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SAFC and Audible.com.au launch Audio Drama and Audio Documentary Development Initiative

Audible.com.au, the Australian arm of the world’s leading provider and producer of audiobooks and spoken word entertainment, has partnered with the South Australian Film Corporation to push the boundaries of storytelling beyond screen with the launch of the Audio Drama and Audio Documentary Development Initiative.

Amanda Duthie, SAFC Head of Production, Development, Attraction & Studios said the initiative opens today for applications from South Australian storytellers interested in developing an entertaining audio drama or audio documentary between 3-6 hours in length with global audience appeal.

“As we continue to explore and develop new frontiers of storytelling, SAFC has pioneered a partnership with one of the most innovative players in the audio market to bring new opportunities to South Australian creatives. I can’t wait to see the diversity of applications that emerge once we remove the parameters of screen,” Ms Duthie said.

Ben Naparstek, Director of Original Content at Audible.com.au said Australians are embracing audio and the ability to fit more books into their busy lives, with Audible commissioning content ranging from snackable, episodic podcasts to substantial audiobooks, all focused on sparking broader conversations.

“Australians are a nation of audio lovers, and we have a keen interest in locally produced audio that captures local stories with an Australian voice. Audible is proud to be a destination for creative ideas, and we’re thrilled to join forces with SAFC to create unique and innovative Australian stories that elevate the listening experience,” Mr Naparstek said.

Up to three projects will receive a share of development funding, with the intention that following presentation of the developed projects, one will be selected for commission by Audible and the SAFC.

This new initiative follows the SAFC’s successful Audio Essentials workshop held in May, which saw an inspirational line up of leading Australian practitioners and industry insiders share their insights of the world of podcasting and audio.

Facilitated by broadcaster, podcaster and senior lecturer at the Australian Film, Television and Radio School (AFTRS) Jen Seyderhelm, the panel included Ben Naparstek, Audible’s Director of Original Content, Jon Tjhia, Digital Editor at The Wheeler Centre, Lorin Clarke, creator of hugely successful audio fiction podcast The Fitzroy Diaries, and Adelaide’s own Lauren Butterworth and Alicia Carter from the Deviant Women podcast.

Applications are open until October 14 via the SAFC’s online grant portal: <http://safilm.smartygrants.com.au>

For more information on the initiative, go to safilm.com.au

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About Audible

Audible.com.au is dedicated to serving our Australian and New Zealand customers with audiobooks sold by Audible Australia Pty Ltd. Audible, the world’s leading provider and producer of audiobooks and spoken word entertainment, invented and commercialised the first digital audio player in 1997, and has since been at the forefront of the explosively growing audiobook download segment. In 2018, Audible.com.au customers downloaded an average of 17 audiobooks during the year. Audible.com.au content includes more than 300,000 audio titles from leading publishers, broadcasters, entertainers, magazine and newspaper publishers, and business information providers.