



INDIGENOUS CREATORS PITCH - AIDC 2025

SUBMISSIONS GUIDELINES

INTRODUCTION

Proudly supported by Indigenous Business Australia (IBA), in 2025 AIDC presents the inaugural Indigenous Creators Pitch, a new initiative of the Indigenous Creators Program.

Applications are now open for documentary or factual projects in development that present bold, distinctive and authentic stories by Aboriginal and Torres Strait Islander filmmakers across any genre, style and subject matter.

The Indigenous Creators Pitch is designed to provide Aboriginal and Torres Strait Islander creators with the opportunity to present a live pitch of a project in development to a closed room of local and international buyers looking to support Indigenous-led nonfiction stories and secure potential market support for their project. One project will be selected to receive the \$5,000 Indigenous Creators Pitch prize presented by AIDC. The Pitch will be presented as a session within the Indigenous Creators Program in a roundtable format. Indigenous Creators Program participants will be invited into the session to support the pitching teams and glean useful tips in the art of pitching and valuable industry insights from the decision makers in the room.

Individuals and Teams representing the selected Projects will also have the opportunity to receive mentoring and pitch training, as well as the opportunity to participate in one-to-one meetings through AIDC's Cut to the Chase curated meetings program.

Applications open: Thursday 9 January at 11:00 AEDT

Applications close: Tuesday 28 January at 23:59 AEDT

Submissions received after Tuesday 28 January 2025 at 23:59 AEDT will not be accepted. Once the submission process is complete, submissions can no longer be amended.

WHAT WE'RE LOOKING FOR

Applications are now open for documentary or factual projects in development that present bold, distinctive and authentic stories by Aboriginal and / or Torres Strait Islander filmmakers across any genre, style and subject matter.

Format

Applications must be for documentary or factual projects suitable for online, broadcast, theatrical and / or streaming. The following formats are acceptable but must be over 20 minutes in duration, including:

- Shorts
- Singles/One-offs
- Features
- Series

Please note: Shorts under 20 mins in duration, Audio docs (podcasts) XR, immersive or interactive works are NOT eligible.



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Style

There are no restrictions on visual style, aesthetics, or treatment. Projects could be:

- Hybrid
- Investigative
- Observational
- Poetic / Stylised / Animated
- Presenter-led / Participatory
- Other

HOW IT WORKS

In 2025, AIDC is seeking applications for the inaugural Indigenous Creators Pitch across shorts, singles/one-offs, features and series over 20 mins in duration across any style and genre.

An assessment panel will select up to four projects for the 2025 Indigenous Creators Pitch. In the lead up to AIDC 2025, representatives from the selected projects (up to 2 representatives per project) will receive tailored 1:1 mentoring and pitch training conducted by experienced screen practitioners to get pitch and market ready. During AIDC 2025, participants will be invited to pitch their projects in person to a closed room of industry representatives and Indigenous Creators Program participants at AIDC 2025 in Melbourne / Naarm Tuesday 4 March 2025 (AEDT). The live pitch will consist of a seven minute pitch including project trailer (up to 3 minutes in duration) and up to five minutes of feedback.

APPLICATION AND SELECTION PROCESS

All submissions for the Indigenous Creators Pitch will be assessed by a panel of experienced screen professionals. Projects are assessed and shortlisted based on the following criteria:

- Creative strength and originality of the project
- Access to engaging and compelling characters and / or story
- The nature and quality of the submitted video materials as proof of concept
- Capacity of the individual/team to meet the creative vision and manage and deliver the project
- The practicality of the proposed finance plan
- The market viability of the project
- The team's commitment to principles of inclusive and authentic storytelling and cultural appropriateness

SELECTED PROJECTS

Four projects will be selected to take part in the Indigenous Creators Pitch at AIDC 2025 and project representatives (up to 2 per project) will receive a suite of mentoring and marketplace support prior to and during AIDC 2025 including:

