



Australian International Documentary Conference

Invitation to participate in a hybrid AIDC 2022

Proudly presented by Canadian Heritage and the Consulate General of Canada in Sydney



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ABOUT AIDC

[The Australian International Documentary conference \(AIDC\)](#) is Australia's premier event for documentary and factual content servicing the screen and digital media industries. Serving both the commercial and creative needs of the industry, AIDC organizes a marketplace for documentary and factual product, showcases the work of Australian and international producers, and creates a forum to discuss content, craft, technology and future directions. Our goal is to connect creators, purveyors and viewers of nonfiction screen content in ways that promote business, inspire creativity and ignite social change.

AIDC 2022 will be a hybrid event, with the conference running on **March 6-9, 2022** in-person in Melbourne, Australia and simultaneously online, while the online international marketplace (business program) will be held on **March 10-11, 2022** (online only). For Canadians, the online marketplace program dates will be March 9-10, 2022 due to the time difference.

KEY INFORMATION FOR CANADIAN PRODUCERS

This document outlines the key opportunities and deadlines for Canadian producers at AIDC. In addition to AIDC programming accessible to all delegates, the conference organizers will design business program elements specifically for Canadian producers who are either **looking for co-production partners for projects already under development** or looking to **sell finished documentary products**.

Canadian Indigenous filmmakers will also be able to take part in the Indigenous Creators Program alongside Australian Indigenous practitioners.

Cost of attending AIDC 2022
(discounted rates for Canadian delegates)

In-person attendance pass: **\$727 Australian dollars** + taxes

- *Note: Canadian Heritage and the Consulate General of Canada in Sydney will be able to offset a portion of the registration cost for Canadian producers who choose to attend AIDC 2022 in person. More details will be provided to producers who express their interest in this opportunity.*

Virtual attendance pass: **\$568 Australian dollars** + taxes

With the purchase of the pass, Canadian delegates can expect the following benefits and activities, provided by AIDC organizers in a virtual and/or in-person format:

- Coordination of the registration process (at a discounted rate);
- The opportunity to participate in AIDC's curated marketplace *Cut to the Chase* (delegates must be registered by mid-January – more information on this component below);
- Provide visibility of Canadian production companies across the AIDC website and program;
- A complimentary link to submit an application for AIDC's showcase event, the *FACTory* International Pitching Showcase (closing late November - more information on this component below).
- Participation in the international co-production market event (virtual B2B meetings specially curated for Canadian delegates).
- Attending Canada - Australia co-production online workshop (ahead of AIDC).

THE FACTORY SHOWCASE **Applications close on November 28, 2021**

The FACTory is AIDC's international pitching showcase for new documentary and factual projects. Up to 15 projects with strong international market potential will be selected to pitch to international and local decision makers. Decision makers come from a range of backgrounds and include funders, buyers, broadcasters, sales agents and distributors. Canadian producers with quality projects in development with international appeal are encouraged to apply.

AIDC is offering Canadian producers complimentary submission of their projects to The FACTory, with the potential to have their project selected for AIDC's showcase pitching event.

CANADIAN / AUSTRALIAN CO-PRODUCTION WORKSHOP

In the lead up to the conference, AIDC will host a two-hour online workshop for Canadian and Australian producers taking part in the Co-Production Market, with a focus on facilitating Co-production opportunities between the two countries. This event is by invitation only and will be offered outside of the official AIDC program.

The workshop will include presentations from the key stakeholders from Australia and Canada, providing an introduction to the history of co-productions between our two Countries, an overview of the co-production treaty, and the incentives offered by each country to facilitate collaboration between our countries.

CUT TO THE CHASE **(Delegates must be registered by January 27, 2022)**

[Cut to the Chase](#) is AIDC's curated marketplace, which will match Canadian producers with decision makers for 15-minute, one-on-one meetings with optimum outcomes. Each Canadian producer can expect between 3 and 5 one-on-one meetings.

Cut to the Chase is **for producers with market-ready projects** across the documentary and factual sectors including singles and feature docs, factual series and audio documentaries (podcasts). AIDC's marketplace team will pair Canadian producers with the most relevant local

and international decision makers attending AIDC, including commissioning editors, acquisitions executives, distributors and sales agents, plus other financiers and funders.

When applying for Cut to The Chase, producers will be asked if they are seeking Australian co-producers. By checking this box, their project will immediately be incorporated into the International Co-Production Market.

INTERNATIONAL CO-PRODUCTION MARKET

The International Co-production Market is designed to facilitate international networking and business opportunities for Canadian producers with Australians and other international producers, with the goal of building relationships and finding production partners for current and future projects. Canadian producers will be provided with meetings with relevant Australian and international producers attending AIDC, working across similar genres/topics.

CONTACT

If you are interested in attending AIDC 2022 (virtually or in-person), please contact anneta.lytvynenko@pch.gc.ca at Canadian Heritage by **Friday, November 19th, 2021** to receive further instructions re: registration.