

**DOCUMENTARY  
AUSTRALIA**

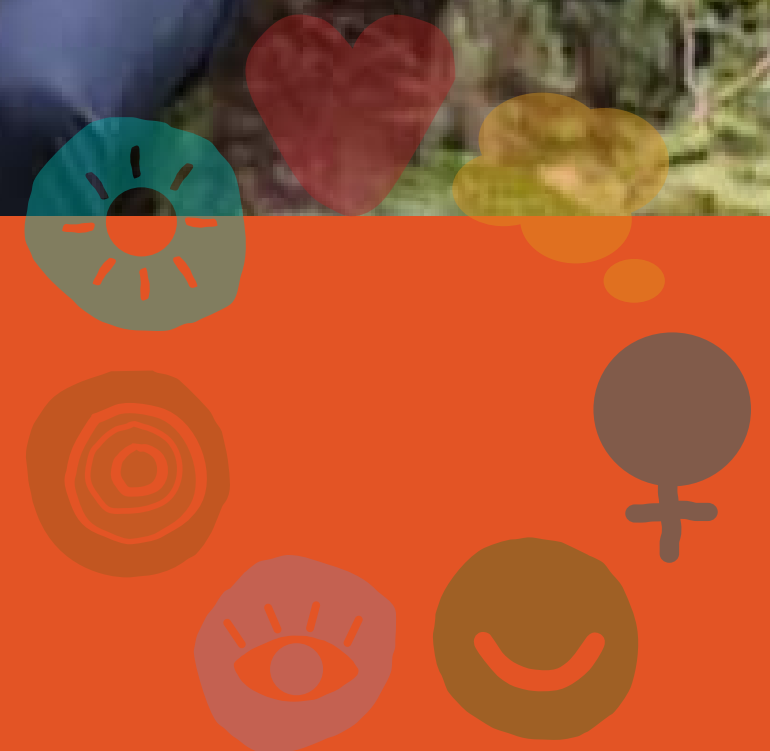
**POWERFUL STORIES FOR SOCIAL CHANGE**



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# **DOCUMENTARY EVIDENCE**

## **Film Measurement Framework**



# Introduction

This document presents a framework to support documentary filmmakers to monitor, measure and evaluate their films and impact campaigns.

Given the incredible diversity of documentaries and impact strategies, this framework outlines a range of categories, concepts and options that can be applied flexibly by filmmakers to suit their unique projects and aims. This is regardless of what stage of a project is in, the type of documentary format, the release strategy or outreach campaign.

This framework includes an outline of:

- The main resources and activities undertaken across film project phases
- High level categories capturing the main products and outcomes being achieved by films and their impact campaigns
- Examples of some ways to track progress towards and achievement of outcomes, and the types of information that can be used.

It is important to note that while documentaries themselves can create awareness and inspire, it takes a strategic impact campaign supported by a coalition of partners to achieve positive outcomes at the organisational, community and systemic levels.

