

Amy McCulloch

PRODUCER | DEVELOPMENT EXECUTIVE

Byron Bay / Gold Coast / Sydney

SUMMARY

Film and television producer and development professional with 20+ years' experience across production, post-production, creative development and producing. Experienced in developing original film and television projects from concept through to packaging, funding and market, alongside hands-on production experience across Australian and international television.

KEY EXPERIENCE

Development Producer 2025–2026

ABC - various

- Scripted & factual, preschool and primary. Live action and studio factual family formats.

Head of Film & TV Development 2021–2025

RIISE PRODUCTIONS

- Managed the company's slate of original projects across features, scripted and unscripted television.
- Led creative development from initial concept through to pitch, packaging and market.
- Collaborated and developed projects with external writers, directors, producers and creative talent.
- Prepared funding applications, budgets, pitch materials and market submissions.
- Presented projects to broadcasters, platforms, production partners, financiers and international markets.
- Managed multiple projects simultaneously, balancing creative, commercial and production considerations.

Series Producer / Senior Producer 2008–2019

DISNEY

- Series Producer – scripted hosted afternoon show, Disney Channel.
- Senior Producer – multiple factual formats (broadcast), hosted vlog series (digital)
- Editor and Promo Producer – branded media content, Disney Channel, Disney Junior, DisneyXD
- Managed production workflows for broadcast content: researching, scripting and producing shoots, editing and overseeing motion graphics, overseeing VO, audio mix and final mastering and delivery.

OTHER CREDITS

• The Whole Picture – Producer 2025 – 2026

Press junkets and marketing shoots: *Hayu FanFest*, *Moana (live action)*, *Mortal Kombat II etc*

• I'm a Celebrity... (S8), ITV – Talent Chaperone 2021

• My Kitchen Rules (S11), Seven – Post-Production Coordinator / Associate Post Producer 2019 – 2020

• Lego Masters (S1), EndemolShine – Associate Post Producer 2019

KEY SKILLS

DEVELOPMENT: Creative research & development | Script & story development | Original concepts | Slate management | Pitching | Packaging | Pitch decks and sizzles

PRODUCING: Project management | Production planning | Budgets | Funding applications | Talent & Stakeholder management | Production coordination

INDUSTRY: Broadcaster & platform pitching | Film markets | International partnerships | Development strategy | Market materials | Rights & IP

INDUSTRY & MARKET EXPERIENCE

EFM Berlin – 2025

MIFF 37°South – 2025

Screen Forever

Screen Forever

Regional 2 Global

EDUCATION & TRAINING

University of Western Sydney

Robert McKee Story (Sydney)

Robert McKee Story (LA)

TV Writer's Studio (Sydney)

REFERENCES

Available on request.