



**PITCH TO PILOT:**  
SBS & Film Victoria Drama Development Initiative

**CREATIVE BRIEF**

<b>FORMAT</b>	<ul style="list-style-type: none"><li>• 4 x 1 hour drama series</li></ul>
<b>GENRE</b>	<ul style="list-style-type: none"><li>• New genres, original approaches, and stories with strong relationships to cultural groups and communities we have not explored before</li><li>• Some areas of interest include but not limited to: inequality, sexuality, poverty/ homelessness, disability, persecution, Indigenous culture and society, masculinity, gender issues, mental health, multicultural relationships, childhood trauma, history told through a multicultural lens, immigration, intergenerational issues, environment, rural communities, marginalisation</li></ul>
<b>POSITIONING</b>	<ul style="list-style-type: none"><li>• Compelling Australian drama with an authentic commitment to diversity</li><li>• Global marketability as premium broadcast content</li><li>• International co-production opportunities</li><li>• Highly marketable concepts, stories and characters</li><li>• Shows that are a fit with SBS' catalogue of flagship drama series commissions</li></ul>
<b>LOOKING FOR</b>	<ul style="list-style-type: none"><li>• Compelling drama that plays out on a relatable, personal scale, yet with much wider resonance and meaning</li><li>• Stories that provide opportunities to promote understanding, empathy and social cohesion</li><li>• Vivid, pressing, wild ideas that celebrate Australia's vibrant and culturally diverse society and surprise the SBS audience</li><li>• Complex characters with marquee cast appeal</li><li>• Fresh themes, noisy ideas and ground breaking styles of storytelling</li><li>• We welcome adaptations of novels, plays and podcasts</li></ul>
<b>NOT LOOKING FOR</b>	<ul style="list-style-type: none"><li>• Returnable series</li><li>• Stories that cover ground SBS has already explored</li></ul>