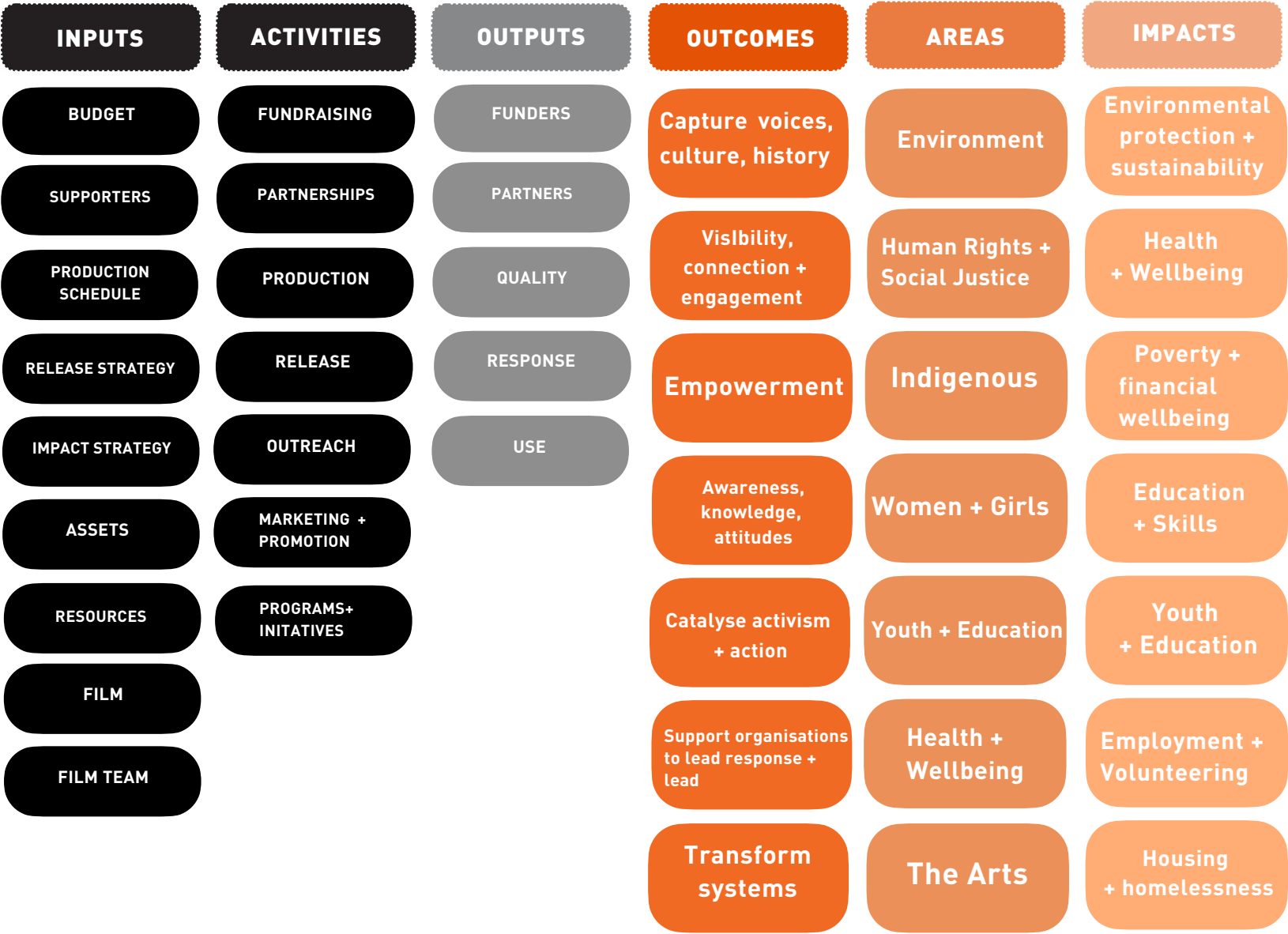
This framework supports filmmakers to develop their own tailored theory of change, and identify the direct outcomes expected as a result of their work, as well as the changes they hope to contribute to in partnership with others.

# FILM MONITORING AND EVALUATION CHECKLIST

These broad steps provide a quick outline of the main steps involved in monitoring and evaluating the effectiveness and impact of your film and impact campaign. For more information about setting up an evaluation for your film project, please complete the evaluation modules on the Documentary Australia filmmaker hub.

