



OUT OF THE BOX

Production Initiative Guidelines

The Media Resource Centre and Channel 44 have joined forces to offer an opportunity for one team to receive \$15,000 cash and \$15,000 in kind support including mentoring, ABC studio hire and equipment, to make a pilot for a studio-based entertainment show to be broadcast on community television and to act as a proof of concept to pitch to the Australian and global marketplace.

Up to four concepts will be supported through development and testing with mentoring from experienced television professionals.

One project and team will then be selected to receive production funding to produce a broadcast quality pilot show that will be broadcast on community television and act a proof of concept to pitch to a broadcast network, demonstrating the quality of the show, the audience appeal of the concept and your ability to deliver broadcast quality television.

This initiative provides a career opportunity in a professional broadcast environment, and is designed to build creative, craft and technical skills whilst providing a valuable broadcast credit.

Outcomes include:

- Hands on experience and development of professional skills leading to employment opportunities in the broadcast industry
- Development and production of a pilot that will function as a proof of concept to pitch to the market
- Demonstration of craft, technical and creative expertise
- Facilitation of new career pathways for practitioners
- Fosters creative collaborations of cast and crew
- Provide valuable broadcast credit

The Initiative is divided into two stages:

Stage One: Expression of Interest

South Australian creatives (who have participated in the Out of the Box Lab) will have four weeks to develop and submit a one-page concept for a studio-based entertainment show. We'll be looking for bold, innovative concepts that seek to fill a gap in the current market.

An industry panel will select up to three projects and teams who will be mentored through an extended development and testing process. Creative teams will receive guidance and mentoring from the best in the business.

Stage Two: Production Funding

One project/team will be selected to receive \$15,000 cash funding and approx. \$15,000 in-kind support to produce a pilot episode of a non-narrative studio-based entertainment show of between 30 and, 60 minutes duration in the following formats:

- Game, quiz, panel, variety, chat, talent, dating, interview, lifestyle, etc.

Mentoring will be provided by Adelaide based producer Margot Phillipson (The Cook and the Chef, BTN, Poh's Kitchen) as well as ABC Studio hire, MRC equipment hire, public liability and volunteer insurance.

Limits are placed on the production to ensure that ambitions are commensurate with budget levels. If the team is able to bring additional financial support to the project then the duration and number of episodes may be negotiated.

The copyright for the pilot will rest with the producers, however the Media Resource Centre, Channel 44, and Community Broadcasting Foundation will retain non-exclusive screening rights.

Eligibility Criteria

Applicants must meet the following criteria:

1. South Australian residents only may apply
2. Two of the three team members **MUST** have attended the Out of the Box Lab
3. Current financial MRC members and 18 years +
4. All applications must include a combination of Producer, Writer and Director and proposed (but not necessarily confirmed) on-screen talent.
5. **ALL** members of the key creative team must be SA residents.
6. Full time students are not eligible to apply.
7. Anyone may apply regardless of level of experience. Those with less experience must work with at least one team member with previous credits.
8. Applicants must provide evidence that they have control of the copyright of the project.

9. Any member of the creative team in default of any contractual obligations to the SAFC, C44 or MRC is not eligible to apply.

Assessment Criteria

All applications must be completed in full and submitted by the deadline. **Incomplete or late applications will not be accepted.**

Applications will be assessed on the following criteria:

- The quality of the idea, and the plan for execution
- The level of experience and vision of the creative team
- The marketability of the project and a clearly defined target audience/market
- The viability of the production in relation to the proposed budget

Applicants must discuss their application with a member of the MRC's Production Team prior to submitting their application, to determine eligibility.

Application Requirements

Expression of Interest

1. **A Completed Application Form and uploaded documents below**
2. **Project Summary (Template Provided)**
 - A list of the key creatives (producer, director, writer and on-screen talent)
 - Project Title
 - Format and Genre (e.g. game, dating, chat show and duration)
 - A succinct description of the show and why it's unique in the market
3. **Two Page Concept**
 - A succinct description of the show and the format/segments

EOI Submissions

- Submission Deadline **COB, Tuesday 17th September, 2019**
 - To complete the application form go to: **Applications open early August**
 - **N.B. Incomplete or late applications will not be accepted.**
 - For further information contact Karena or Sandy at the **Media Resource Centre** production@mrc.org.au or call us at 8410 0979.
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