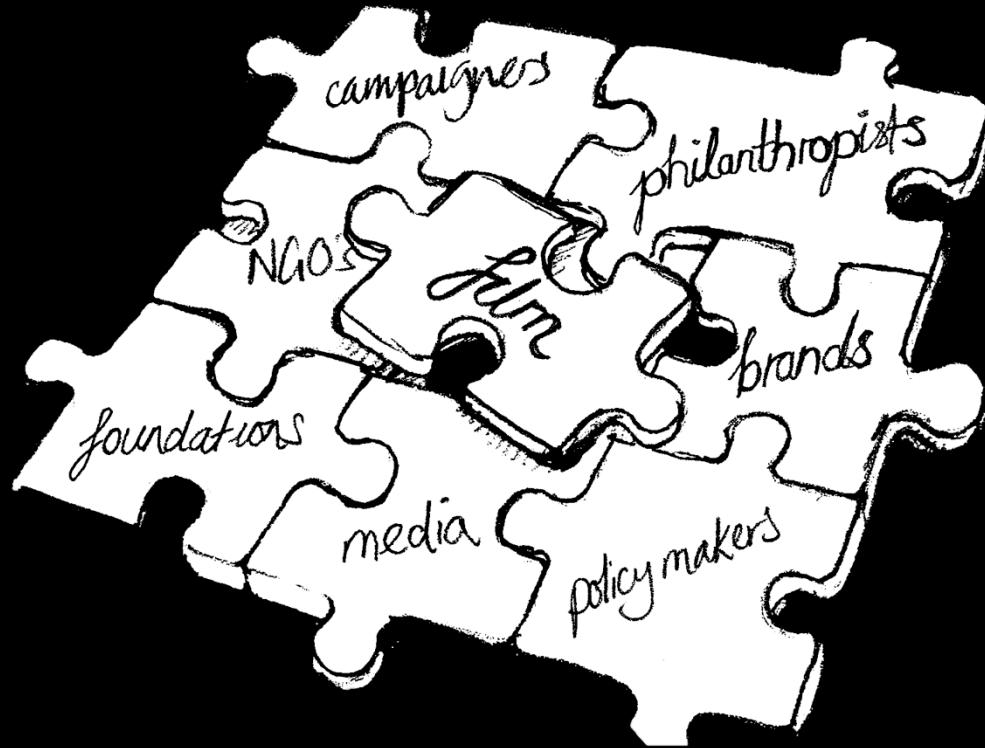


goodpitch² AUSTRALIA

SYDNEY OPERA HOUSE
8th OCTOBER 2014

- **What is Good Pitch?**
- **Who is behind Good Pitch?**
- **What is a Good Pitch film?**
- **What is the Good Pitch process?**