Understand the issue	<ul style="list-style-type: none"><li>• What is the problem you are trying to address? What is this important?</li><li>• What is the need for your project?</li><li>• (This research will become a part of your baseline data for your project)</li></ul>
Identify your stakeholders	<ul style="list-style-type: none"><li>• What do they value?</li><li>• What would they consider credible evidence?</li><li>• How can you work with them to collect data and report on the project?</li></ul>
Develop a program logic	<ul style="list-style-type: none"><li>• What are you trying to achieve? What outcomes are you working towards?</li><li>• How are you going to get there? What is your strategy and what activities will you deliver?</li><li>• What resources will you need to deliver on your strategy?</li></ul>
Select your indicators	<ul style="list-style-type: none"><li>• How will you measure your activities and outcomes and track your progress over time? (refer to our evaluation framework for some ideas)</li><li>• What are the key indicators that will ensure you can tell your story?</li><li>• How will you show that your work has contributed to change?</li></ul>
Choose your evaluation approach	<ul style="list-style-type: none"><li>• When will you collect data? (After screenings, before, after and over time following initiatives etc.)</li><li>• Will you collect quantitative or qualitative data or a mix of both?</li></ul>
Select your data collection methods	<ul style="list-style-type: none"><li>• Will you use surveys, interviews, focus groups, case studies, observation or archival / administrative data or a mix?</li><li>• Who will need to collect the data and information?</li><li>• How will you implement data collection and how will you collect your data?</li></ul>
Identify your sample	<ul style="list-style-type: none"><li>• Are you trying to generalise your findings? If so, how will you make sure your sample is representative of the broader group?</li><li>• How will you aim to avoid a biased sample?</li><li>• How will you invite and incentivise people to participate?</li></ul>
Collect and collate your data	<ul style="list-style-type: none"><li>• Systematically collect and collate the data and information over the course of your project</li><li>• Where relevant, refer to the information to reflect on whether you are on track, and if you need to change the course to maximise outcomes</li></ul>
Analyse and report	<ul style="list-style-type: none"><li>• Analyse the information to tell the story of your project</li><li>• Draw conclusions about the effectiveness and value of your project</li><li>• Report on the findings and disseminate through a variety of channels</li><li>• Try to share lessons learnt as well as achievements.</li></ul>

# Film Measurement Framework



## Key terms

**Inputs**  
The resources required for your film and impact campaign.

**Activities**  
What you do as a part of your project - your processes and actions.

**Outputs**  
The direct products or processes resulting from your activities.

**Outcomes**  
The changes or effects that occur as a result of your work, including changes in attitude, awareness, behaviour or conditions.

**Issue area**  
The issue, topic or problem that your film is addressing.

**Impacts**  
The long term outcomes, effects of consequences of one or many projects.

**Indicator**  
Measurable markers that help you track your progress towards a goal, output or outcome. Indicators can be quantitative (quantified by numbers) or qualitative (indicative of status, quality, experience or perspective). Indicators should be SMART (Specific, Measurable, Attainable, Realistic, Timely). They should also allow you to track change over time.

# Measuring your work

Before you can monitor and measure your outcomes, you need to be clear on both your impact goals and your impact strategies or how you will achieve those goals.



Once you are clear on your goals and strategies, this Framework can help you identify the outcomes you are hoping to achieve and potential ways in which you can track and measure progress towards and achievement of these outcomes.

Measuring your project includes two components:

- Selecting your indicators to help you track your progress and success
- Identifying the types of information and the ways in which to collect that information that will allow you to report against your indicators.

When making these decisions, you may want to consider the following:

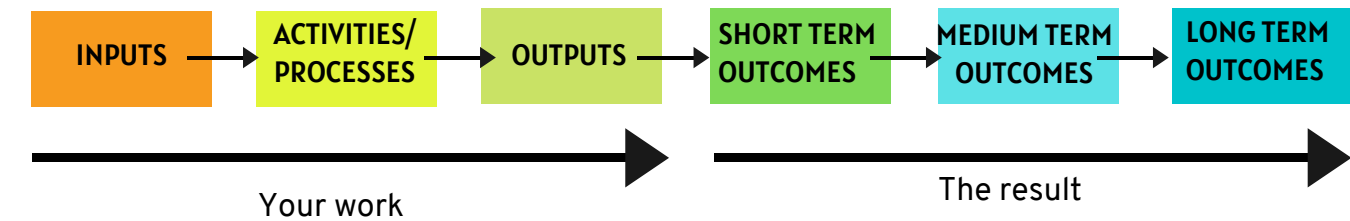
- What will be the best indicators to show that your project is achieving its goals?
- Who are you seeking to benefit?
- What will be convincing for your key stakeholders e.g. funders, partners, decision makers?
- What is feasible and manageable? What information can you collect within the limits of your resources?

## Program logic

A program logic is a diagram that captures why your film and impact campaign should succeed. Ideally you will have created a program logic as a part of your impact campaign, but if not you should develop one to inform the measurement and evaluation of your project.

Like a roadmap, your program logic should depict how your project expects to get from your activities to short, medium and long term outcomes. Specifically, it should outline:

- The long term outcomes you are hoping to achieve
- The short and medium term changes that are expected to lead to the long term outcome
- The activities and outputs of your project that are expected to make these changes happen.



