



# SPAA CONFERENCE

17-20 November 2009, The Westin, Sydney, Australia

## **ABC 3 - GET YOUR GAME ON!**

ABC Children's Television is inviting Australian producers to submit a brief concept document for a game/quiz show suitable for commissioning as a long-running, low-cost series on ABC3, aimed at an audience of kids aged 8 to 12 years.

The format must be original and preferably be suitable for playing on-line as well as watching on-air. The ABC will select 4 finalists who will be invited to a private pitch during the SPAA Conference in November with the winner announced at lunch.

The ABC will select four finalists who will be invited to a private pitch during the **SPAA Conference** with the winner to be awarded a prize of \$5,000. Further development funding and a pilot deal will be open for discussion. All finalists will also be eligible for a discounted Conference Registration fee.

### **SUBMISSION REQUIREMENTS**

The project must:

- Be an original Australian concept
- Features Australian kids
- Appeal to the 8 – 12 year old demographic
- Have a clear winner (group or individual) not judged by opinion
- Be able to be produced in high volume at low cost

Submissions should be no more than 5 pages and should include the following:

- Topline: Most great ideas can be summed up in 100 words or less.
- The Format: How does it work? What are your format points? Take us through a sample show.
- Design concept: What you envisage the show will look like?
- The USP (unique selling point): What's the hook? Why will it work?
- Why our audience will love it?

### **TIMELINE**

- Submissions close 5<sup>th</sup> of October
- Finalist will be contacted by the 12 of October
- Pitches will be held during the **SPAA Conference** in Sydney that is running from the 17<sup>th</sup> – 19<sup>th</sup> of **November 2009**.

### **SUBMITTING YOUR PROJECT**

Please send your pitch along with the completed application form:

Get Your Game On, ABC Children's Television Department, GPO Box 9994, Sydney NSW 2001

For further information please contact Aaron Mulheron at ABC at [Mulheron.aaron@abc.net.au](mailto:Mulheron.aaron@abc.net.au)



**APPLICATION FORM**

Name of Project:

Applicant Name:

Key Creatives:

Production Company:

ABN:

Address:

Phone:

Mobile:

Email:

Is this the original work of the applicant? Yes/No

If No:

(a) Title of original work/concept: \_\_\_\_\_

(b) Owner of original work/concept: \_\_\_\_\_

*(Please attach relevant rights/option agreements)*

Estimated cost per episode: \_\_\_\_\_

**Declaration by applicant**

I warrant that the information given in this application is true and correct and understand that I may be required to provide evidence of this information. I agree to provide this information if requested.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Name of Applicant

Date: \_\_\_\_\_