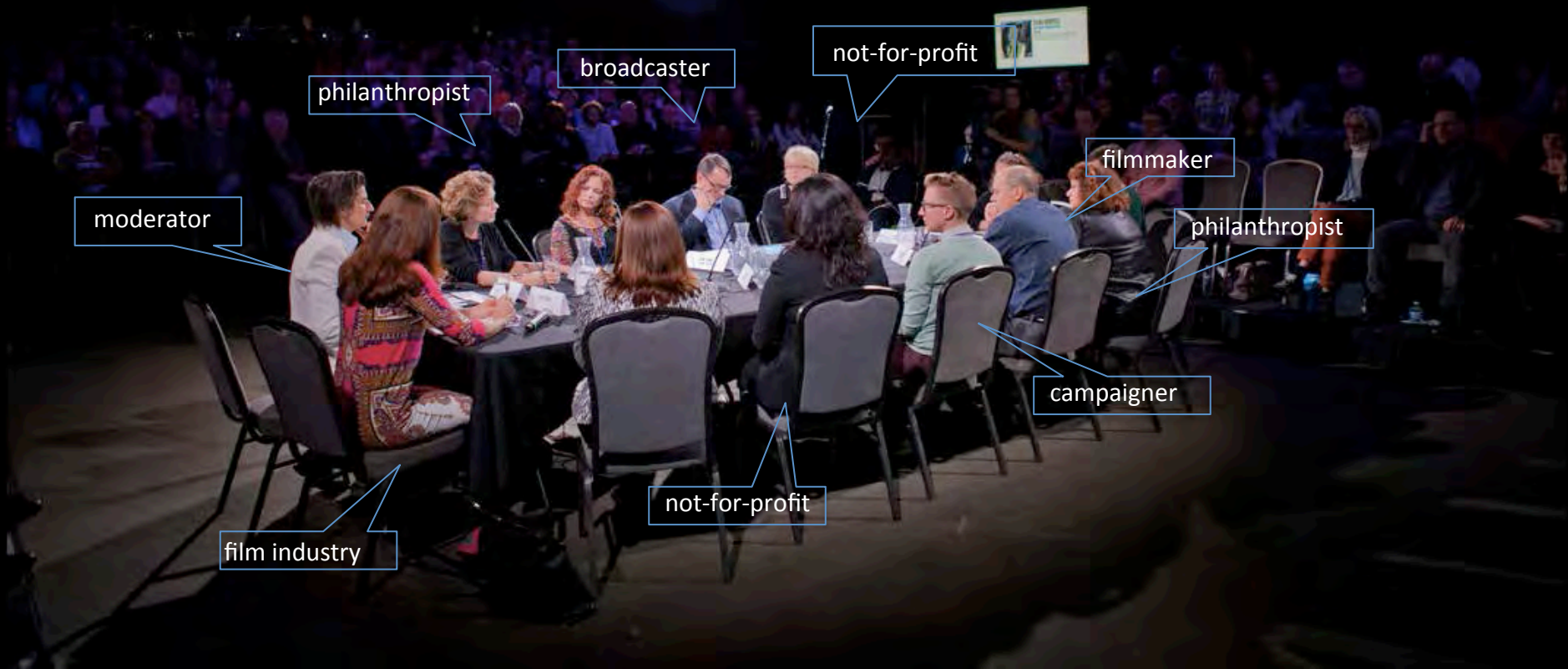
WHAT IS GOOD PITCH?

Good Pitch connects the world's best social impact documentaries with new allies and partners, to build a powerful community capable of making a sustainable difference.



WHAT HAPPENS AT THE EVENT?

7 teams of filmmakers have 7 minutes each to pitch their documentary and outreach strategy to the table and invited audience. Each pitch session takes 30 minutes.



WHO IS AT THE TABLE?

A strategically chosen group of foundations, philanthropists, not-for-profits, campaigners, educators, policy-makers, broadcasters and distributors.



WHAT HAPPENS AT THE TABLE?

The moderator directs a discussion to build a coalition of partners, that will offer support and funding to magnify the social impact of each documentary project.



WHO IS IN THE AUDIENCE?

An invited group of 300 potential new partners, who also have the opportunity to contribute from the floor and bring something unique to each project.



WHAT IS DIFFERENT ABOUT GOOD PITCH?

Good Pitch is all about impact: the goal is to kickstart powerful coalitions and campaigns around outstanding feature documentaries.



GOALS OF GOOD PITCH

TO UNLOCK new sources of funding, distribution routes and audience engagement opportunities for FILMMAKERS.

TO BUILD capacity of the NOT-FOR-PROFITS to use documentaries effectively.

TO INCREASE the return on social capital for PHILANTHROPIC FOUNDATIONS and INDIVIDUAL DONORS.

WHAT GOOD PITCH is NOT

It is not a traditional competitive 'pitch' to broadcasters or funders

It is not a forum for editorially assessing the films

It is not a competition between the films

It is not a 'meet market'

It is about supporting outstanding film projects that can make a real and sustainable difference



SOCIAL IMPACT

Since 2009, Good Pitch has:
presented over 128 independent documentary films,
forged 764 new partnerships,
and leveraged over \$US11.5 million in support.



CRITICAL ACCLAIM

Since 2009, five GOOD PITCH films have been nominated for Academy Awards®:

Hell and Back Again, How to Survive a Plague, The Invisible War, The Square and Dirty Wars.

An additional seven have been shortlisted for Academy Awards®:

Garbage Dreams, Ai Wei Wei – Never Sorry, Bully, Detropia, The House I Live In, The Crash Reel and God Loves Uganda.



[Link to Good Pitch Trailer](#)

Who is behind Good Pitch?