You need to draw the logical links between your activities and the expected changed in a plausible "if - then" relationship. You will need to consider:

- Who are you seeking to influence or benefit (target population)?
- What benefits are you seeking to achieve (outcomes)?
- When will you achieve them (time period)?
- How will you and others make this happen (activities, strategies, resources, etc.)?
- Where and under what circumstances will you do your work (context)?
- Why do you believe your theory will bear out (assumptions)?

For further information on developing a program logic, refer to our Filmmaker hub Modules on evaluation



# Inputs & Activities

## Your project

Your project consists of two things: your resources (inputs) and the things that you do (activities). It is likely that you already keep track of these elements as a part of project management. This is also important for tracking and evaluating your project, so that you can link your work with your outputs and outcomes.

Your resources:

### The film

Your film synopsis, topic and type

### Film team

Biographies, experience and expertise

### Budget

Film budget, social impact budget.

### Supporters

Funders, partners and allies.

### Production schedule

Project management

### Release strategy

Stakeholders, audience pathways, promotion and marketing.

### Impact Strategy

Expected beneficiaries Target audience  
Impact goals Impact dynamics

### Assets

Trailer, Screening Discussion Guide, Press Kit, etc.

### Resources

Educational toolkit, research, training modules etc.

What you do:

### Fundraising

Screen agencies, government, philanthropy, corporate, donations, crowdfunding, fundraising events, other

### Partnerships

Industry, corporations, advocacy organisations, community organisations, educational bodies, media.

### Production

Stage: Development, pre-production, production, post- production Journey, milestones, lessons learnt.

### Release

Festival nominations and acceptance Broadcast, Distribution, Theatrical release Screenings, Events Other.

### Outreach

Guided by your impact campaign, including your impact goals, target audiences, audience pathways, partnerships and theory of change

### Marketing & promotion

Social media, Website, Publicity, Newsletter, other.

### Programs & initiatives

Workshops, training, education Community engagement Other.

# Outputs

## Supporters

Sharing your supporters including funders, partners, sponsors, ambassadors or allies, will be a key part of describing your project and its resources. You may also want to report on the supporters you secure as a measure of success for your fundraising and partnership activities.

### Funders

- Number of funders, donors and sponsors secured Funder types - screen agencies, philanthropic, corporate, crowdfunding, etc.
- Donation amounts
- Overall funds raised

### Partnerships

- Number of partners, allies, ambassadors
- Organisation and individual characteristics, including industries and roles
- How partners are contributing to the film and the campaign
- Number of screenings hosted.

## Quality

Traditional measures of film quality include:

- Film reception
- Critical acclaim
- Awards and nominations
- Reviews and ratings
- Festival acceptance
- Theatrical release or broadcast.

Other questions about quality include:

- Is the story compelling?
- Is the film credible?
- Does the film elevate voices, experiences or diversity?
- Does the film capture nature, history or culture?
- What was the participant experience?
- What do your partners and funders think?



## Reach

REACH refers to who was touched in some way by your film, impact campaign, assets, and other resources and actions. The reach you achieve results from your release and promotional strategy as well as your outreach campaign. As outlined below, you can capture and report on the reach of several elements of your project, including the documentary, impact campaign, assets, resources and other actions.



### Documentary

Online, cinemas, broadcast, festivals, screenings



### Impact campaign

Community screenings, cinemas, organisations, hosts



### Website



### Newsletter



### Social media



### Tailer, teaser or short film clips



### Schools, teachers and students



### Resources and actions e.g. petitions

Reach often involves reporting on the number of people reached, however it also important to report on the types of people reached. That is, reaching the RIGHT people can be just as important or more important than reaching the MOST people.

## Data & tracking:

Capture who, where and how many

No. of viewers, audiences or attendees

No. of downloads, purchases, signatures, subscriptions

Distribution, coverage, exposure, volume

No. of online views, unique views, followers, impressions

No. and type of online comments, mentions, hash tag uses

Information from partner and host surveys and interviews.

## Response

So you have reached audiences with your film, but what was the response? This important part of your story can be captured in numerous ways. However, the key is to avoid 'cherry picking' individual comments or quotes. You can tell a richer story by looking across comments and feedback to identify themes, using individual quotes or comments to illustrate your findings.

