



Documentary Australia Evaluation Strategy 2022-2025

Purpose

To support the organisation’s strategic goals and operations, equip filmmakers with the knowledge and tools to evaluate their work and build an evidence base for the value of Documentary Australia, documentary films and their impacts in Australia.

Strategic objectives

The evaluation supports three key strategic objectives:

- 1.2. Increase visibility of documentary (and Documentary Australia)
- 2.2 Increased acknowledgement of the role of documentary in affecting social impact
- 3.1 Increased quality of impact strategies and campaigns.

Evaluation Objectives



Key topic Areas

DOCUMENTARY AUSTRALIA

- The unique role of Documentary Australia in the sector
- Organisational efficiency and effectiveness
- The value of documentary film in Australia
- Our value-add to film projects and social change

DOCUMENTARY FILMS

- Fundraising approaches
- Partnership models
- Distribution for impact
- Impact models, strategies and tactics
- Social outcomes and impact



Key activities

- Review evaluation framework based on Stage 1
- Continue to embed sustainable data collection processes & build capacity across the organisation
- Develop strategic case studies to showcase models and impacts
- Better support film project evaluation, analysis and reporting
- Disseminate findings & facilitate community of practice to share lessons learnt
- Secure a university partnership
- Social Outcomes project to be explored.

Implications

- Human resources: evaluation support, IT, design
- Salesforce system
- Website functionality and data
- Survey software.

Ongoing evaluation activities

- Continue to embed sustainable evaluation processes in business as usual
- Website & salesforce projects
- Program evaluations
- Quality improvement plan

Film evaluations and case studies

- Targeted selection of 3-5 films a year to evaluate closely
- Follow up with all completed films
- Development of case studies
- Collection of academic literature and impact reports.

Evaluation dissemination plan

- Annual evaluation summary, team workshop & quality improvement plan
- Annual impact summary
- Evaluation, research & insights section in quarterly newsletter
- Workshop & program promotion & training content
- Fundraising & grants



GREAT PARTNERSHIPS

Surround impactful stories with a passionate coalitions of partners who use the power of storytelling to bring about social change.

Objectives

- Improved connection and engagement around social issues
- Increased acknowledgement of the role of documentary in affecting social impact

Domain	Indicator	Target
Filmmaker partnerships	Filmmaker satisfaction and experience Organisational value	>85% positive >85% agree
Donor partnerships	Acquisition Growth Retention Conversion Satisfaction & experience No. grants submitted, % approved Organisational value	Increase Increase >85% positive >30% approved >85% agree
Industry, program & event partnerships	No. & type partnerships, initiatives, programs Experience & satisfaction Organisational value	Min 3 deep partnerships >85% positive >85% agree
Impact Partner Network	No. signed up No. engaged	TBC, once launched
Film partners	No. film partners, issue areas	Expanding network, repeat partners across films

GREAT IMPACT

Ensure documentary films are embedded in social change work to build community awareness and push various levers of change, galvanising action.

Objectives

- Increased quality of impact strategies and campaigns
- Increased awareness, knowledge and empathy
- Increased action on social issues.

Domain	Indicator	Target
Organisational value	Fill sector gap	Qual feedback confirms
Sector impact	Sector funding Sector advocacy Sector leadership	Maintain contribution to sector Min 1x initiative a year Min 1x example a year
Funds raised for impact	\$, N, mean & median raised for film impact	10% increase
Filmmaker capacity building & support	No. / % projects supported No. / % resources accessed % filmmakers reporting DA contributed No. workshops & programs No. attendees / films Filmmaker experience Project outcomes	>30 projects a year 100% >85% 4x modules, programs >85% satisfaction Funds, partnerships, achievements, outcomes
Quality impact strategies and campaigns	Fundraising strategy Partnerships & community Impact strategy & campaign	% of films " "
Film & impact campaign outcomes	Individual impacts Community impacts Organisational impacts Systems impacts	As assessed by eval framework >60% measuring impact

GREAT FILMS

Curate diverse, powerful films made by skilled filmmakers that shine a light on the most pressing issues we face as a society and provide hope and inspiration for action.

Objectives:

- Increased quality of social impact documentary
- Increased visibility of documentary
- Increased visibility of a diversity of voices.

Domain	Indicator	Target
Recruitment	No. applications % approved No. EP No. Sweethearts	>100 a year 85%+ 1-2 a year 10-15 a year TBC
Visibility	No. published No. active on website Newsletter performance Social media performance Media & PR performance	>250 >85% of projects Increase metrics Increase metrics >50 media mentions
Diversity	% filmmaker location % gender, CALD, ATSI % film issue areas & topics	Incr national engagement Increase representation Continue representation
Filmmaker support	% projects supported No. / % resources accessed % filmmakers reporting DA contributed	All onboarded, 50% 101, 30% individual support 100% >75%
	No. workshops & programs No. attendees Filmmaker experience Program outcomes	4 101, 4 other Min 6, >50 filmmakers / year >90% satisfied Funds raised, partnerships, achievements, impact
Funds raised for films	\$, N, mean & median raised for film projects	10% increase
Film progress and completion	No/ % films progress stages No / % films completed % filmmakers reporting DA contributed	>75% >75% in 5 year period >80%
Film quality	No. festivals No. awards No. theatrical release No. broadcast No. streaming service No. awards & noms Media	Consistent

Leadership & Advocacy

In recent years, Documentary Australia has stepped into a stronger leadership and advocacy role for the independent documentary sector. We aim to provide a united voice for the sector on issues directly impacting the recognition of and support for documentary filmmaking in Australia.

Objectives:

- Increase understanding of the value of documentary,
- Improve support for independent documentary filmmakers.

Domain	Indicator	Target
Increased visibility	No. of key decision maker contacts No. of meetings with key decision makers No of media mentions	Incr. relationships Incr. meetings >50 mentions
Advocacy	No. submissions to parliament No. of responses from parliament No. public presentations	>2 submissions Incr. responses Incr. presentations
Identifying filmmaker needs	% of filmmakers that voice concerns % of filmmakers that view DA as advocacy leaders	>85% >85%

For further enquiries about the evaluative work of Documentary Australia, please contact our Director of Evaluation and Impact, Lucy Corrigan:
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