



**DOCUMENTARY  
AUSTRALIA**

# Fiscal Sponsorship Application Guidelines

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## Eligibility checklist

Before you complete this application, please double check that you are eligible to apply.

- Your project must be a documentary project: feature film, short film, series, VR etc.
- The project producer (or production company) must have an Australian Business Number.
- The project application should reflect your ability to develop a quality project and your ability to identify funding sources.
- Although your film may be on any social issue, the film must have a clear social impact goal and must not reflect values that unlawfully discriminate, according to the UN Declaration of Human Rights.
- Your project must be social issue driven and have opportunities to create positive social change. It must not be produced solely for commercial gain.

## **Section 1: Project administrator**

This will be the main point of contact for Documentary Australia. The project administrator will be informed of the application progress, and if approved will receive notifications about funding received, any contact forms lodged via the DocAus website and any news, events and training applicable to their location.

Project contact (first and last name)\*

Role (Director/Producer/Other)\*

Address\*

State\*

Postcode\*

Telephone\*

Email\*

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## **Section 2: Project creatives**

Provide brief biographies for the producer(s), and if attached, the director(s). Include any notable credits and/or major recognition or award information. For each key creative team member, include information about relevant expertise and the individual's role in the project. Bullet list names and titles of any attached executive producers, editors, advisors and/or consultants. If only a Director is attached to the project, the Director will also hold the role of Producer.

### **Producers Details\***

Producer (first and last name)\*

Producer bio\*

Producer website

Producer organisation/company

State\*

Producer postcode\*

Producer email\*

### **Director details**

Director (first and last name)

Director bio

Director website

Director organisation/company

State

Director postcode

Director email

What other states are your team operating in?

This lets us know what news, events and training to keep you informed about as well as grants your project may be eligible to apply for.

(Select all that apply)

NSW

WA

VIC

SA

QLD

TAS

NT

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### **Section 3: Project details**

Project title\*

### Production stage\*

Choose your project's stage of production, that you are currently at when applying.

- Development
- Production
- Post-production
- Completion
- Outreach

Length of production (in minutes)\*

Number of episodes

Short film versions (in minutes)

Clips under 10 minutes

- Yes
- No

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## Section 4: Project information

For more guide notes please see Screen Australia's Guide What is a synopsis? Outline? Treatment?

Synopsis: \* (Max 500 characters)

Provide a one paragraph synopsis that states the essence of your story, covering very briefly and simply WHO, WHAT and HOW.

Within the space of two to four sentences, the one paragraph synopsis should set out whose story it is (the protagonist), what their story/issue is, how the story unfolds and what is the anticipated outcome.

**Logline: \* (Max 120 characters)**

This is a brief, catchy one sentence version of your film story. This one sentence should give the most concentrated version possible of the story, or at least its key focus.

**Impact areas: \***

What impact area(s) does your documentary fall under? Your project might fall into more than one category. Choose the most relevant impact area.

- |                                                          |                                      |
|----------------------------------------------------------|--------------------------------------|
| <input type="checkbox"/> Human rights and social justice | <input type="checkbox"/> Environment |
| <input type="checkbox"/> Youth and education             | <input type="checkbox"/> Indigenous  |
| <input type="checkbox"/> Women & Girls                   | <input type="checkbox"/> The Arts    |
| <input type="checkbox"/> Health and wellbeing            |                                      |

**Issue summary: \* Max 500 characters**

A short summary of the issue your documentary is addressing (Max 500 characters)  
This is essentially why your film and impact campaign needs to exist. Sum up the 'why' in one line and then expand on the issue in one paragraph. Refer to the group/s being affected, how they are being affected (the issue), the size/scale of the issue, and their location (if applicable). For example:

90% of women refugees have been subjected to sexual violence in the process of becoming a refugee. As a result, these women arrive in Australia traumatised, limiting their ability to become fully functioning members of society. This film seeks to empower survivors to ask for help and raises an opportunity for front line community

services workers (such as doctors, nurses, police, Centrelink) to develop an understanding about the trauma of rape, so they are better able to assist the specific needs of refugee women.

What other topics does your documentary cover? (Select at least one)\* Please only select applicable topics. Aim for no more than 3.