### Did audiences connect with the documentary?

Did they identify with the characters, immerse themselves in the story or get transported to another place?

### Did the documentary affect audiences emotionally?

Were audiences challenged, moved, stimulated or enriched?

### Was the documentary engaging?

Were audiences motivated or inspired? Were they likely to act? Do they want to stay in touch?

### What was the audience sentiment about the documentary?

Were they satisfied or interested, did they like it?

### What publicity did the film receive?

What was the commentary and media perspective? Did it kickstart a public conversation?

### Did the film receive notable endorsements?

From celebrities, politicians, influencers or public figures?

## Data and tracking:

Audience surveys and interviews

Host and partner surveys and interviews

Social media responses – engagement, comments, sentiment, click thrus

Subscriptions

Media – press coverage and commentary

Public statements, social media comments and testimonials



## Use

As a result of the partnerships you build, your documentary film may be used as a tool or resource for a range of purposes. Where possible you should capture both activities and outputs to best tell the story of how your film has been used, as well as the outcomes achieved.

Documentaries can be used by or for:

### Organisations

For internal meetings, training or workshops or external activities such as events.

### Campaigns

Such as grassroots advocacy, information or branding campaigns.

### Fundraising

As one-off or ongoing community or organisational activities or campaigns.

### Educational

Including the development and use of educational resources and kits for schools, TAFE or universities and their implementation.

### Other

There are endless, creative means and ways for films to be used - these just capture some of them!

**NOTE:** the key is to capture how the film is used but also what role it plays - that is, the value it adds to the activity and later outcomes.

### Example Outputs

- No. & type of organisations
- No. & type of campaigns
- No. & type of screenings
- No. of training sessions, workshops
- No. of events, presentations
- No. attendees and audiences
- \$ funds raised, no. of donations
- Access or uptake e.g. no. views, no. downloads No. of institutions, teachers and students Locations
- Educational aims
- No. assets and resources e.g. educational guides
- No. subjects, lessons, learning objectives

### Example sources & methods

- Partner / organisational data
- Host and partner surveys or interviews Attendee surveys or interviews Educational surveys
- Online analytics
- Social media analytics and responses - engagement, comments, sentiment, click thrus
- Media - press coverage, press release Documentation e.g. training guides Partner data
- Public statements, endorsements, testimonials

Capturing the need for the use of the film, and the motivations of the stakeholders who choose to use the film form a critical part of this story.

If you can demonstrate why the film was needed and what problem it helped stakeholders overcome, you can better demonstrate its value.





## Individual outcomes

Individual outcomes are the changes you are aiming to achieve at the individual level. This might include changes in awareness, empathy, knowledge and understanding or individual actions as a result of seeing your film.

### Empowerment

Heard, represented, resilient, capable, hopeful, inspired

### Increased awareness & knowledge

On an issue or topic, need or solution

### Improved empathy & attitude

Including compassion and changes beliefs

### Increased connection

With a situation, with others and the community

### Individual action

- Discussing and sharing
- Seeking further information
- Providing support (donate, volunteer)
- Advocating (sign petitions, lobby, contact decision makers)
- Changing behaviour (purchases, practices, approaches)

