



**DOCUMENTARY  
AUSTRALIA**

**POWERFUL STORIES FOR SOCIAL CHANGE**



Image: Geeta

# **FILM IMPACT CAMPAIGN PROGRAM LOGIC**



# Film Impact Campaign Program Logic Template

A program logic is a diagram that captures why your film should succeed. Like a roadmap, it should depict how your project expects to get from the activities you will deliver to the short, medium and long term outcomes.

A program logic should be developed to inform your Impact Strategy and be used as the basis of your evaluation measurement framework.

Your program logic 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 outcomes and how the activities and outputs of your impact campaign are expected to make this changes happen. Your program logic must draw draw the logical links between your activities and the expected changed in a plausible "if this happens - then that will happen" relationship.

This document includes a program logic template, some high level program logic instructions, a snapshot of key terms, a program logic outlining some high level domain examples as well as two worked examples for two documentary impact campaigns.

# Film Impact Campaign Program Logic Instructions

INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES: SHORT	OUTCOMES: MEDIUM	OUTCOMES: LONG	IMPACT
Project resources	What you will do	Results of activity	Immediate changes	Changes <12 mths	Changes e.g. 1+ years	Vision & Goals

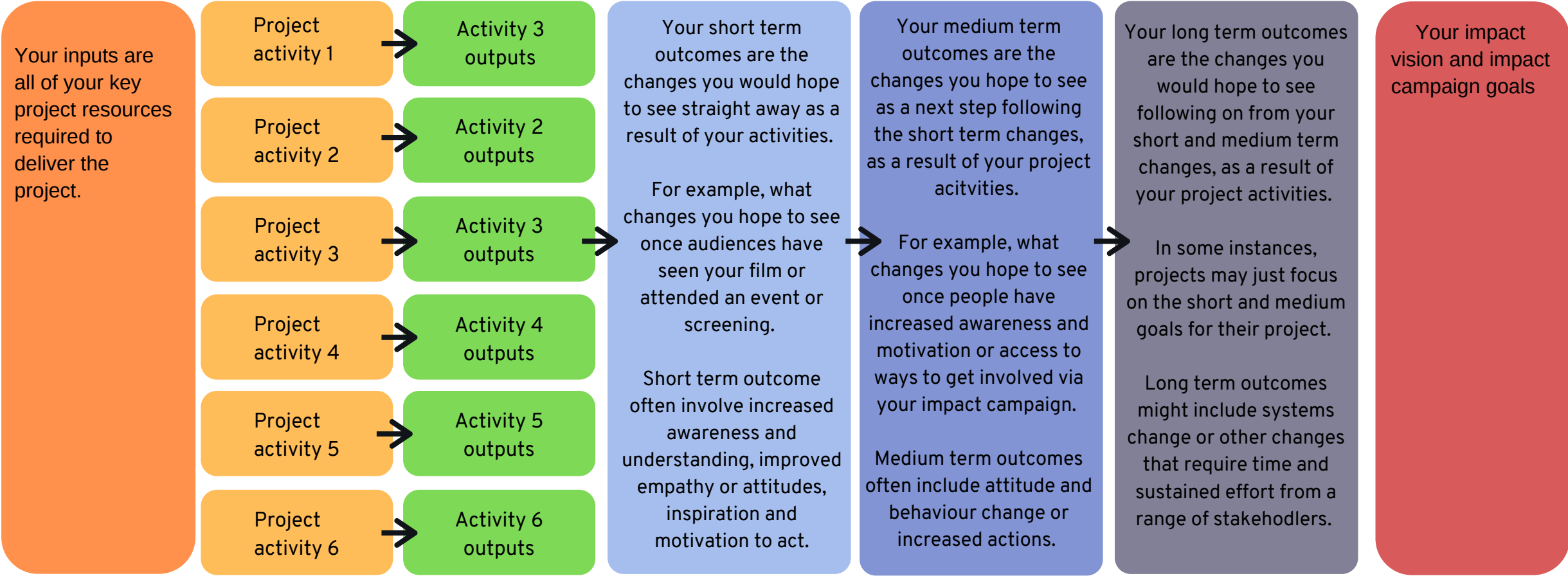
If → then

If → then

If → then

If → then

NOTE: a well designed impact campaign will have multiple activities and outputs contributing to the same or overlapping outcomes.



**The problem / need:**

Summary of the problem or need you are addressing through this project.

**Project assumptions:**

The assumptions you are making in terms of the success of the project in relation to the context.