- The opportunity to present a live pitch at AIDC 2025 to a closed room of local and international industry decision makers including online platforms, broadcasters and funds seeking to support Indigenous-led projects, as well as Indigenous Creators Program participants;
- Online pitch training session with AIDC representatives including the AIDC's Industry Manager and First Nations producer;
- Pitch training and mentorship prior to AIDC 2025 (2 x 1:1 online sessions) with an industry mentor to develop and finesse their seven-minute pitch and prepare their AV materials;

- The opportunity to participate in follow-up 1:1 meetings with Industry Decision Makers through AIDC's curated Cut to the Chase meetings program;
- The opportunity for one project to be selected to receive a \$5,000 pitch prize presented by AIDC
- Complimentary All Access passes for pitching representatives (up to 2 per project) to attend AIDC 2025 in person and to participate in the Indigenous Creators Program and Pitch as well as Cut to the Chase.

Project applications, including supporting materials, will be made available to the Indigenous Creators Pitch decision makers via AIDC's Project Library; and project titles, loglines and key creative names will be published on the AIDC website and AIDC 2025 Event App.

PRIZE

Each project selected for the live pitch will be in consideration for the \$5,000 (AUD) Indigenous Creators Pitch prize, presented by AIDC.

ELIGIBILITY

Applicant eligibility

To be eligible for The Indigenous Creators Pitch:

- Applicants must be Aboriginal and/or Torres Strait Islander practitioners
- Applicants must be 18 years of age or over
- Individuals or teams may apply
 - An individual applicant must be an Aboriginal and/or a Torres Strait Islander practitioner in key creative roles including as a director and /or producer
 - For teams, the project must have Aboriginal and/or Torres Strait Islander practitioners in key creative roles including as a director and producer
- Applicants must be the rights holder of the idea.
- Applicants, or one key creative in the team, must demonstrate they have created at least one short documentary readily available to Australian audiences via widely used platforms.
- Successful applicants must be available to attend a one-hour online introductory session as well as 2 x 1:1 online mentoring sessions with a selected mentor in early February (exact dates to be confirmed)
- Successful applicants must be able to pitch their project live as part of the Indigenous Creators Pitch at AIDC on Tuesday 4 March 2025 (AEDT). Preference is for teams to take part in person at AIDC in Melbourne, however, consideration may be given to participants who need to take part virtually upon written approval.

Project eligibility

- Entry is open to shorts/ singles/ one offs, features and series over 20 mins in duration intended for online, broadcast and/or theatrical distribution
- Projects need to be clearly recognised factual or documentary formats. The Australian Content Standard defines documentary as 'a program that is a creative treatment of actuality other than a news, current affairs, sports coverage, magazine, infotainment or light entertainment program'. For more info, visit the [ACMA website](#).
- Applications for each project must be submitted via the Indigenous Creators Pitch portal.

DELIVERY REQUIREMENTS AND DEADLINES

Selected participants in The Indigenous Creators Pitch must provide the following audio-visual materials to AIDC by Friday 21 February 2025 (specifications to be advised in invitation to selected projects) including:

- A pitch trailer or teaser (up to three (3) minutes).
- A pre-recorded pitch no more than seven (7) minutes in duration, which includes the verbal pitch approximately four (4) mins as well as teaser/trailer at approximately three (3) minutes (specifications to be advised in invitation to selected projects).*
- All final deliverables will require the approval of AIDC.

*Pre-recorded pitches will be made available to decision makers for the online international marketplace, ahead of AIDC, in the place of a live pitch.