### Example indicators

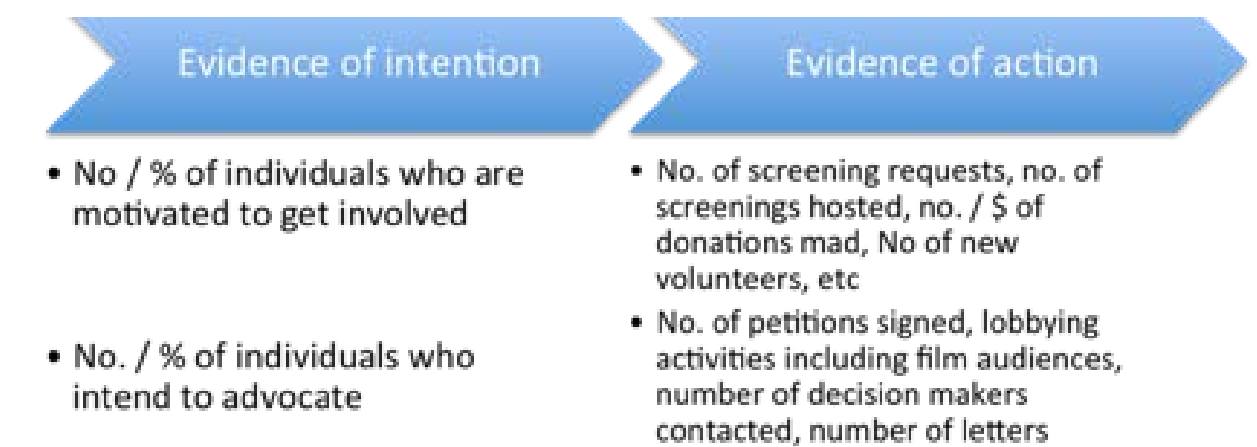
- No/ % who are empowered, or individuals report feeling empowered
- No/ % with improved awareness, empathy, attitude, knowledge, understanding
- No/ % who will share or discuss the film or issue
- No/ % of individuals who are motivated to act following the film
- No. of screening requests
- No. of screenings hosted
- No. who volunteer
- No/ \$ of donations
- No. of petitions signed or letters downloaded / sent
- Changes in purchasing preferences
- Implementation of new practice approaches

### Example sources & methods

- Audience surveys and interviews
- Partner and host surveys and interviews
- Ethnography (observation)
- Case studies
- Engagement data (Conversions, signatures, letters, downloads, conversions)
- Pre and post data (No. of volunteers, donations, conversations)
- Social media
- Engagement, click thrus, subscriptions
- Media, website & online analytics
- External data sources e.g. sales data, national survey data.



If you can, it is best to measure intention to act, for example directly after a screening of the film, alongside evidence that action has occurred. Evidence of action is stronger when it is captured through 'observable' data, however this can also be assessed by asking people to self-report on their actions or inviting stakeholders to share their perspectives on actions taken as a result of the project.



## Organisational outcomes

Organisational outcomes include the changes you are aiming to achieve at the organisational level - for both your impact partner organisations, and organisations you are focussing on as a part of your impact campaign.

### Organisational goals progressed

Including strategic, campaign or program goals

### New or improved initiatives or outputs

Such as new programs, products, services, campaigns, policies or approaches

### Fundraising

For the organisation, or undertaken by the organisation using the film

### Increased resources or capacity

Including new volunteers, partnerships, or assets

### Staff outcomes

Such as increased motivation, increased knowledge or skill, or changed attitudes or approaches

### Improved profile

Increased visibility and improved reputation

### Increased engagement

With the organisation including increased sales, access or use

### Example indicators

- Orgs have progressed or met goals
- New programs or interventions
- New products or outputs
- New or improved policies or procedures
- New or improved practice approaches
- \$ amount of funds raised, number of donations Increase in volunteers and/or ambassadors New or improved partnerships
- New assets e.g. guides, toolkits, social media platforms etc
- Increased enquiries or access to organisation and services
- Increased sales
- Use or increased use of services
- No/ % of staff who report outcomes

### Example sources & methods

- Organisational KPIs and targets met Organisational data and documentation e.g. donation, volunteer or sales increases, cost savings, subscribers, staff satisfaction Surveys and interviews with key stakeholders
- Ethnography (observation)
- Media, websites and social media analytics Other feedback – public statements, verbal, emails.





## Community outcomes

Community outcomes include the changes you are aiming to achieve at the community level or for the members of a particular community.

### Increased awareness & conversation

At the community level

### Increased knowledge & understanding

Within the community

### Increased community connection

Which could include new or improved networks, engagement or partnerships

### Improved community action

For example new community programs, initiatives, events, resources or campaigns

### School and educational outcomes

Including evidence of learning, increased knowledge, and skill development

### New research

For the film, on the issue in the film, or on the film

### Economic outcomes

Such as funds raised, new investment, commercial support, increased tourism, or return on investment

### Example indicators

- Increased % of awareness & empathy at the community level
- Increased % of understanding & knowledge at the community level
- New community conversations
- New networks & partnerships formed
- Increase in people volunteering
- Increase in people attending events
- New community events held
- New programs or initiatives approved and/or implemented
- New research commenced or completed
- Number of teachers using educational resources, number of downloads, number of students receiving lessons
- Number of \$ raised or invested.

