

Amplify Victoria – The Audible and Film Victoria Documentary Development Fund Guidelines

About this Program

- / This joint initiative between Audible and Film Victoria will provide funding for Victorian creators to develop [documentary](#) podcast ideas suitable for release on the Audible platform
- / The Fund will support [Victorian](#) documentary producers and writers to develop their stories with the aim of creating materials that will lead to premium documentary podcasts. These ideas may also be suitable for screen-based works
- / Up to six teams will be selected to develop their project materials for Audible's commissioning consideration.

What are we looking for?

- / This program encourages applications from new voices as well as experienced practitioners
- / Documentary projects that speak to the [Creative Brief](#)
- / Applications that clearly address the [Assessment Criteria](#)
- / Stories that may be further developed into a screen-based work in addition to the podcast.

Who is eligible?

- / You must be an Australian individual or company. View our [Terms of Trade](#) (version issued 1 July 2020) for eligibility requirements.
- / [Victorian](#) applicants, may engage one non-Victorian [key creative](#) (writer, director, producer)
- / Non-Victorian applicants must engage at least two Victorian [key creatives](#)
- / Preference will be given to all Victorian teams
- / [Key creatives](#) may be attached to a maximum of two applications to this initiative
Note: if shortlisted, key creatives can only be attached to one project and will be required to indicate their preferred project
- / Prior [credits](#) are not required but applicants must be able to demonstrate they have the skills to realise the project
- / All projects must be intended to be substantially produced in Victoria
- / Applicants must have the [rights](#) to develop the project.

What projects are eligible?

- / Documentary podcast series with 20- to 30-minute episodes, totalling 3-6 hours
- / Projects that meet the [Creative Brief](#)
- / Projects must have sufficiently developed project materials as detailed below.

What is not eligible for this program?

- / Interviews, chat show, lifestyle, magazine, or current affairs concepts
- / Funding is not provided for office overheads
- / Funding is not provided for option fees
- / Funding is not provided for the [pre-production](#) activities of budgeting, scheduling, and casting
- / If your project has been declined for funding from Film Victoria for development funding twice, you cannot submit another application for the same project.

What can you receive funding for?

- / This funding can be a partial contribution to the next stage of development. Applicants may supplement this funding with their own or third party contributions
- / Funding requests may include research, writer and producer fees, writing of a detailed [treatment](#), creation of an audio [teaser](#), strategic shooting/recording, editing, legal fees.

How much can you apply for?

- / Up to \$15,000 per project
- / Requested amounts should be appropriate for the development activities proposed and the scope of the final project being developed
- / Refer to our [Budget Guide](#) for Film Victoria's maximum contribution to certain expenses.

Who can you talk to about this program?

- / For initial queries, Program Services Officer:
[Steven Griffin](#) 03 9660 3220
- / For queries about your project, Program Manager:
[Andrew Wiseman](#) 03 9660 3281

Application materials:

You must submit a completed [application form](#) including:

- / A pitch detailing the creative vision for the project, supplied as either:
 - a pitch to camera (this is the preferred format), no more than three minutes long and supplied as a video weblink; OR
 - a pitch doc
- / A Project Outline (2-3 pages) including:
 - An overview of your idea, the story structure, descriptions of the world
 - Details on your access to key participants
 - Explanations of why this story should be told now, why it will be compelling for a documentary podcast format and whether it may be suitable for a screen-based work
- / Next stage development notes (1 page)
 - The development notes identify challenges within the current project materials and articulate strategies to address these issues in the next stage/s of development.

What happens after you apply?

- / Your application will be initially assessed by Film Victoria
- / Shortlisted projects will be assessed by a panel comprising representatives from Film Victoria and Audible
- / Funding is competitive. The panels will consider the Assessment Criteria listed below, Film Victoria's availability of funds, diversity of the current slate of projects and teams, as well as the perceived need for Film Victoria funds by the applicant
- / Projects will be assessed against the following **Assessment Criteria**:
 - Story
 - The strength and distinctiveness of the narrative, with an emphasis on bold storytelling
 - The suitability of the story as a podcast, and potentially as a screen-based work
 - The execution and quality of the submitted materials
 - Development Plan
 - The degree to which the development plan diagnoses the story challenges in the current material, while also offering strategies to address them in the next phase of development
 - Audience and Budget
 - Demonstration of a clear pathway to audience appropriate to the project's budget size
 - Talent
 - The ability of the individual or team to develop the project
 - Diversity
 - How your application addresses diversity across one or more core areas:
 - Meaningful representation of diversity in main protagonists, themes, and narratives
 - Project leadership and [key creatives](#)
 - Industry access and opportunities for training/career progression/mentoring.

How long until a decision is made?

- / You can expect a decision 10 weeks from the deadline date, via email or phone.

What happens if you get funding?

- / Successful applicants will enter into standard, non-negotiable agreements with both Film Victoria and Audible, setting out the terms and conditions of the approved funding, including deliverables, credit requirements and any repayment obligations
 - Film Victoria funding is provided as a development [investment](#), which must be repaid from the production budget if the project proceeds to screen-based production. The development investment does not need to be repaid if the project is produced as an audio-only work. Film Victoria will not take a copyright interest in the project
 - Audible intends to enter into an original content agreement with the recipient of the Selected Project for the development and/or production of original content as contemplated in the application, on terms to be negotiated in good faith.

What happens if you don't get funding?

- / We will contact you to let you know if you have been unsuccessful in obtaining funding.

- / You are welcome to get in touch with the Program Manager, to receive feedback on your application.

What will help your application?

- / Read these guidelines and the [Terms of Trade](#) (version issued 1 July 2020) which set out the core terms on which Film Victoria conducts its business. Terms [underlined in green](#) appear in the website glossary located at the following URL as at 26 August 2020:
<https://www.film.vic.gov.au/glossary>
- / Review the online application form – make sure you have all required document ready to be submitted with the application.
- / Make sure your application speaks to the **Assessment Criteria** (set out above)
- / Read Film Victoria's [Gender & Diversity Statement](#). Film Victoria is committed to promoting and supporting gender equality, diversity, and inclusiveness in the Victorian Screen industry.
- / **Get your application in on time** and check the [deadline date](#) for this program. Applications are due by 11pm AEST on the deadline date unless otherwise stated on the program page on Film Victoria's website. Applications not received by the deadline date will not be accepted for that round, as per our Terms of Trade (version issued 1 July 2020).

Ready to start your application?

[Start your application](#)