GOOD PITCH

**A partnership between BRITDOC and Sundance Institute
Documentary Film Program, with support from the Ford Foundation.
(London, New York, San Francisco, Chicago, Toronto & Brussels)**



SUNDANCE
INSTITUTE

DOCUMENTARY



FORDFOUNDATION

goodpitch²

**Good Pitch² enables select organisations
around the world to host regional events.**

(The Hague, Taipei, Johannesburg, Buenos Aires & Mumbai)

GOOD PITCH² AUSTRALIA

SHARK ISLAND

INSTITUTE

DAF

DOCUMENTARY AUSTRALIA
FOUNDATION

**Shark Island Institute & Documentary Australia Foundation
will host Good Pitch² Australia
in Sydney & Melbourne over the next 5 years.**

The inaugural event will be in Sydney on 8 October 2014.

GOOD PITCH² AUSTRALIA TEAM

Ian Darling, Chair and Moderator

Malinda Wink, Executive Director

Mary Macrae, Producer

Sally Fryer, Producer

Mitzi Goldman, CEO, Documentary Australia Foundation

Susan MacKinnon, COO, Documentary Australia Foundation



COMMUNITY PARTNERS

The hosts of Good Pitch² Australia are proud to work in partnership with Philanthropy Australia and Pro Bono Australia.

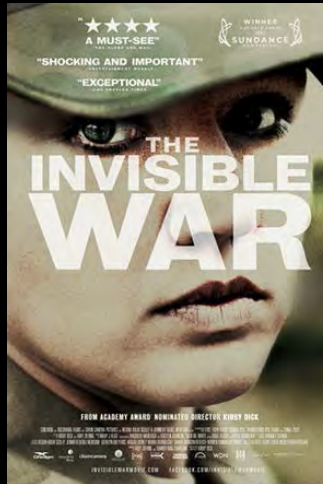
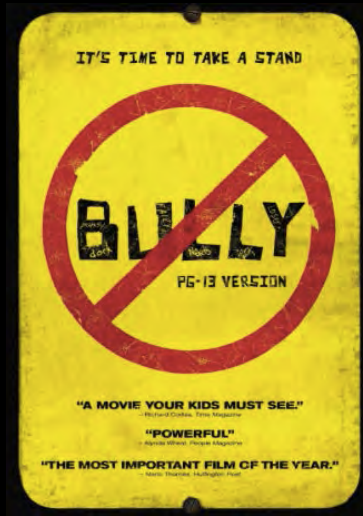


What is a Good Pitch film?



WHAT IS A GOOD PITCH FILM?

- Films which can be used to highlight a significant social issue
- Films that are suitable for education and outreach or which can be part of an active social justice campaign
- Feature length documentaries (60 min+) of any style or genre
- Films in production or those seeking completion or outreach funding



EXAMPLES OF HIGH IMPACT, HIGH LEVERAGE DOCUMENTARIES

1. **BULLY**: National Curriculum
2. **THE INVISIBLE WAR**: Legislative Change
3. **THE INTERRUPTERS**: Local Action



BULLY

THE FILM: a cinematic, character-driven documentary exploring the issue of bullying at the heart of American schools.

THE PITCH: presented at Good Pitch Tribeca in 2010 where the filmmakers were looking for funders and outreach partners.

BULLY

Link to Trailer





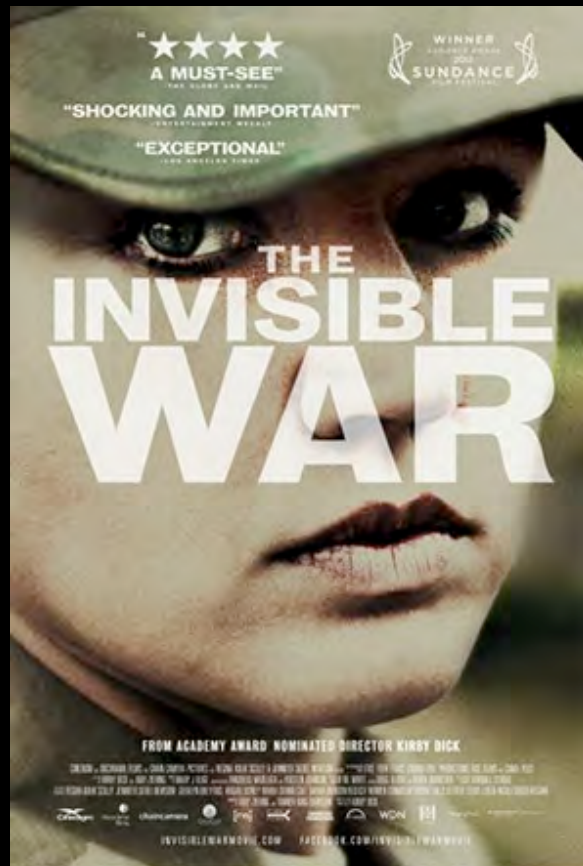
CAMPAIGN HIGHLIGHTS

FUNDING: From Good Pitch, 3 national organisations and 2 broadcasters (BBC & MTV) supported production costs and outreach.