- |                                                    |                                                 |                                                      |
|----------------------------------------------------|-------------------------------------------------|------------------------------------------------------|
| <input type="checkbox"/> Adventure                 | <input type="checkbox"/> Eating disorders       | <input type="checkbox"/> People of colour            |
| <input type="checkbox"/> Aged                      | <input type="checkbox"/> Education              | <input type="checkbox"/> Racism                      |
| <input type="checkbox"/> Child abuse               | <input type="checkbox"/> Employment             | <input type="checkbox"/> Refugees and asylum seekers |
| <input type="checkbox"/> Children and young people | <input type="checkbox"/> Equality               | <input type="checkbox"/> Rural and regional          |
| <input type="checkbox"/> Climate Change            | <input type="checkbox"/> History                | <input type="checkbox"/> Sexual assault              |
| <input type="checkbox"/> Crime                     | <input type="checkbox"/> Homelessness           | <input type="checkbox"/> Sports                      |
| <input type="checkbox"/> Democracy                 | <input type="checkbox"/> Immigration            | <input type="checkbox"/> Sustainability              |
| <input type="checkbox"/> Diet and exercise         | <input type="checkbox"/> Indigenous communities | <input type="checkbox"/> Water                       |
| <input type="checkbox"/> Disability                | <input type="checkbox"/> Land                   | <input type="checkbox"/> Welfare                     |
| <input type="checkbox"/> Discrimination            | <input type="checkbox"/> LGBTIQ+                | <input type="checkbox"/> Wildlife                    |
| <input type="checkbox"/> Domestic violence         | <input type="checkbox"/> Mental health          | <input type="checkbox"/> Women and girls             |

What is your impact vision statement? \* (Max 500 characters)

Your impact vision is an expression of the big change you want to see in the world that everyone involved with your project can unite around. It will be 2-3 sentences that clearly articulates the purpose, goal and desired social impact of your film and campaign activities.

What objectives does your project align with? \* (Select all that apply)

- Increases awareness and empathy
- Improves knowledge of social issues
- Increases action on social issues
- Increases visibility for a diversity of voices
- Improves connection and engagement around social issues
- + Add other: Be as specific/tangible/measurable/realistic as you can be. Your film may not solve an entire social issue alone, but it can contribute to it, so be realistic about what your film can actually help make happen.

Who are the anticipated audiences for your documentary? \* (Select a max of 5)

Social impact documentary offers unique opportunities to engage with audiences outside of the usual distribution channels. Traditional distribution channels can be highly competitive, but social impact docs can find alternative routes to their audience. Consider who needs to see your film to make change happen, as well as how traditional audiences can help propel your film towards those audiences.

Public:

- Primary and secondary students
- Parents of school aged children
- Millennials
- Seniors over 65
- Faith based organisations
- Special interest groups

Influencers:

- Teachers
- Health care professionals
- Businesses
- Trade Unions
- Peak Bodies
- Media
- Celebrities
- Philanthropists
- Advocates or advocacy groups

Decision Makers

- Government
- Federal MPs
- State MP's
- Local Councillors
- Business Leaders
- Corporations
- Investors

How do you plan to reach your target audience? (Max 1000 characters)

Consider how the film's release together with partnerships and initiatives will help you access your target audience. How have you addressed the needs and interests of this audience in your documentary? Consider how the format, length and support materials around your film will help you reach your audience and get your film seen.

What is your relationship and access to this community? Have you developed partnerships with organisations that will assist you to access your audience?

For more ideas about outreach campaigns and activities, read our Case Studies on our website, or sign up to the DocWorks online resources.

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What outcomes do you hope to achieve by making this documentary? Be specific. (Max 1000 characters)

Outcomes are measurable effects that result from your activities and action. Often outcomes are defined as short, medium and long term outcomes.

**Short-term outcomes** happen as an immediate and direct result from people watching your film. These might include attitude shift, increased knowledge, understanding and awareness, increased donations to a cause or sign ups to a campaign.

**Medium-term outcomes** are actions carried out and behaviour changes that are inspired from your film. These include things like schools or businesses implementing new policies, increased participation or visitation rates, improved accountability, new employment or education opportunities, greater investment, and improved infrastructure or support mechanisms.

**Long-term outcomes** are the effects that result after about a year or more and include broader societal change. These include things like reduced incidents in crime, improved

health, national and international policy change or accountability measures, environmental sustainability, reduced unemployment rates, improved education results or completion rates, and improved school climate.

**Who benefits \* (Select all that apply from the application list)**

This group may be completely different from the audience you need to see your film.

They may also be the only audience, or one of many.

By defining who the issue or the film affects, you will establish a need for your project.

- |                                                                       |                                                              |
|-----------------------------------------------------------------------|--------------------------------------------------------------|
| <input type="checkbox"/> Aboriginal and Torres Strait Islander people | <input type="checkbox"/> People living with a mental illness |
| <input type="checkbox"/> Artists                                      | <input type="checkbox"/> People with a disability            |
| <input type="checkbox"/> Elderly                                      | <input type="checkbox"/> Refugees and asylum seekers         |
| <input type="checkbox"/> Farmers                                      | <input type="checkbox"/> Rural and regional communities      |
| <input type="checkbox"/> LGBTIQ communities                           | <input type="checkbox"/> Single parents                      |
| <input type="checkbox"/> Lower socio-economic communities             | <input type="checkbox"/> Small businesses                    |
| <input type="checkbox"/> Men and boys                                 | <input type="checkbox"/> Students                            |
| <input type="checkbox"/> Newly arrived migrants                       | <input type="checkbox"/> Teachers                            |
| <input type="checkbox"/> Nurses                                       | <input type="checkbox"/> Women and girls                     |
|                                                                       | <input type="checkbox"/> Young people                        |

**How will your documentary achieve its outcomes? \* (Max 1000 characters)**

Consider what you want your audience to do after they see your film and if you need to surround your film with other resources and initiatives to assist your audience to take the intended actions.

