

AUDIENCE ENGAGEMENT

About the program:

The *Audience Engagement* program supports [Victorian organisations](#) to deliver activities that have screen culture as their primary focus and which:

- / Provide access for Victorian audiences to engage with screen content
- / Promote screen content created and produced in Victoria and Australia
- / Inspire creativity and innovation
- / Provide content which delivers social and cultural value for Victorians
- / Enhance Victoria's reputation as a vibrant hub of creative and cultural activity.

Supported *Audience Engagement* activities include festivals, curated screening programs and one-off public events related to the film, television, games and [virtual reality](#) industries.

Available funding:

- / A [grant](#) of up to \$20,000 per organisation, per financial year is available for activities held in either **Metropolitan Melbourne** or **Regional Victoria** that engage at least 1,000 audience members
- / Smaller activities in **Regional Victoria** that engage at least 200 audience members can apply for a [grant](#) of up to \$5,000 per organisation, per financial year
- / Organisations may submit a single application to deliver a suite of activities across the year or may submit separate applications for each activity, provided the funding cap has not been reached
- / Film Victoria funding is considered a partial contribution to the activity and applicants are expected to supplement this with their own or third party contributions
- / The level of funding sought must reflect the proposed activity's size and benefits to Victorian audiences.

Applications can be received at any time.

Before applying:

- / Contact the [Program Manager](#) to discuss the activity
- / Read these guidelines and the [Terms of Trade](#) which set out the core terms on which Film Victoria conducts its business. Terms [underlined in green](#) appear in the [website glossary](#)
- / Read [Film Victoria's Gender & Diversity Statement](#). Film Victoria is committed to promoting and supporting gender equality and diversity and inclusiveness in the Victorian Screen industry
- / Check the eligibility and successful applicant sections below
- / Review the [online application form](#).

Eligibility:

[Applicants](#) must:

- / Be a [Victorian](#) company, [Victorian](#) registered organisation or an individual [Victorian](#) resident
- / Have experience in successfully delivering screen culture activities as part of their core business
- / Demonstrate that the minimum audience numbers detailed above can be met.

The activity must:

- / Take place in Victoria
- / Commence between three to nine months of the application being submitted
- / Include a significant amount of Victorian and/or Australian produced screen content in its program.

Exclusions:

The following activities are not eligible for support through this program:

- / Film festivals and activities that exclusively screen short films, unless the activity is regionally based or was funded by Film Victoria within the previous two years
- / The Victorian leg of a national touring film festival program
- / Distribution activities
- / Development or enhancement of websites
- / Activities that have received funding through the Industry Development program for the same event
- / Publications (online/podcast/print)
- / Touring numbers, provision of curated programs to other festivals, collaborations with other events are not counted towards minimum audience numbers.

Assessment process and timelines:

Funding is competitive. When assessing applications Film Victoria will consider:

- / The strategic objectives of the activity, the benefits to the audience of the activity and the size of the audience
- / How the activity promotes and increases engagement with Victorian and Australian screen content
- / Market differentiation of the activity. Activities in Metropolitan Melbourne must demonstrate that they do not duplicate those already on offer
- / The activity's revenue, proposed use of funds, alternative funding sources and support received from private and/or other government sources
- / How the activity's program and/or content addresses gender equality, diversity and inclusiveness.

In cases where the activity has been previously supported by Film Victoria, we will also consider:

- / How the activity continues to evolve and whether previously identified issues have been addressed
- / Whether the activity objectives and [KPI's](#) have been successfully met.

For activities in **Regional Victoria**, priority will be given to:

- / Applicants based in [regional Victoria](#)
- / Activities that do not duplicate those already available in the region. See the [map of Victorian regions](#).

Applicants can expect to be advised of the outcome within six weeks of application submission.

Successful applicants:

- / Funding terms and conditions, including activity branding requirements and details of reporting and acquittal obligations will be set out in the Agreement
- / Future funding will be dependent on the organisation's performance against the agreed [performance measures](#), available funding, and Film Victoria's priorities for the [screen industry](#).

Contacts:

Initial queries:

Program Services Officer, [Natalie Williams](#) 03 9660 3206

Program Manager:

Industry Programs Coordinator, [Madeline Getson](#) 03 9660 3237.