



Queensland
Government

Stan.
ORIGINALS

SQ + & Stan Premium Drama Development Fund 2020

Screen Queensland (SQ) and Stan have partnered for a second year to co-invest in the development of scripted series for the Stan streaming platform.

The initiative is designed to simulate a real-world experience from start to finish through a two-stage pitching process.

Stage One Pitch

SQ is now accepting EOI applications to take part in Stage One pitch meetings. The EOIs that most strongly respond to Stan's Creative Brief will be invited to have a pitch meeting with Screen Queensland executives, comprising:

- 5 minutes to pitch your idea
- 5 minutes for questions
- 5 minutes for feedback on your project and pitch.

Your project will be assessed based on the criteria outlined below - see *"How will projects be chosen?"*

Stage Two Pitch

Up to 15 writers/teams will then be shortlisted and will have the opportunity to refine their pitch and project materials before presenting their ideas directly to Stan's Chief Content Officer, Nick Forward.

SQ and Stan will select up to four or more projects to support through development to a point where Stan can consider commissioning for production. If your pitch is successful, SQ and Stan will work with you to determine what the next development steps of your project are and how much should be invested to take the project forward.

Who can apply?

Writers or creative teams with a project that meets Stan's Creative Brief and who:

- Live and work in Queensland (and have been residents of the state for more than six months); or
- Are Australian residents working with someone in a key creative role (writer, director, producer) who lives and works in Queensland (projects may have out of state elements but must be driven by Queensland talent. Investment will primarily be directed at the Queensland elements); and
- Own the rights to the story being pitched; and
- Meet the eligibility criteria outlined in [SQ's Terms of Trade](#) and the [application form](#).

Please note, if you do not meet this criteria your EOI request will not be considered.

How do I apply?

1. Read Stan's **Creative Brief** below and SQ's [Guide to Pitching](#)
2. [Submit a pitch meeting EOI](#) and include your project's:
 - o one pager;
 - o pitch document including series outline and character descriptions;
 - o screenwriting sample (minimum 10 pages in the same genre as your series); and
 - o CVs
3. If you are notified that your project has been selected for a pitch meeting, you will be booked into a 15 minute pitch session with Screen Queensland allowing:
 - o 5 minutes to pitch your idea
 - o 5 minutes for questions
 - o 5 minutes for feedback on your project and pitch.

How will projects be chosen?

When assessing your pitches, SQ and Stan will consider:

- Is it a good story that meets Stan's Creative Brief?
- Is it well-told and likely to excite Stan's audience?
- Has the team got a good reputation for delivering what it says it will and the skills to make this happen?
- How will the project impact the careers of Queensland talent and the state screen sector more broadly?

How many projects can I submit?

Each writer/creative team can submit one lead project to pitch but it's always a good idea to have a couple of other projects you can talk to if requested in your pitch meeting.

What is Stan looking for?

Before you submit an EOI, you should familiarise yourself with Stan's Creative Brief below and ensure that your project strongly meets this. If your project does not meet this brief, you will not be invited to pitch.

You should have also done some work to develop your concept prior to pitching – it's not enough to just have a logline. You should know the characters, their worlds and storylines that will drive the series and be able to convey these in person and in your written materials.

Creative Brief

TARGET AUDIENCE	<ul style="list-style-type: none"> • 15-45 age group
FORMAT	<ul style="list-style-type: none"> • Hourlong drama (6/8/10 x 1) • Cable hours (50-60 mins) • 30 Min Drama-Comedy • Serialised • Returnable
POSITIONING	<ul style="list-style-type: none"> • Essential Australian drama with world class scope and scale • Marketability as high end, premium cable-style programming • Australian essence via any or all of story, cast and location • International co-production opportunities • Shows that are a fit with Stan's premium first run licensed international exclusives
LOOKING FOR	<ul style="list-style-type: none"> • High concept stories and characters • Irresistible ideas suitable for premium cable or SVOD binge viewing, with potential to attract international calibre cast • Strong, auteur-driven visions • Strong, marketable hooks • Projects that have a strong and targeted sense of their intended audience • Complex characters with unique dilemmas fuelling story engine for a multi-season arc • Fresh themes, noisy ideas, groundbreaking styles
NOT LOOKING FOR	<ul style="list-style-type: none"> • Historical drama / Period Drama(unless tackled in a contemporary way) • Crime drama • Procedural/Episodic Crime drama • 'Heavy' Genre (eg: Sci-Fi, Horror) • Anthology series • Unless substantially different, we will not accept projects that were submitted in the 2018 SQ & Stan Premium Drama Initiative.

Guide to Pitching

Read the [Guide to Pitching](#)

How will pitches be received?

Pitches can take place in person, over video conference or on the telephone.

What are the key dates for the initiative?

Activity	Date
EOI requests for pitch meetings due	21 st February 2020
Applicants invited to take part in Stage One pitch meeting	13 th March 2020
Stage One pitch meetings with SQ	23 rd - 27 th March 2020
Shortlisted applicants invited to take part in Stage Two pitch meetings	6 th April 2020
Shortlisted applicants deliver refined pitch materials to SQ & Stan including: <ul style="list-style-type: none">• One pager• Pitch document including series outline and character descriptions• CVs• Writing samples.	1 st May 2020
Stage Two pitch meetings with SQ & Stan	11 th - 15 th May 2020
Successful applicants notified	25 th May 2020

What if I have questions or want to talk this through?

Call 07 3248 0500 or email content@screenqld.com.au