Potential activities could include organisational partnerships, educational guides, targeted stakeholder/community screenings, social media strategies, multi-platform activity, or social change campaigns.

Check out our Case Studies to see some great examples of impact activities.

**Do you have partnerships with organisations in your issue area already, and if so, how are these relationships informing your project development? \* (Max 1000 characters)**

This may include advisors or experts on the subject matter and communities in the film, or experts in how to access your target audience. They may be organisations that have the same mission as your film and are helping you with financial or in-kind resources to help achieve a shared goal.

**What actions do you hope for viewers to take after seeing your film? \* (Max 1000 characters)**

Audience engagement is a strategy designed to activate audiences toward specific goals. A call to action helps audiences understand the ways that they can get involved or do more to contribute to the larger social change strategy. When the lights go up after your film screens and someone asks what he or she can do to help, how will you answer?

Your call to action will relate back to your intended outcomes for each audience. These might include, signing petitions, downloading and implementing school programs, changing a behaviour, signing up to a partner program, hosting their own screening, donating to the cause, showing support for your campaign through social media, writing to politicians to change policies, procedures or laws, or helping you get in front of the decision-makers.

- 1.
- 2.
- 3.

What are your indicators for success? How will you know when you have achieved your impact vision? \* (Max 1000 characters)

What indicators will you use to measure whether or not your short, medium and longer term outcomes have been achieved? And what tools will you use for measuring this? Indicators are specific and observable measures that indicate to you and to others that your film is achieving the desired change.

Consider what data will best indicate that your film is achieving its goal? What data will have the greatest impact on those you want to influence? e.g. political leaders, the community, funders and potential funders etc. What data can you collect within the limitations of your resources?

It is better to select one or two good indicators per outcome. A good indicator should: be a clear measure of the change you are seeking

give a clear measure of the change for that population/target audience

describe clearly what is being measured and among who the indicator is measured

be attainable and accessible

Quantitative methods such as surveys usually provide a small amount of information from a large number of people. For example, they may tell you that someone has or hasn't taken some action but they are unlikely to tell you what it was about the film that motivated them to do so.

Qualitative data such as the information provided through interviews or focus groups do provide the depth of information you may be seeking, but qualitative methods are usually labour intensive and costly. However short but powerful statements (such as the one below) can often have far more impact on a funder or a powerful decision maker than the results of a large survey.

"I've been addicted to poker machines for years and have tried to stop many times.

What finally stopped me was watching Ker-Ching [Ka-Ching! Pokie Nation] and seeing

just how the whole industry was set up so that I could never win – even though I had always thought I could.”

**Proposed timeline** \* Please identify when you will finish each stage. It is ok to approximate and to deviate from this timeline. It is to help track your progress

Fundraising: MM/YY

Development: MM/YY

Production: MM/YY

Post-production: MM/YY

Completion: MM/YY

Release: MM/YY

Impact campaign: MM/YY

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## **Section 5: Fundraising strategy**

What is the total, overall budget for the project (in AU\$):

Use only numbers, no dollar sign or commas. E.g. 200000

Describe your strategy for raising the additional funds necessary to complete the project. Be specific. \* (Max 800 characters)

How much (total) are you aiming to raise through grants and donations:\*

Use only numbers, no dollar sign or commas. E.g. 20000

How much (total) are you aiming to raise through other sources? (screen agencies, private investments etc.): \*

Use only numbers, no dollar sign or commas. E.g. 180000

Give a list of all other funds that have already been secured. List all sources and amounts raised to date.\*

Please include name + amount

What is your ABN: \*

End method\*

- Target Goal
  - Target Date
  - Target goal and date
  - Never end
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## **Section 6: Media and links**

Upload your best images (from the film or behind the scenes) and sizzle reel or short trailer to inspire potential supporters.

### **Project hero image**

File types accepted: jpg, jpeg, png. Maximum file size is 500KB. Suggested dimensions 568px × 322px

### **Project Gallery images (max of 5)**

File types accepted: jpg, jpeg, png. Maximum file size is 500KB. Suggested dimensions 568px × 322px

### **Project trailer:**

Please provide a Youtube or Vimeo link to feature on your fundraising page.

If project is complete, please provide a link to the screener:

Website:

Facebook:

Twitter:

YouTube:

Vimeo:

Instagram:

