



BACKGROUND:

In 2021, the African Music and Cultural Festival (AMCF) continues its expansion in celebrating creativity and talent within the African Australian Community by incorporating a short films event.

The AMCF short film event aims to create a platform that promotes African filmmakers and actors at all levels, from creative amateurs to professionals within Australia. AMCF recognises the importance of storytelling in African cultures and this film event would allow our stories and experiences to be shared through cinema.

AMCF supports the variety of talents involved in and beyond filmmaking, such as technological innovations and creative arts. It seeks to foster the emerging pool of talents of Africans or those of African heritage within the Australian community both locally and interstates.

AMCF SHORT FILM EXPRESSION OF INTEREST:

Expressions of interests are now open for AMCF Short Films with the aim of recognising and rewarding young African Australian filmmakers.

Categories: Overall family friendly films on Cultural diversity, kids' animation, Youth & Community issues, Intercultural Relationships.

Required Film length: Running time of 15 minutes or less preferred and no more than 20 minutes running time.

Process: The films will be reviewed by an independent panel with various prizes to be won based on the quality of the work provided.

There will be a shortlist of up to 10 films from which the 3 winning films will be derived. The shortlisted films will be promoted on AMCF social networks and will have their films played on the big screen at Federation Square as part of the AMCF Festival which is the biggest African Festival in Australia.

Festival Winning Prize: 1st Prize \$3000, 2nd - \$2000, 3rd \$1000.

Rewarding the participants: At the end of the 3-day Festival on 21 November 2021, AMCF will be holding a public ceremony at Fed Square to award the Prizes to be given by sponsors and the AMCF Leadership.

Open: Monday 07th June 2021

Closing: Monday 30th August 2021 (5:00 PM)



Agreement:

Agree to Terms and Conditions

About this Short Film Competition Agreement

The AMCF Short Film Competition 2021 is conducted as part of Larger African Music and Cultural Festival (AMCF), which is a not-for-profit community-based initiative that promotes African heritage and talents in Australia, breaking down the barriers through Art, music, food, and networks.

Please Read our terms and conditions here before agreeing. This Short Film competition agreement outlines our expectations of our participants and their accountabilities leading up to, at and after the event with AMCF at Federation Square, Melbourne. It also outlines our responsibilities to you. It aims to promote a collaborative and professional relationship between AMCF and our artists. This is to be achieved through effective communication and demonstrating commitment to the success of AMCF events. <https://www.africanmusicfestival.com.au/terms-conditions/>

Responsibilities and accountabilities of performers

1. Submitting your application before the deadline
2. Follow AMCF Social Media channels and promote your participation in the Festival
3. Be responsive to all communication leading up to AMCF event
4. Provide the correct information of your name and film title.
5. Films must not contain profanity and behaviours considered generally unacceptable in the society
6. Provide details of your social media handles which our Social Media team can use to promote your work prior to, during and after the AMCF event
7. Provide Pictures to represent your work for a slideshow, which would be displayed on the big screen for the audience and for AMCF social media promotion
8. Provide a correct bank details for processing of payment when required. AMCF will not be liable where incorrect account is provided
9. Maintain professionalism, integrity and be always courteous to AMCF representatives and Fed Square representatives.
10. If as a participant you promote your film being in the festival yourself, you should acknowledge the AMCF Short Film Festival.



Responsibilities and accountabilities of AMCF:

1. Agree a tentative screening of the selected films within one week of shortlisting and discussion with Artist.
2. Confirm the screening time of the film within 2 weeks of the event
3. Work collaboratively with the Artists
4. Make your payment within five working days after your winner is announced at the AMCF event.
5. Promote the films and artists on the AMCF website and seek opportunities to incorporate Artist in the AMCF social media campaign
6. A Screening time slot between 06.00pm and 10.00pm will be allocated to each Film. As the 'program of the event' is tentative until two weeks prior to the event, it is subject to change and any revisions to tentative times will be agreed with communicated.

Privacy and Confidentiality

All information relating to AMCF, and other participants obtained during the AMCF film event that is not in the public domain is held to be confidential (this includes information obtained backstage). Such information is not to be disclosed by any party without approval of the involved parties. This condition is held to apply both during and after the term of the Agreement of Understanding.

Media and Photography Consent

By participating in the AMCF short film and Competition, the applicant acknowledges that all subjects appearing in the film have consented to their appearance in the film. You agree to AMCF using media and photographs clips of your film at AMCF event for promotion of AMCF event and future AMCF events. This includes but not limited to reports, AMCF websites, promotions of our social media platforms (Twitter, YouTube, Facebook, Instagram and LinkedIn) and funding applications.

