



Good Pitch is a worldwide programme that amplifies a film through a strategic impact campaign with a network of synchronistic partnerships. Having been successfully held in various cities around the world, Good Pitch is now coming to New Zealand.

Good Pitch Aotearoa NZ (GPNZ) will be hosted by [Doc Edge](#), New Zealand's national documentary organisation.

GPNZ is calling for submissions from filmmakers with completed or near-complete feature documentaries. More specifically, it is looking for films that tackle important global and national issues, and enhance our understanding of the world. In short, we are looking for brave films. The call is open to projects looking for outreach funding, campaigning networks or a combination of both. Previous experience shows that Good Pitch works well with mid-career to senior filmmakers.

GPNZ is a way of showing off the very best that documentary can be, to entice new partners to support film production and distribution.

Critically we also need to see that filmmakers have thought about what they hope to achieve with their film through an associated impact/outreach campaign. That campaign can take any form and seek to promote public engagement and/or policy change, or engage with the issues raised in new and interesting ways. The campaign is the critical piece to attract new partner organisations to take part in the live Good Pitch event.

For a clearer picture of the range of projects and issues featured at Good Pitch, visit goodpitch.org and see the films selected for previous events.



(Photo: Good Pitch USA 2019)

Call for Submissions

Good Pitch brings together documentary filmmakers with leading change-makers around urgent social issues to forge new coalitions that are good for the films and good for society.

GPNZ is calling for applications for its first edition! We're looking for **4 feature documentaries** that tackle a national or global issue, stories that reveal something important about our world and ourselves. GPNZ will work with filmmakers to build impact strategies. The selected filmmaking teams receive sustained mentorship and professional development through intensive development labs. The labs include two campaign development workshops - **Impact Lab** (taking place right after project selection), and **Pitch Lab** (just before the live event).

Originally designed by the UK-based Doc Society, the Good Pitch model aims:

- to build a community around documentary films by bringing together filmmakers with foundations, NGOs, policymakers, media, etc,
- to address pressing social and environmental issues,
- to create new forms of partnerships, and
- to train individuals to become 'Impact Producers' - whose role is to take the film campaign from production to impact by delivering an impact campaign, securing key partners and overseeing the execution of the campaign.

WHICH FILMMAKERS ARE GOOD PITCH FILMMAKERS?

- ✓ Filmmakers committed to outreach goals and audience engagement ambitions (if you only want completion money for your film, Good Pitch is not for you).



- ✓ Filmmakers looking for partners and collaborators to make their films truly influential and not just commercially successful (*if you only want to sell your film to a distributor, Good Pitch is not for you*).
- ✓ We are also interested in people who come from diverse backgrounds, who understand the importance of social impact and are looking to expand their practice to this new exciting pathway. In this regard, we think of journalists, publicists, marketers and producers.

THE APPLICATION & SELECTION

To be considered, you must:

- submit a trailer or key sequence of no more than 10 minutes. You can upload your material after you've submitted your written application, as long as it is before the closing date & time; and
- record and upload a 2-minute video of yourself, telling us why you want to make this film and what you want it to achieve. The video can be very rough and ready - recorded on a flipcam, iPhone, on your computer - anything. It's not production values we are after, we just want to see you and hear what you've got to say. Easy!
- confirm you are happy for your project to be viewed by external parties. In order to finalise our selection, we enlist some external reviewers who have experience in the field of using films for social impact.

AND IF YOU'RE SELECTED?

If you are selected, the GPNZ team will work gratis with you over a three- to four-month period. Selected film teams will receive mentorship and professional skills development. During this time, we will collaborate with you to identify the impact goal and strategy of your project, and the best partners, funders, and advocates for your project (aligned with your impact strategy) from across society.

Then, through an intensive outreach period this group of carefully curated and selected partners will be encouraged to make a pledge of support specifically for your film project.

In return, we need both members of your pitch team to attend the campaign development workshops - Impact Lab and Pitch Lab. If your project is selected and you are still in production, we ask you acknowledge our work by including 'with thanks to Good Pitch' in the closing credits of the completed film.