# PITCHING TO THE ABCID CONTENT FUND

To support the development of new Pacific media content, the Pacific Media Assistance Scheme (PACMAS) and Media Development Initiative (MDI) are offering financial and technical support to Pacific media outlets through the ABCID Content Fund.

The fund

The ABCID Content Fund **vision** is for larger scale, crafted content projects that enable Pacific media organisations and practitioners to undertake **innovative and diverse approaches to public interest content, explore new formats and content production methods, and develop new approaches to partnering**.

In line with the ambition for larger scale projects, grants are expected to be above 25,000 AUD. Final budgets will be reviewed and confirmed during development.

Content makers from Federated States of Micronesia, Fiji, Kiribati, Marshall Islands, Nauru, Niue, Palau, PNG, Samoa, Solomon Islands, Tonga, Tuvalu, Vanuatu are eligible.

Thematic priorities

Content projects should align to one or more of the following public interest areas:

**Political Leadership and Regionalism**

*E.g. projects that facilitate storytelling about regional, national or local leadership across government, business or in the community to address the key challenges facing our region.*

**People-Centred Development**

*E.g. projects that amplify the voices of young people, marginalised groups, people with disabilities and women, as well as projects that examine social inclusion, cultural development and wellbeing, and preservation of indigenous knowledge.*

**Peace and Security**

*E.g. projects that support civic debate and audience understanding of democracy, good governance, security, or peacebuilding at community, national or regional level.*

**Resource and Economic Development**

*E.g. projects that deliver news and stories that support economic literacy in the community, including those working in micro, small and medium-sized enterprises, in labour mobility schemes and across national resources management, such as fisheries, agriculture, forestry, tourism.*

**Climate Change and Disasters**

E.g. projects that empower audiences with the agency to understand and lead climate adaptation and disaster mitigation efforts.

**Ocean and Environment**

*E.g. projects that reaffirm the generational connection that Pacific people share with the ocean and environment alongside contemporary approaches to ocean stewardship and biodiversity protection.*

**Technology and Connectivity**

*E.g. projects that explore connectivity issues in the region and inform audience about user-protection and cyber security.*

**Audience engagement is critical, so the proposed themes should be considered through the lens of creating entertaining content that meets the needs of a Pacific audience.**

In addition:

* Projects that support digital media transformation will be prioritised.
* Co-productions (e.g. cross-Pacific or with Australian media) will be prioritised.
* Any gender diversity, disability or social inclusion objectives of the project should be identified.

Application, development, and production process

**Step 1:** Idea definition

Applicants pitch a simple concept for a new piece of content. Pitches are assessed by ABCID in line with the Content Fund purpose and priorities and successful concepts proceed.

**Step 2**: Matching process

Depending on need, ABCID will match Pacific media with compatible Australian (ABC and external), Pacific or NZ media partners that may work together or act as technical advisors.

**Step 3:** Development Phase

ABCID supports partners to submit a more detailed proposal and final budget is approved.

**Step 4:** Production Phase

Content is produced and broadcast/published.

**Step 5:** Review and scaling up

Content projects are reviewed and evaluated with lessons identified. If audience reach and public interest is significant, opportunities to repeat or scale up are investigated

To apply

Please fill out the pitch template below outlining your proposed content initiative. Make sure you emphasise the ways in which it supports the fund’s vision and thematic priorities.

Please identify where you see opportunity for technical support or partnerships to contribute to your idea. ABCID will support the partnership process if your application is successful.

Equipment costs that are essential for content delivery may be included in the submission. These will be approved on a case-by-case basis as part of the development phase. Please include all costs association with staff, talent, travel, outsourcing, marketing, distribution.

Please send your pitch applications to international.development@abc.net.au

## CONTENT FUND PITCH TEMPLATE

**Project title**

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**Program genre**

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**Program description**

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**Program outline [incl. proposed talent, style and approach]**

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**Platforms and distribution**

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**Target audience [If possible, specify location / geographical focus, age, education]**

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**Format and length and if relevant, number of episodes**

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 **Production team [Who would work on the project?]**

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**Proposed timeframe for production and delivery [Is it time sensitive because of theme or event or is it evergreen?]**

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**Areas for training and development support**

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**Potential partners [Is there anyone you would want to work with and in what capacity?]**

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**Initial estimated budget [not including partner costs or technical support costs, but advising on any in-kind assumptions]**

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