The AMCF is not responsible for obtaining consent from subjects and will not accept responsibility for consequences arising from any failure on the part of the applicant to obtain such consent.

The AMCF understands that parents and carers have the right to withhold permission for us to use photographs, video or recordings of under 18 years old. If you have decided that you do not want images of your child to be collected or used by our school, please contact AMCF organising team and communicate your request.

Ownership and Reproduction

Copyright of materials provided for the AMCF film event will be exclusively owned by the AMCF. This means that the AMCF may use the images in the ways described above in this form without notifying, acknowledging or compensating you or your child.



Intellectual property

The Applicant owns the intellectual property in their Application or has gained consent to its right.

The applicant accepts AMCF to screen and use all films entered in the competition across its channels, including but not limited to, events and other promotional platforms.

The applicant accepts AMCF to utilise a portion of the entered film for promotional purposes;

Applicant will always be attributed as the author of their material when their film is used or screened.

Exclusion of Liability

As an applicant You voluntarily assume all risks and dangers incidental to the Festival and waive all claims against the AMCF, event sponsor or owner of the facility for any damage or loss you sustain. AMCF is not liable for any loss or damage whatsoever which is suffered by any applicant, including, but not limited to, indirect or consequential loss, or for personal injury suffered or sustained during preparation, entering the Competition, or acceptance of a prize or award, except for any liability which cannot be excluded by law.

You agree to indemnify AMCF for any claim made against the AMCF arising out of your actions, in connection with the festival, which results in injury or loss to any third parties.

Age and parental consent

There is no age limit. Parental consent is required for Entries submitted by young people under the age 18.

Residency

Application is open to all temporary and permanent residents of Australia and persons holding visas allowing them to work and/or study in Australia.

Biography

Applicants must provide a brief biography of no more than 120 words to describe their creative works, including the film title and African theme in line with AMCF objective, vision, and goals.



Film Requirement:

The short film should be family friendly for public view. The films themes should reflect cultural diversity, Children films, animation, youth issue, community/social issues, friendship and relationship, African intercultural marriages, food, comedy.

In accordance with Federation Square film requirement, submission to AMFC short film competition must be nonpartisan and free from obscene or defamatory content, speech or imagery, and must be suitable for an audience aged less than 18 years.

Film submission must comply with Federation guideline for Classification. Any film screened prior to 8.00pm need to be rated G or PG. From 8.00pm onwards it could be rated M. As the AMCF even is a family friendly event, any film rated M will be subject to approval and meeting both AMCF and Federation Square standards.

Format

Applicants must submit their films and files in the following format (MPEG, MP4) to enable the AMCF to access material for review; such material can be uploaded to a OneDrive, Goggle Drive or Dropbox as designated by AMCF.

Applicants are responsible to ensure the clarity and quality of their film submitted.

Length of film

Film must be between 3 and 15 minutes and any film more than 20 minutes in length may be disqualified.

Competition

Judging of films will be independent team including Film creative personnel, community representative and some of AMCF partnering organisations, to ensure appreciation and diplomacy are exercised in the process. The Judges will critique the film submissions based on:

- Storyline
- Importance
- Originality and creativity
- Theme of cultural relevance.

The number of shortlisted films chosen and the awarded is at the sole discretion of the AMCF.

The decision and choices made by the Judges pertaining the shortlisted and the awarded film will be final and incontestable.

Notification

Shortlisted Films and winners will be selected by the Judges at least two weeks prior to the AMCF short film event on **19 November 2021**.



Shortlisted Films will be notified and invited to attend the AMCF Short Film Festival at least 1 week prior to the AMCF Short Film Festival.

Public Awarding of Winners

The Judges will announce the winners on the invitation-only during the final day of the AMCF event on Sunday 21st November 2021.

Disqualification:

The AMCF may, at its sole discretion, disqualify a film from the AMCF short Film Festival and Competition if:

1. For any reason, the application does not comply with the Requirements;
2. AMCF has reason to believe that the applicant has breached any of these Terms and Conditions, or engaged in activity that is considered unlawful or other improper misconduct that may be damaging to AMCF brand and principles.
3. AMCF considers a submission to be inappropriate, defamatory, discriminatory, offensive, or otherwise not in compliance with these Terms and Conditions.

Competition closing date

The AMCF Short Film Competition will close on 30 August 2021 at 11:59pm. Late entries will not be accepted.

Fees

No Entry Fee.

Acknowledgement

You acknowledge that you have read and understood the above terms and conditions and accept them.

Term

This Agreement comes into force once you ticked **AGREED** on **FORM** and **SUBMIT application**.