### Example sources & methods

- Timeline of events and key milestones
- Community information and announcements
- Community level data e.g. local or national surveys
- Educational surveys, teacher feedback
- Financials – funds raised, investment \$
- % increase in commercial or tourist activity
- Documents e.g. research papers, white papers, policies, new tool
- Surveys and interviews with audiences, hosts, partners, community stakeholders
- Ethnography (observation)
- Media, websites, social media
- Other feedback – online, verbal, emails, statements of support.





## Systems outcomes

Systems outcomes include the changes you are aiming to achieve at the systems levels, including governmental policy and legislation.

### Change public discourse

Including shifting language and sparking conversation

### Increase public pressure

Built or sustained around an issue

### Policy change

New or improved policies, procedures and implementation

### Legislative & legal change

Including new or improved legislation, legal responses or legal action

### Funding changes

Including new or redirected funding for programs or initiatives

## Example indicators

- Parliamentary screenings, attendees Parliamentary conversations or references - MPs championing the change
- Changes in discourse e.g. shifts in language over time
- New or revised policies or legislation confirmed in line with your ask
- New, increased or redirected funding in recognition of need
- Reversal of legal action or decision
- Legal action
- Decision makers contacted, no. of letters, Number of petitions or sign ups
- Number of media articles, press coverage and hits

## Example sources & methods

- Interviews & feedback
- Parliamentary screenings, attendees and conversations
- Policies, legislation
- Announcements, Hansard, press releases, statements, media, social media Documentation, inquiries, white papers, submissions, responses
- Campaign profiles including decision makers contacted
- Advocacy campaign goals (Petition signs, letter downloads)
- Timelines.

Remember, systemic change is likely to require a long term effort between coalitions of partners to achieve change. What you need to capture is how you contribute to shifts, changes or progress in partnership with others.

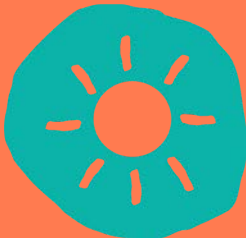


# Issues and topics

Documentaries play an important role in elevating voices, celebrating diversity and capturing nature, history and culture across a range of issue areas and topics. They can play a powerful role in:

## Environment

Introducing the wonders of the natural world to wide audiences and contextualising the presenting issues that affect the environment. Captivating the senses, they touch us emotionally, encouraging us to value our fragile ecosystems and take action towards a more sustainable future.



- Climate change
- Energy
- Land
- Sustainability
- Water
- Wildlife

## Indigenous

Helping others understand the breadth of indigenous experience, shifting stereotypes and revealing positive examples of reconciliation as Indigenous Australians continue to fight for their rights, culture, land, education, health and sovereignty.



- Indigenous knowledge, language & culture
- Native title & land
- Indigenous incarceration
- Stolen generation & child removal
- Indigenous communities
- Health, education & employment

## Human Rights & Social Justice

Exposing inequality and highlighting the complex situations faced by disadvantaged people and communities, and shedding light on important issues, promoting compassion and encouraging greater social cohesion



- Democracy
- Discrimination & exploitation
- Crime & criminal justice
- Housing & homelessness
- Employment
- Poverty & social welfare
- LGBTQI+
- Culturally & Linguistically Diverse
- Refugee & Asylum Seekers
- War & Conflict

## Youth & Education

Giving voice to children and young people who can face great opportunities and challenges, revealing how some children are falling between the cracks of our education and social systems, and providing uplifting examples of evolutions in personalised learning.



- Poverty
- Education
- Child maltreatment
- Out-of-home care
- Juvenile justice
- Relationships
- Health & mental health

## Health & Wellbeing

Raising awareness about a range of health and wellbeing topics and helping to change attitudes, behaviours and policies. By exploring complex, taboo and misunderstood conditions and presenting diverse lived experiences, they promote understanding and self-acceptance and help individuals make responsible informed decisions about their physical and mental health.



