

CAPTURING OUR IMPACT

Film: REVIVAL – the film to bring back film

As Documentary Australia continues support filmmakers drive social change, it is essential to evaluate the impact that our films, programs and the organisational processes to measure the impact they create.

To achieve this, over the next 3 years will will be scaling up and refining our three evaluative approaches enabling us to provide rigorous feedback to our stakeholders and advocate the value of documentary as a tool for social change.

The Documentary Australia evaluation team is committed to the assessment of our films and organisational processes through three key approaches:

Film Evaluation

To assess the impact of our films, we have developed a framework for filmmakers to establish evaluative practices on their own films. We provide support to filmmakers in the design and implementation of their evaluation.

Our Programs

As we support films and filmmakers through our targeted programs such as the Environmental Accelerator, Impact Producer Program and SheDoc we will me evaluating the impact of the intervention we provide to ensure we are adding value to the industry.

Organisational Value

As an organisation, we have four key pillars that underpin what we do; Great films, Great Partnerships, Great Impact and Leadership/ Advocacy upon which we measure our success.

Why is Evaluating Important?

- **It helps us report back to our funders, partners and other stakeholder to demonstrate the value of our work in a measurable way**
- **Builds capacity in the sector to document the power of documentary films, what works and what doesn't**
- **Demonstrates best practice in our industry and feeds learnings back to the film impact teams to improve outcomes.**
- **To celebrate achievements and increase the visibility of the work of Documentary Australia and our filmmakers along with its' outcomes and impact.**

PLEASE CONSIDER SUPPORTING OUR EVALUATION WORK

OUR EVALUATION STRATEGY FOR 2022-2025

Our Evaluation Strategy 2022-25 focuses on the following objectives:

- Evaluate, promote and improve organisational activities;
- Develop strategic impact and evaluation models,
- Highlight and influence best practice;
- Underpin advocacy to influence government policy and legislation; and
- Build an evidence base around the value of documentary.

WHAT WE'VE ACHIEVED

To date, we have already kicked some quite hefty goals in our evaluation work and have uncovered interesting findings on the outcomes and impact that our films, programs and organisational process have achieved.

- Developed a framework that allows filmmakers with little to no experience with evaluative work to establish measurements for their own films. The guide takes filmmakers through the process of creating a program logic of their project and provides example evaluation questions to help them form a basis for conducting data gathering to feedback outputs, outcomes and learnings to their funders, stakeholders and the wider filmmaking community.
- Developed and shared a case study template to films that are in the impact and outreach stages as to communicate their project's journey and outcomes.
- Western Sydney University (WSU) - Institute for Cultural Studies: in September, 2022 Documentary Australia partnered with the Institute for Cultural Studies at WSU to further develop our film evaluation framework specifically for environmentally focussed films.

WHAT NEXT?

- Our evaluation partnership with Western Sydney University will continue work on developing and refining the film evaluation framework, specifically for environmentally focussed films and film production footprints. We aim to use this partnership as the basis for further grants such as an ARC linkage research grant.
- Scale up our capacity building of filmmakers in developing their own evaluative practices and data collection methods in-line with the filmmaker evaluation framework.
- Encourage and assist filmmakers to share case studies of their project's highlights and learning to guide best practice in the sector using Documentary Australia's issue area specific templates.
- Integrate evaluative practices to Documentary Australia's programs and ongoing processes, including higher emphasis on qualitative data collection methods which provide richer and more detailed data but require more human and financial resources to collect.

Please visit our [website](#) and read our latest annual [Impact Report](#) to learn more about the work we do and the films we support.

For further enquiries about the evaluative work of Documentary Australia, please contact our Director of Evaluation and Impact, Lucy Corrigan: lucy@documentaryaustralia.com.au

For general enquiries about Documentary Australia and the work we do, please contact our general enquiries live via email: info@documentaryaustralia.com.au or by phone: 02 9397 1473