CULTURAL SAFETY AND COLLABORATION

AIDC supports authentic storytelling told by diverse practitioners, and encourages such applications. This section addresses both practitioners and participants that may identify with the below categories:

- Aboriginal & Torres Strait Islander (Australia-only)
- First Nations / Indigenous (global)
- CALD (Culturally and Linguistically Diverse)
- LGBTQI+ (including gender non-conforming)
- People living with disabilities

When submitting a project that features any of the above populations as the main subject matter, applicants may be required to demonstrate how the lived experience portrayed through the narrative and characters are reflected within the key creative team. Applicants will be asked to supply information on

KEY INFORMATION AND DATES

Applications open: Thursday 9 January 2025 at 11:00 AEDT

Applications close: Tuesday 28 January 2025 at 23:59 AEDT

Selected projects notified: Friday 31 January 2025

Pitch training and mentoring: February 2025 (exact dates / times to be confirmed)

Deadline for delivery of pre-recorded pitch and trailer: Friday 21 February 2025

AIDC 2025: Sunday 2 - Wednesday 5 March 2025, with online international marketplace Thursday 6 and Friday 7 March 2025 AEDT.

Indigenous Creators Pitch: Tuesday 4 March 2025

For all enquiries, please contact: pitch@aidc.com.au

Please see overleaf for the Application form questions to help prepare your submission.



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INDIGENOUS CREATORS PITCH - APPLICATION QUESTIONS

Included in this document is the list of questions you will need to answer to complete your application. We recommend that you prepare your answers ahead of time.

*All fields marked with an asterisk are mandatory.

CREDITS

- * Submitter - Main contact (name, nationality, country, email, mobile)
- *Director & Bio/Credits
- * Producer & Bio/Credits
- Executive Producer & Bio/Credits
- Production Companies
- Company Bio
- Company Website

PROJECT INFORMATION

- * Project Title
- * Genre: Select the genres that best describe your project
 - Arts
 - Biography
 - Crime
 - Culture
 - Current Affairs and Investigative
 - Education
 - Environmental
 - Factual Entertainment
 - Food
 - Gender
 - Geopolitics
 - History
 - Human Interest
 - Indigenous
 - Lifestyle
 - Music
 - Natural History
 - Politics
 - Race
 - Religion and Ethics
 - Science
 - Social Justice or Social Issues
 - Sports
 - Technology
 - Travel and Adventure
 - Wildlife
 - Youth



- * Length / Format. Select as many as apply - note all must be over 20 minutes in duration
 - Short
 - Single/One-off
 - Feature
 - Series
 - Other _____

If a series, how many episodes?

- *Style - Please select the style that best describes your project
 - Hybrid
 - Investigative documentary
 - Observational documentary
 - Poetic/Stylised/Animated documentary
 - Presenter Led/Participatory
 - Other _____
- * Countries of Production
- If this is an Australian production - list all states or territories of production
- * Spoken Languages
- * Estimated Duration (describe in minutes) - per film or per episode

REQUESTED SUPPORT

- * What support are you seeking? Select as many as apply:
 - Development funding
 - A full commission
 - Australian co-producer
 - Executive Producer
 - Distribution (within Australia)
 - Distribution (other Territories)
 - Grants / Funding
 - Other _____

If *other - please specify

STAGE OF PRODUCTION

- * Current Stage - select one of the following:
 - Early development
 - Late development
 - Early Production
- * Date of principal photography (month/year)
- * Estimated completion date (month/year)



PROPOSAL

- * Logline (up to 30 words)
- * Synopsis (up to 100 words)
- *Short Treatment - story arc, main characters, brief description of the project's creative style (up to 1000 words) including a short status report of planned production schedule
- *Short Director's Statement (up to 500 words)
- Project website (if available)
- Full treatment upload (optional)

FOOTAGE*

- **Please provide links to a trailer or teaser for your submitted project below:**
 - Streamable link to trailer, teaser, or key scene details (up to 3 minutes)
 - Password (if any). If the project is selected, the link must remain active until late March, 2025.

STILLS

If stills are available, please upload a maximum of two high-res stills in LANDSCAPE format (at 300DPI) (optional). Note still should not be poster art or include any graphics.

EXAMPLE OF PREVIOUS WORK WORK

Applicants, or one key creative in the team, must demonstrate they have created at least one short documentary readily available to Australian audiences via widely used platforms.

Please provide links and passwords to examples of one of the key creatives' previous work that meets this criteria.