- Health
- Mental health
- Illness and disability
- Ageing
- Life satisfaction
- Healthy living
- Spirituality
- Sports and adventure

## Women & Girls

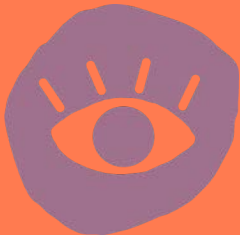
Shifting attitudes, promoting positive examples of empowerment and gender parity and highlight the evolving circumstances of women and girls. By offering intimate portraits of women's lives, they increase awareness of income inequality and gender-based discrimination and violence.



- Gender equality
- Gender discrimination
- Physical violence
- Sexual violence
- Domestic & family violence
- Empowerment

## The Arts

Highlighting the value and diversity of the Arts for Australian culture and society. As an art form themselves, they highlight how The Arts allow audiences to engage with different perspectives and encourage social commentary, self-expression and personal development.



- Visual arts
- Performing arts
- Music
- Society and culture
- Diversity
- Biography and history

## Long term impacts

Over time, many documentaries being used by a range of committed partners and frontline organisations can together contribute to positive social change. Below is a selection of impact areas and indicators to assess progress towards long term collective impact goals across issue areas.

### Empowerment

Increased independence  
Self-determination  
Increased rights and freedoms  
Decreased exploitation  
Democracy

### Improved education & skills

Improved access to quality education  
Increased engagement in education  
Increased educational attainment  
Improved educational outcomes  
Increased equality in access, participation and outcomes  
Reduced exclusion & discrimination  
Alternative education

### Improved social cohesion & inclusion

Improved relationships  
Increased social connection & isolation  
Increased cultural connection  
Increased belonging  
Increased community participation  
Improved social competence  
Improved pro-social behaviours  
Increased safety  
Reduced stereotypes & stigma  
Reduced discrimination, racism & sexism  
Improved criminal justice systems  
Peace

### Improved financial wellbeing & basic needs

Increased income & household wealth  
Reduced poverty  
Reduced socio-economic disadvantage  
Basic necessities met  
Reduced financial hardship  
Increased financial resilience  
Improved childcare access & affordability  
Increased safety and security

### Improved health & wellbeing

Age-appropriate development  
Improved health status  
Improved mental health  
Increased satisfaction with health  
Improved life expectancy  
Improved healthy weight  
Increased physical activity  
Increased healthy behaviours  
Reduced smoking, drug & or alcohol abuse  
Improved access to & use of services  
Increased prevention and early intervention  
Reduced exclusion, discrimination & inequality

### Improved employment

Improved employment opportunities  
Increased employment participation  
Reduced unemployment and underemployment  
Increased job satisfaction  
Improved job security  
Improved work life balance and flexibility  
Reduced exclusion, discrimination and inequality  
Reduced racism, sexism & ageism

### Improved environmental protection & sustainability

Climate change  
Land  
Water  
Oceans & coasts  
Energy  
Biodiversity  
Consumption & production

### Improved housing & homelessness

Reduced homelessness  
Increased housing & affordability  
Improved tenure status & security  
Social housing  
Increased satisfaction with living situation, neighbourhood & community  
Space and overcrowding  
Reduced systematic disadvantage & inequality  
Geography



## Next steps

This framework provides a starting point for filmmakers to think about the key elements of their projects, the outcomes they are working towards, and the indicators and information they might use to assess progress and achievements.

For additional guidance on developing a program logic, evaluation plan or data collection instruments please see the Filmmaker Evaluation Guide.

Additional resources including training modules on evaluation, data collection and data analysis along with suggested templates can also be found on our website.



**We connect filmmakers, activists, educators and change-makers and empower them to maximise their advocacy and impact goals.**

It is our mission to advance awareness and inspire action on important social issues by supporting independent documentary filmmakers and organisations on the front-lines of social change, and amplifying the impact of their works to encourage empathy, activism and social transformation.

Our expertise, guidance and resources help creatives, not-for-profits, educators and change-makers work together to achieve their goals and maximise their social impact through the power of documentary.

We enable impact documentary projects to raise tax-deductible funding and make it possible for passionate philanthropists to collaborate with filmmakers to tell stories that change lives.