# Program Logic Example Using High Level Domains

INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES: SHORT	OUTCOMES: MEDIUM	OUTCOMES: LONG	IMPACT
Film & film team Impact Producer Funders & funds Partnerships Media Kit Impact strategy & assets Website & resources Community screenings & discussion guide Educational guide Resources & collateral	Release & distribution	Quality, reach & response	Empowerment & inspiration	New or increased action	Policy, legislative or systems influence or change	Impact strategy vision and goals
	Publicity campaign	No. press hits Coverage	Increased awareness or knowledge	New approaches or behaviour change	Sustainable achievement of impact goals	
	Social media campaign	No. followers, reach, impressions, engagement	Improved e mpathy or attitudes	New initiatives or programs	Increased civic engagement & participation	
	Information provision	No. resources viewed, downloaded or shared	Increased motivation or intention to act	Progression or achievement of partner goals	Impacts: - Improved health or wellbeing - Improved social cohesion & inclusion - Improved environmental protection & sustainability - Improved education & skills - Improved financial wellbeing & basic needs - Improved employment - Improved housing & homelessness - Empowerment	
	Community screenings & events	No. screenings locations, audiences, hosts & types, use.	Increased visibility or profile	New resources or supoport		
	Educational resources, outreach	No. downloads, schools, teachers, students	Increased connection & engagement	Improved educational outcomes		
	Programs &/or initiatives	No. communities, participants, connections, etc	Increased conversation & improved discourse	Improved professional outcomes		
	Advocacy campaign	No. signatures, sign ups, actions	Funds raised	Increased public pressure & influence		



# Worked Example 1: Backtrack Boys

INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES: SHORT	OUTCOMES: MEDIUM	OUTCOMES: LONG	IMPACT
Film Film team Impact Producer Funders & funds Partnerships Media Kit Impact campaign Website resources Community & discussion guide Educational guide	Release & distribution	No. audiences No. festivals Broadcast figures	Increased awareness of youth issues & experiences	Individuals donate or offer other support for Backtrack Youth Works	Increased public pressure & influence leading to raising the age & support for diverting youth from juvenile detention	Impact strategy vision and goals
	Social media campaign	No. followers, reach, engagement	Increased visibility & profile of Backtrack Youthworks	Increased organisational resources, profile & support		
	Advcoacy campaign (sharing#Raisetheage)	Engagement, clickthrus	Increased compassion and empathy for at-risk youth	Empowerment of vulnerable young people & new narratives	Improved community support for vulnerable youth including new initiatives and programs	
	Community screenings	No. screenings, audiences, locations,demographics	Increased awareness of alternative service model for diversionary programs	Increased public support for the #raisetheage campaign		
	Educational resources & outreach	No. downloads/uses, schools, settings,students	Motivation to take action to support / advocate for better solutions	Increased action to adopt whole-of-community responses to youth at risk	Improved youth wellbeing & outcomes	
	Professional development	No. downloads, sessions, No. & type trained	Increased community conversations about local responses to youth issues	New resources or support for community youth programs		
			Inspiration & motivation to establish Backtrack-style program locally	Establishment of new Backtrack style programs in other communities		
			Staff are reinvigorated, inspired & have improved practice knowledge	Improved practice with vulnerable young people		

NOTE: notice how multiple activities will contrbute to the achievement of multiple short term outcomes, strengthening the potential effectiveness of the project.

INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES: SHORT	OUTCOMES: MEDIUM	OUTCOMES: LONG	IMPACT
Film Media Kit Impact campaign strategy Website & resources Community screenings & resources Educational guide Partnerships Volunteers  Additional assets / collateral e.g. letters to MPs and candidates, bumpers, pledges	Release & distribution	No. audiences No. festivals	Reconnection with the spirit & beauty of the WA forests	Increased community knowledge and conversation	Sustained political pressure to start and continue protecting WA's forests	Impact strategy vision and goals
	Publicity campaign	No. press hits Coverage	Increased information on & visibility of issue			
	Social media campaign	No. followers, reach, impressions, engagement	Increased a wareness & understanding of issue	Build a community of Forest for Climate Champions (target 200)	Restore cleared and degraded areas to native forests and ecosystems	
	Information provision	No. resources viewed / downloaded	Inspiration & improved attitudes towards protecting WA forests	Increased community action to protect forests WA forests		
	Screening program	No. screenings No. sign ups No. actions	Increased motivation to act to protect WA forests		Transition timber industry to sustainably managed plantations & farm forestry	
	Educational resources, outreach	No. screenings, schools, teachers, students	Improved student awareness & knowledge	Progress towards or achievement of partner goals		
	Partnerships	No. partner sign ups, promotions, screenings, audiences	Increased support for partner campaigns	Local MPs engage in issue and act to protect WA forests	WA State Government commits to protecting the SW Forests for climate	
	Political campaign	No. post cards signed, links distributed, MP letters	Increased pressure on local MPs and candidates			

NOTE: notice how multiple activities will contribute to the achievement of multiple short term outcomes, strengthening the potential effectiveness of the project.

INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES: SHORT	OUTCOMES: MEDIUM	OUTCOMES: LONG	IMPACT
						Impact strategy vision and goals
The problem / need:			Project assumptions:			