
Image: Backtrack Boys

FREQUENTLY ASKED QUESTIONS

What if I've never organised a screening before?

That's okay! The DocAccess Screening Toolkit is a free resource to help you put on a successful screening, from the early preparatory stages through to how to run the screening on the day/night and post-event communications.

Why do I have to purchase a screening licence?

All films require a licence to be screened publicly. If there is a licence fee, this goes back to the costs of producing and releasing the film. By purchasing a screening licence, you're making sure films can continue to be made.

Under copyright law, you must seek permission and obtain a screening licence from the film team or distributor to screen a film publicly. Hosting a film screening without the required screening licence is illegal.

After purchasing a licence, you will be provided with a licensed version of the film for your event by the film team or the distributor of the film.

However, it is essential to note that this is permitted for the agreed use only, and film files must be deleted following the screening to avoid breaching anti-piracy laws.

If you wish to screen the film again, you must contact the film team to negotiate additional screening licences, with associated fees payable according to audience size and use.

How much does a screening cost?

The cost of a screening licence varies according to each film. You can find out the exact cost by contacting the film team through the film's official website.

When should I purchase my screening licence?

You should purchase the relevant screening licence at least two to four weeks before your scheduled screening to ensure there is enough time for you to receive the film file and permission from the film team or film distributor.

Can I fundraise at the screening event?

Please check whether or not you can fundraise by contacting the film team that is issuing your film and licence.

If you can fundraise, you may wish to do this via the ticket sales or you could fundraise by selling food and drinks or holding a raffle for example. You can also ask for donations to your organisation on the night, or follow up with attendees who've given permission to be contacted after the event - you could collect these via a ipad or a sign in sheet or via the ticket registration.

How do I sell tickets?

You can sell tickets to the event via your venue or make them available online in advance through websites such as Eventbrite, Humanitix or Trybooking. This way, your audience will commit to attending and you can get a sense for how many people to expect. Also, people often value events that they're paying for more than freebies.

What should I charge the audience for a ticket?

If you would like to charge for a ticket, costs vary depending on the total costs of your screening (you will need to calculate your costs - i.e. the cost of the screening licence, venue hire, refreshments etc) and how many people you think will attend. It's up to you to decide how much you need to charge per ticket to cover these costs.

Should I have a discussion or Q&A after the screening?

We recommend organising a Q&A or discussion after the film, allowing time for questions from the audience. See our guide to organising a speaker or panel.

Can I have someone from the production attend my screening and take part in a Q&A or a discussion panel?

This depends on the documentary, location of your screening, the availability of the filmmakers and film team, and the associated cost. You can find out this information by contacting the relevant film team through the film's official website.

If I am not hosting a discussion or Q&A, how can sharing the film help my community?

Even if you can't host a discussion, screening a documentary can change perceptions, spark new ideas, shift views and inspire people to take action. You can follow up with attendees and ask them to

take an action after the screening if you have permission to contact them. We suggest you set up a ticketing website such as Eventbrite, Humanitix or Trybooking to collect emails or a simple sign up sheet on the night.

Can we create customised promotional materials?

We suggest you use the promotional assets available through the film's official website, which often has links to download posters, flyers, and promotional materials. Ensure you have permission to use these materials by asking the film team so you are not in breach of copyright/image licensing.

Tell us about your screening!

We would love to hear about the impact of your documentary screening.

Please complete our online survey or email us info@documentaryaustralia.com.au with the following details:

- What film did you screen?
- Where your event took place? Date, time, location, venue
- How many people attended your event?
- Funds raised?
- Please send us any audience feedback or photography?
- We would love to see any media coverage achieved?
- Summary of any speakers at the event and what topics were discussed
- Were there any positive outcomes of your screening?