writers and Director's statement discussing the style and tone of the series
- 200-word bios for creative team members including any screen credits or any arts relevant works. As well as links to previous works.

## WHAT IS THE ASSESSMENT PROCESS?

Eligible applications will be considered by CAAMA's Head of Production Nick Lee, and executives from Screen Australia, the South Australian Film Corporation and Screen Territory against the following criteria:

- The originality and distinctiveness of the scripts and overall concept (25%)
- The skills, experience and track record of each of the key principals and the potential to advance key creative careers (25%)
- The degree to which the story idea embraces the Initiative challenges: one or two dynamic main characters, minimal support characters and limited locations. To be shot with minimal crew. To be created with the viewing habits of an online audience in mind (50%)

CAAMA Productions will advise applicants in writing of the outcome of their application. Where an application is declined, the applicant will be advised of the reason. Flights, accommodation and travel allowance will be covered by CAAMA for each successful team.

