

**Amplify Victoria - The Audible and Film Victoria
Documentary
Development Fund**

Creative Brief

<p>FORMAT</p>	<ul style="list-style-type: none"> • Projects with potential for both podcast & documentary works • Length and number of podcast eps: 20-30 min eps. 3- 6 hours in total • Projects may not necessarily have a documentary path in the first instance – the podcast maybe the initial research phase
<p>GENRE</p>	<ul style="list-style-type: none"> • Areas of interest include: Arts, Biographies, Crime, Culture, Investigative, Environment, Factual Entertainment, Gender, Geopolitics, History, Human Interest, Indigenous, Music, Natural History, Politics, Race, Religion & Ethics, Science, Social Justice, Sport, Technology, Youth • References (other podcasts): <i>John Saffran versus the Occult. It Burns. Blood Territory. West Cork. The Butterfly Effect</i>
<p>POSITIONING</p>	<ul style="list-style-type: none"> • Australian issues and stories but globally relevant. • Australian stories that travel • Engaging and entertaining. ‘Evergreen’ ideas • Powerful and challenging ideas, stories and participants that spark conversations. Provocative ideas that look at issues from different perspectives • Ideas that may provide a humorous way into the material
<p>LOOKING FOR</p>	<ul style="list-style-type: none"> • Strong narrative engine: well developed multi episode narrative arcs • Stories that make sense for audio • Distinctive documentary-based stories where the maker has privileged access to a participant or a ‘world’ • Relatable participants/characters with unique dilemmas • Eps could be self-contained with an overarching theme • Eps might be presenter led • Emotionally resonant themes • Fresh twists on recognisable subject matter

	<ul style="list-style-type: none">• Stories that make sense for audio
NOT LOOKING FOR	<ul style="list-style-type: none">• Interviews or chat show material• Not too 'newsy' or current affairs