ATTITUDE SHIFT: Over 2.2 million children have now seen the film. In schools, the film is paired with curriculum, professional development and youth action.

BOOST FOR NON-PROFITS: Partners received a significant increase in donations.

LEGISLATIVE CHANGE: Obama endorsed 2 Bills to address school bullying & discrimination.



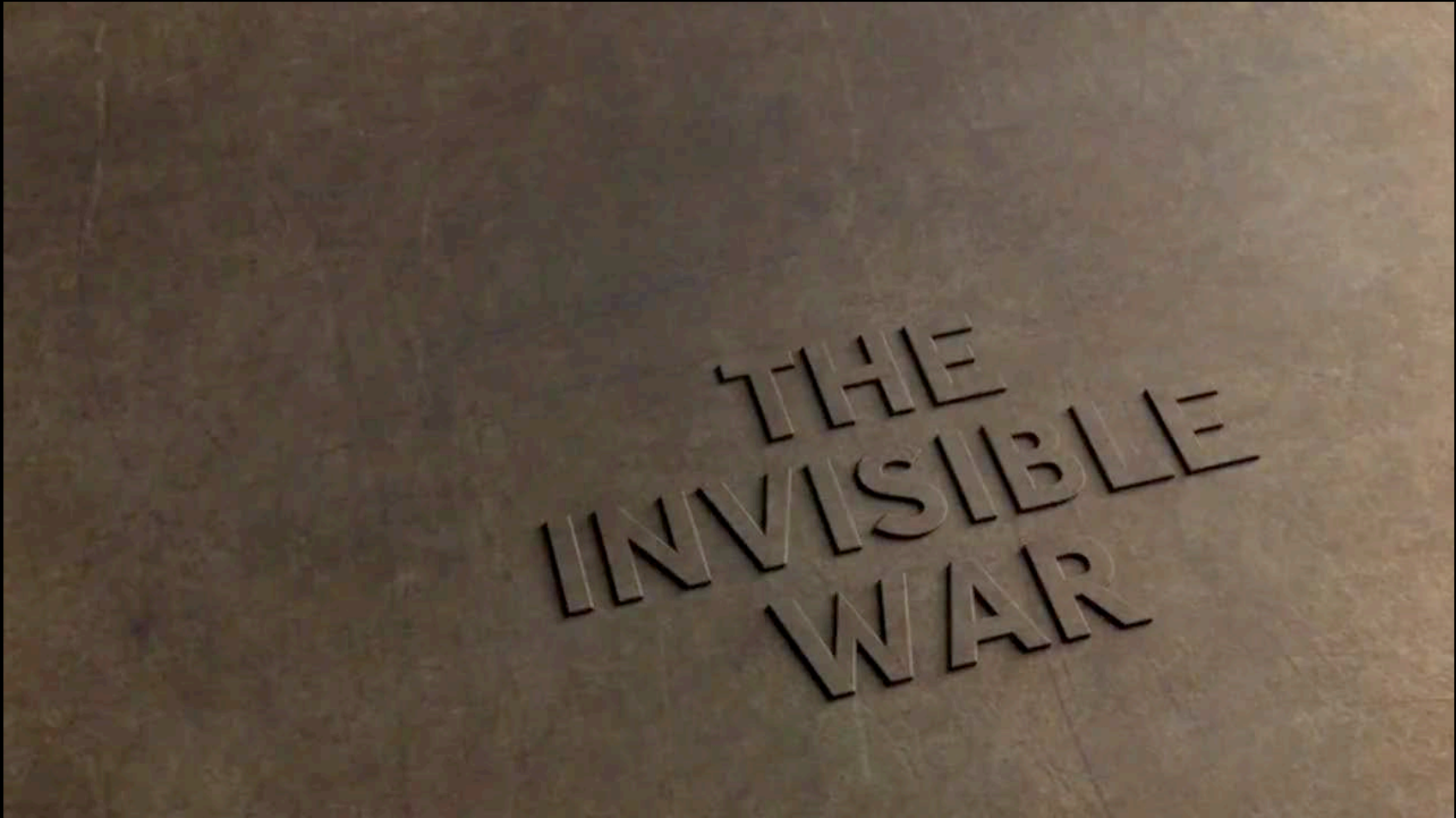
THE INVISIBLE WAR

THE FILM: a searing exposé of the epidemic of sexual assault in the US military, revealing the systemic cover up of the crimes against it's members, and their fight for justice.

