

IMPACT SNAPSHOT

Film: Songs Inside

Documentary Australia met or exceeded targets in 2021/22, delivering on our strategy to support great films, great partnerships and great impact. Our evaluation results confirm what we have always known: that the demand for, and impact of, documentary film only increases, and within the Storytelling for Impact ecosystem Documentary Australia's role is unrivalled.

The diversity of our documentaries are as impressive as the range of filmmakers creating them. Their work shines a light on issues and experiences across all seven of our issue areas; Human Rights & Social Justice, Environment, Indigenous, Health & Wellbeing, Youth & Education, Women & Girls, and The Arts.

KEY ACHIEVEMENTS



\$35M+ RAISED
since 2008



\$3.8M RAISED
for films in 21/22



93 NEW STORIES
assessed in 21/22



2,000+ DONORS
to films in 21/22



80+ COMPLETED
films in 21/22

381 DOCUMENTARIES
published in 21/22

19 EVENTS
across 21/22

1,500+ VIEWERS
across all events

15,000+ SUBSCRIBED
to our newsletter

250+ PARTNERS
supporting film
impact

90% PROJECTS+
in outreach confirm social &/or
environmental outcomes

HOW WE ARE ADDING VALUE

Through our suite of programs, events and initiatives, we add value to documentary storytelling in Australia in a myriad of ways.



WHAT OUR FILMMAKERS SAY

Through our annual Filmmaker Survey, appreciation for Documentary Australia was resounding. Filmmakers are increasingly satisfied with Documentary Australia, with over 90% of our filmmakers reporting high levels of satisfaction, benefit to their project and agreement that they would recommend us to others in 2021/22.

Filmmakers consistently identify the critical role our organisation has played for their projects, with many reporting their projects would not have been completed without our support.

89% agree

Documentary Australia is playing a critical role in the sector

“ Documentary Australia is a fantastic organisation and made my film possible. ”

100%

would recommend our workshops to others

“ Documentary Australia supports the endeavors of Australian film teams to make their dreams a reality. It provides a platform, education and networks that support the growth of projects. ”

+90% agree

That their project benefitted from Documentary Australia

“ Documentary Australia is a vital organisation for documentary filmmakers in Australia. ”

WHAT OUR SUPPORTERS SAY

Why our supporters choose to invest in documentary and Documentary Australia

The vast majority of our supporters are involved because they are passionate about addressing pressing, invisible and intractable social and environmental issues.

They simply believe, as we do, that storytelling plays an important role for society

They understand that documentaries are an effective tool for well-aligned impact partners and strategic campaigns to achieve their goals. They understand that when they choose to support Documentary Australia or documentary films they are supporting both the arts and making a strong impact investment.

Bringing issues and experiences to light

Empowering people to be seen and heard

Reaching and resonating with wide audiences

Stimulating informed discussion

Providing historical, political & cultural insights

Effective & accessible education

Enriching understanding & perspectives

Motivating & facilitating action

Donor satisfaction and perception of value

Our donors believe that Documentary Australia and our documentary films are making a positive difference, according to feedback received via our annual Donor Surveys. The majority are highly satisfied with Documentary Australia and the films they donated to, and agree Documentary Australia has achieved positive outcomes including benefits for the filmmaking sector and social sectors alike.

“ Documentaries are important to our culture, histories and futures. ”

“ Documentary Australia is a vital organisation as it facilitates film-makers to shine a light on both the positive aspects and negative aspects of our society and bring those to the general public to make them aware of issues that we face as citizens. ”

“ Covering and supporting a very diverse range of subjects and stories that would not be heard if not for you. ”