

The Stan and SAFC Development Fund will support South Australian writers and producers to develop premium Australian drama with world-class scope and scale.

Stan is seeking highly marketable concepts that fit with its premium, first-run, licensed international exclusives. Stan is looking for stories that respond to the **Creative Brief** (see Page 4) and feature complex characters with unique dilemmas, fascinating or unique worlds and story engines that will fuel multi-season arcs.

What is on offer?

Up to four teams will be selected to develop their projects to a pitch-ready stage and present their materials to Stan for commissioning consideration. Up to \$25,000 per project is available as a development investment to cover; writer and producer fees, the costs of holding a development workshop and other development expenses (such as a consultant or note taker).

Who is eligible?

Applications will be accepted from eligible producers. To be eligible:

- The project must be being developed by a South Australian production company that owns, or has an option to acquire, at least 50% of the copyright or
- The project must be based on a South Australian-owned underlying work.
- If the producer is not South Australian, a South Australian writer must be engaged, and the project must be intended for production and/or post-production in South Australia.
- Applicants may be an individual or a company.
- Applicants may only submit one application to this funding round.
- Prior credits are not required but applicants must demonstrate they have the skills required to realise their project.

At the time of application, the entire writing team need not be finalised. SAFC will accept applications where some members of the team are still to be confirmed.

Which projects are eligible?

In order to be selected for this opportunity, Stan is seeking scripted, television projects which;

- are original, strongly serialised, and returnable
- meet the **Creative Brief** (see Page 4) as set out by Stan

- have not been pitched to another broadcaster; and
- have sufficiently developed project materials

Assessment Criteria

Funding is competitive. When assessing applications, SAFC and Stan will consider:

- **Story** – The strength and distinctiveness of the narrative, with an emphasis on bold, innovative, 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.
- **Diversity** – How the content/storylines and creative team (confirmed or planned) promote and support gender equality, diversity, and inclusion.
- **Audience and Budget** – The project's potential to appeal to the marketplace and a target audience appropriate to the project's budget size.

Preference will be given to teams where all members are SA residents.

Application Materials

Applicants must submit:

- A pitch to camera no more than three minutes long and supplied as a video weblink.
- A 5-10-page pitch document detailing:
 - The concept and creative vision for the project.
 - The major characters and their potential arcs.
 - The elements that make the world/setting of the series unique and distinctive.
 - The series engine and the shape of a typical episode.
 - The target audience and the hooks of the show that will engage this audience; and
 - The creative team and their experience to date.
- Applications may also include additional materials such as episode outlines and/or sample scripts.

Key Dates

Applications open Thursday 13 May, 2021

Applications close Monday 9 August, 2021

Applicants notified Friday 1 October, 2021

Funding Conditions

Successful applicants will enter into a Development Agreement with SAFC and separately with Stan, setting out the terms and conditions of the approved funding, including deliverables and repayment obligations.

Stan's standard Development Agreement specifies the terms upon which the funding is provided by Stan.

The SAFC shall receive a development credit on the draft script cover page, pitch materials or teaser.

If the project proceeds to production with the SAFC attached, funds will form part of the SAFC's overall contribution to the production and must be reflected within the budget.

Further terms will be set out in the relevant contract issued by SAFC.

Funding cannot be retrospective.

How do I apply?

Applications must be made via the SAFC's online grants portal safilm.smartygrants.com.au

Before you apply, please read the Creative Brief (see Page 4) provided by Stan and make sure you are familiar with SAFC's [Terms of Trade](#).

Where can I find out more?

For initial queries, contact the SAFC at programs@safilm.com.au or (08) 8394 2029.

Our commitment to diversity and access

The SAFC is committed to supporting increased participation from people from groups under-represented in the South Australian screen industry including female and female-identifying practitioners, First Nations practitioners, practitioners from Culturally and Linguistically Diverse (CALD) backgrounds, Deaf or disabled practitioners, LGBTQIA+ practitioners and practitioners from regional and remote South Australia.

If you have access requirements for this program, please contact us at programs@safilm.com.au or telephone 08 8394 2029, or via the National Relay Service on 1300 555 727 then 08 8394 2029.

Stan's Creative Brief

TARGET AUDIENCE	Aged 16-45
FORMAT	<ul style="list-style-type: none"> • Hourlong drama (6 x 1 hour, 8 x 1 hour, 10 x 1 hour) • Cable hours (50-60 mins) • 30 mins Drama-Comedy • Serialised • Returnable
POSITIONING	<ul style="list-style-type: none"> • Essential Australian drama with world class scope and scale • Marketability as high end, premium cable-style programming • Australian essence via any or all of story, cast and location • International co-production opportunities • Shows that are a creative fit with Stan's premium first run licensed international exclusives
LOOKING FOR	<ul style="list-style-type: none"> • High concept stories and characters • Irresistible ideas suitable for premium cable or SVOD binge viewing, with potential to attract international calibre cast • Strong, auteur-driven visions • Strong, marketable hooks • Projects that have a strong and targeted sense of their intended audience • Complex characters with unique dilemmas fuelling story engine for a multi-season arc • Fresh themes, noisy ideas, ground-breaking styles
NOT LOOKING FOR	<ul style="list-style-type: none"> • 'Heavy' Genre (e.g.: Sci-Fi, Horror) • Procedural/Episodic Crime drama • Period Drama (unless tackled in a contemporary tone) • Anthology series