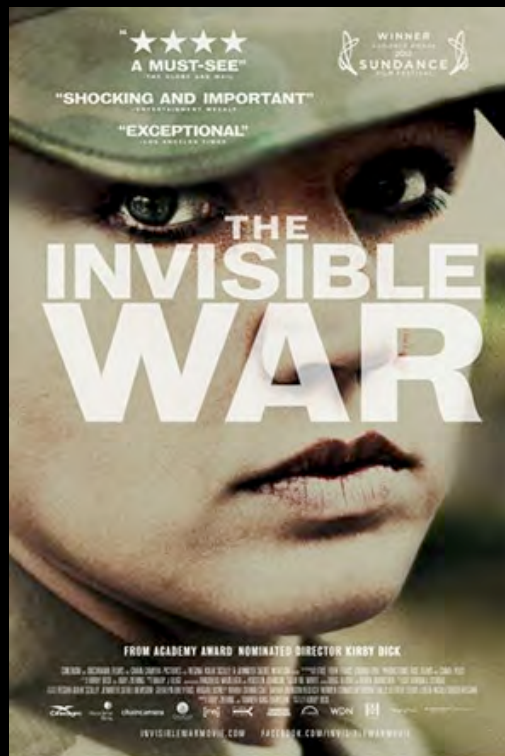
THE PITCH: presented at Good Pitch San Francisco 2011 seeking funding & outreach partners.

THE INVISIBLE WAR

[Link to Trailer](#)



THE
INVISIBLE
WAR

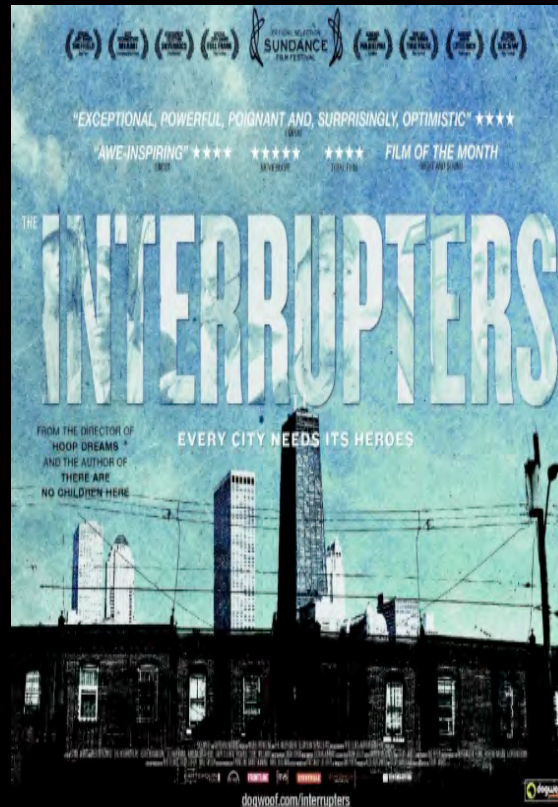


CAMPAIGN HIGHLIGHTS

FUNDING: At the pitch, the filmmakers received over \$150,000, including \$40,000 from Sundance Doc Fund, \$50,000 from an individual funder and increased support from ITV.

LEGISLATIVE CHANGE: Two days after watching the film, US Defense Secretary Leon Panetta announced changes to the Department of Defense policy on sexual assault.

SUPPORT FOR THE VICTIMS: New programs were established to address the needs of victims with treatment and support.



