

Audience Engagement Guidelines

About this Program

Audience Engagement is an **invitation only** program that 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.

What are we looking for?

- / Activities that:
 - have been delivered successfully in previous years; and
 - are primarily committed to promoting and supporting gender equality, diversity and inclusiveness in the Victorian Screen industry.

Who is eligible?

[Applicants](#) must:

- / Have been invited to apply to the program
- / Be a [Victorian](#) company or a [Victorian](#) registered organisation (view our [Terms of Trade](#) for general eligibility requirements)
- / Have experience in successfully delivering screen culture activities as part of their core business
- / Have been previously funded by Film Victoria through the Audience Engagement program and have successfully delivered their activity and met KPIs.

What activities are eligible?

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

The activity must:

- / Be an established event with a successful track record
- / Take place in Victoria between 3 and 9 months of the application submission date (other than in exceptional circumstances)
- / Include a significant amount of Victorian and/or Australian produced screen content
- / Demonstrate that minimum audience numbers can be met as follows:
 - 1,000 audience members – for an activity held in Metropolitan Melbourne
 - 200 audience members – for an activity held in [Regional Victoria](#)

Please note: Touring programs, provision of curated programs to other festivals, and collaborations with other events or organisations are not counted towards minimum audience numbers.

What activities are not eligible for this program?

- / Film festivals and activities that exclusively screen [short films](#), unless the activity is regionally based
- / The Victorian leg of a national touring film festival program
- / Distribution activities, development or production of screen content
- / The development or enhancement of websites
- / [Publications](#) (online/podcast/print)
- / Activities that have received funding through Film Victoria's *Industry Development* program for the same activity

How much can you apply for?

- / A [grant](#) of up to \$20,000 per organisation, per financial year for activities held in **Metropolitan Melbourne**.
- / A [grant](#) of up to \$5,000 per organisation, per financial year for activities held in **Regional Victoria**
- / Organisations may submit:
 - a single application to deliver a suite of activities across the year; or
 - 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.

Who can you talk to about this program?

- / Program Services Officer – [Heather Scott](#), 03 9660 3254
- / Program Manager – [Madeline Getson](#), Industry and Audience Coordinator, 03 9660 3237

What happens after you apply?

- / Your application will be assessed by the Program Manager.
- / Decisions will take into account the **Assessment Criteria** listed below, Film Victoria's availability of funds as well as the perceived need for Film Victoria funds by the applicant.

Assessment Criteria

Applications are assessed taking into account the following Assessment Criteria:

- How the activity addresses one or more of the Program objectives (as listed above)
- How well the application demonstrates the activity's ability to attract the minimum audience numbers listed above, with consideration also given to the recognised benefits of the activity to its audience
- Market differentiation of the activity - activities in Metropolitan Melbourne must demonstrate that they do not duplicate those already on offer

- The perceived need for Film Victoria funds, the activity's revenue, proposed use of funds, alternative funding sources and support received from private and/or other government sources
- How the activity promotes and supports gender equality, diversity and inclusiveness in the Victorian Screen industry and how the application demonstrates accessibility, diversity and inclusion. Applicants are encouraged to refer to our [Gender & Diversity Statement](#).
- Whether previous activity objectives and [KPIs](#) were successfully met and how any previous identified issues have been addressed.

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](#).

How long until a decision is made?

You can expect a decision within 5 weeks from the date we receive your application, via email or phone.

What happens if you get funding?

- / Successful applicants will enter into a standard, non-negotiable agreement with Film Victoria, setting out the terms and conditions of the approved funding, including deliverables, credit requirements and any repayment obligations.
- / Successful applicants will be required to provide Film Victoria with a list of communications, marketing and branding requirements and required timelines.

What happens if you don't get funding?

- / We will contact you to let you know if you have been unsuccessful in obtaining funding.
- / You are welcome to get in touch with the Program Manager, to receive feedback on your application.

What will help your application?

- / 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.
- / Review the online application form – make sure you have all required documents ready to be submitted with the application.
- / Make sure your application addresses the **Assessment Criteria** (set out above)
- / Read Film Victoria's [Gender & Diversity Statement](#). Film Victoria is committed to promoting and supporting gender equality, diversity and inclusiveness in the Victorian Screen industry.