Single streamable Link
Password (if any)

Single streamable Link
Password (if any)

FINANCIAL INFORMATION

- * Total projected budget AUD
- * Secured finance AUD (if any)
- * Source of finance
- * Finance Plan - Please upload a current 'Finance Plan' including any financial support you have secured, or applied for and expect to receive. You may use the [AIDC Finance Plan Template](#) or the **Screen Australia Documentary Finance Plan**. (Note: do not submit a full budget in this section - this is just an overview of who would make up the finance.)
- Approximate Budget - *If available*, please include a one-page top-line production budget in AUD.



CULTURAL SAFETY AND COLLABORATION

AIDC supports authentic storytelling told by diverse practitioners and encourages such applications. This section addresses both practitioners and participants that may identify with one or more of the below categories:

- Aboriginal & Torres Strait Islander (Australia-only)
- First Nations / Indigenous (global)
- CALD (Culturally and Linguistically Diverse)
- LGBTQI+ (including gender non-conforming)
- People living with disabilities

Does this project feature any of the above populations as its main subject matter?

YES/NO

*If 'YES', please provide a statement on the level of consultation and collaboration with the relevant peoples or groups (up to 500 words).

Do any of the key creatives identify as belonging to any of the above diverse groups?

YES/NO

*If 'YES', please elaborate.

CUT TO THE CHASE

Do you wish to participate in Cut to the Chase, AIDC's curated marketplace, placing projects in one-on-one meetings with decision makers?

If 'YES', AIDC will contact you with an invitation to Cut to the Chase. Note: selected applicants for the Indigenous Creators Pitch will receive a complimentary All Access pass to participate in the Indigenous Creators Pitch and Cut to the Chase.

If you are not selected but would still like to participate in Cut To the Chase, you will require an All Access Pass to submit.

Yes, sign me up for Cut to the Chase (optional check box)

Please list, in order of preference, 5 Decision Makers that you would like to meet with.

Please note AIDC cannot guarantee these meetings as they will be determined by project suitability, market potential and availability of the Decision Makers. A current list of Decision Makers is available on the AIDC website: [2025 Decision Makers](#). This list will be updated regularly.



ADDITIONAL OPPORTUNITIES

AIDC's Cut to the Chase offers producers a suite of other opportunities to further seek support for projects.

Please indicate your interest in any/all of the below opportunities:

THE POST LOUNGE DOC PITCH

Selected projects will have the opportunity to meet with The Post Lounge representatives to pitch for a share in \$30,000 worth of development investment through post-production, to be used for a sizzle, teaser or pilot. The Post Lounge Doc Pitch is open to projects in development including feature documentaries, one-off or series - across any genre from ob-doc to factual entertainment, archival or true crime. Decision makers will request detail on how you propose to work with The Post Lounge, should you be successful.

Would you like to be considered for The Post Lounge Doc Pitch? Yes (optional check box)

SHARK ISLAND FOUNDATION FEATURE DOCS PITCH

Selected projects will have the opportunity to meet with the Shark Island Foundation representative to pitch for a share in up to \$100,000 in development grants. Shark Island Foundation is seeking feature documentary projects (75mins+) in development from Australian producers with a plan for theatrical or streaming release. The story can be of any genre but must be character-driven, have a distinctive point of view, with a creative vision and clear artistic style.

Would you like to be considered for the Shark Island Foundation Feature Docs Pitch? Yes (optional check box)

INDIGENOUS BUSINESS AUSTRALIA CONSULTATION

The Indigenous Creators Program is proudly supported by Indigenous Business Australia (IBA), whose mission is to assist and enhance the economic development opportunities of Aboriginal and Torres Strait Islander people across Australia.

Would you be interested in meeting with IBA to learn more about their producer offset loans for Indigenous producers and production companies? Yes (optional check box)

TERMS AND SUBMISSIONS

Do you agree to the below Terms and Conditions?

By selecting 'I agree' the submitter is agreeing to [AIDC's Terms and Conditions](#) for submitting to The Indigenous Creators Pitch.