THE INTERRUPTERS

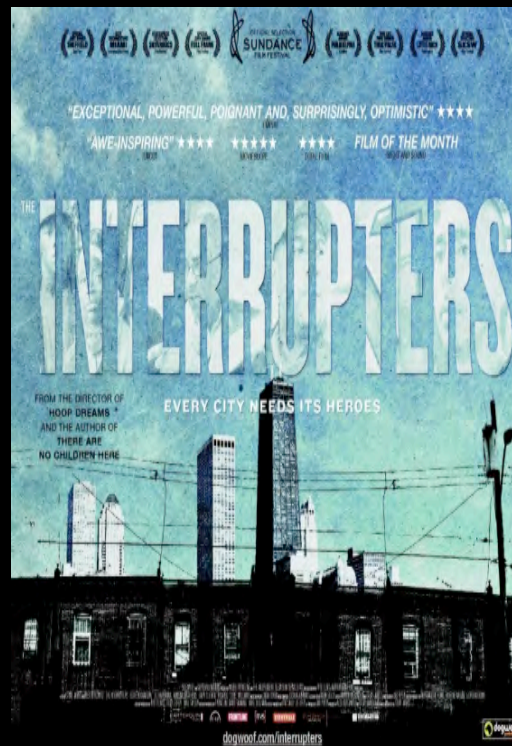
THE FILM: follows a group of ‘violence interrupters’ – former gang leaders and drug dealers trying to protect their Chicago communities from the violence they once employed.

THE PITCH: pitched at Good Pitch Silverdocs 2010, the filmmakers were looking for completion funding as well as funds for outreach.

THE INTERRUPTERS:

[Link to Trailer](#)





CAMPAIGN HIGHLIGHTS

FUNDING: MacArthur Foundation provided production funding. The Fledgling Fund invited the filmmakers to apply for an outreach grant which they received.

STRATEGIC PARTNERSHIP: The film catalysed a \$US1m partnership between the City of Chicago and Ceasefire (NGO) to quell the rising number of homicides in Chicago.

GRASSROOTS IMPACT: Partnered with local government, schools, nonprofits and the legal system to devise strategies to prevent, decrease & effectively respond to community violence.

What is the Good Pitch Process?

Selection
Dec-April 2014

**Capacity &
Impact**
Apr-Oct 2014

The Pitch
Oct 8, 2014

**IMPACT &
Follow up**

THE GOOD PITCH PROCESS

- **Who Should Apply?**
- **How Do You Apply?**
- **What Happens Before Good Pitch?**
- **What Happens After Good Pitch?**

Selection
Dec-April 2014

Capacity & Impact
Apr-Oct 2014

The Pitch
Oct 8, 2014

IMPACT &
Follow up



WHICH FILMMAKERS SHOULD APPLY?

Filmmakers committed to establishing community engagement campaigns, who are seeking funding and outreach partners to help make their films truly influential.

Selection
Dec-April 2014

Capacity & Impact
Apr-Oct 2014

The Pitch
Oct 8, 2014

**IMPACT &
Follow up**



HOW DO YOU APPLY?

Projects are submitted online. You will be asked to outline your team, project, financials and outreach plans. We also require a 2 min video about why you want to make the film, and a trailer or key sequence.

Selection
Dec-April 2014

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Oct 8, 2014

**IMPACT &
Follow up**



WHAT HAPPENS BEFORE GOOD PITCH² ?

Over 5 months, the Good Pitch² Australia team works intensively with the selected filmmakers to develop their funding and outreach strategies. This includes 2 residential off-site workshops.

RESIDENTIAL WORKSHOPS



There will be **2 residential training workshops** in Kangaroo Valley, 2 hours from Sydney.

Workshop 1: Thursday 29th May to Sunday 1st June 2014

Workshop 2: Friday 3rd October to Sunday 5th October 2014

In addition to the Good Pitch² Australia team, there will be representatives from Britdoc, Sundance, Impact Partners, Philanthropy Australia & Pro Bono Australia.

The workshops will consist of impact labs, outreach development, case studies, filmmaker presentations, screenings, promo & pitch training, **AND** great food and wine.

Attendance at both workshops, by 2 members of each filmmaking team, is compulsory.

Selection
Dec-April 2014

Capacity & Impact
Apr-Oct 2014

The Pitch
Oct 8, 2014

IMPACT &
Follow up



BUILDING COLLECTIVE IMPACT

Before the event, the Good Pitch² Australia team also works with the philanthropic & not-for-profit community to identify potential partners with aligned social objectives for each film project.

Selection
Dec-April 2014

Capacity & Impact
Apr-Oct 2014

The Pitch
Oct 8, 2014

**IMPACT &
Follow up**



WHAT HAPPENS AFTER THE PITCH?

The Good Pitch² Australia team will continue to provide support and work collaboratively with **filmmakers and their new coalition of partners**, to maximize the impact of each outreach campaign.

goodpitch²
AUSTRALIA

SYDNEY OPERA HOUSE
8 OCTOBER, 2014

www.goodpitch2australia.com.au