Screen Currency FAQs*

* The subjects of all questions related to the Screen Currency Request for Proposals submitted by deadline have been covered in the responses below. Where we received multiple versions of similar questions, we have aggregated and paraphrased them for coherence. We encourage all researchers, teams and agencies to familiarise themselves with the additional information provided to inform their proposals.

Research Timing & Alignment

What is driving the need to do this research now?

Screen Currency 2025 recognises the need for a strong evidence base to understand the impact and value of screen and games production in a rapidly evolving landscape. Changing forms of engagement have transformed industry value chains and some information about audiences is now inaccessible to the broader sector.

Screen Currency is a key element of Screen Australia's strategic priority to empower the screen industry through insights and research and to help them understand the impact of their work. It will be used by a range of stakeholders as outlined in the Request for Proposals.

Screen Currency will also contribute to the State of Culture report – an action of the National Cultural Policy "Revive: A Place for Every Story and a Story for Every Place" – which is due to be delivered in June 2026. Ongoing engagement between Screen Australia and Creative Australia's research team, who are leading the development of the State of Culture report, will continue as Screen Currency progresses to ensure alignment.

Screen Currency's research outcomes will support and resource the policy development for the next iteration of Australia's National Cultural Policy which will start in earnest in 2026.

Is there flexibility in Screen Currency's timeframe?

Our ability to extend the deadlines for reporting is limited. However, the reports may be released in staggered format in line with a yet-to-be determined communications plan and schedule from Q2 2026. The release schedule may allow some flexibility in final readiness for publication.

Are there additional milestones associated with Screen Currency?

Contingent on the research design, and subject to consultation with research teams, we are hoping that early insights and initial findings may be available in early December to support the connection and relationships between research questions, data and insights across all elements of Screen Currency.

Budget

What are the budget parameters for Screen Currency?

The budget for Screen Currency components has been kept open as we anticipate that there may be many different approaches to the research requirements and a range of ways to respond to the challenge brief. These may include addressing several research areas in one proposal or addressing only a subset of one research area.

We will be evaluating each proposal for value for money, and price will not be the sole factor in this evaluation. We will consider the relevant financial and non-financial costs and benefits of each proposal including but not limited to: the quality of the research proposal, the fitness for purpose and alignment with our research aims and requirements, and the flexibility of the proposal. For more detail on how we assess value for money, please see the link below noting points 4.4, 4.5 and 4.6 especially:

https://www.finance.gov.au/government/procurement/commonwealth-procurement-rules/value-money

We encourage proposals to include, where relevant, budget range options, including minimum thresholds. We recognise that new approaches, innovative design, and the generation of new data sets will require some development. It is anticipated that larger, more comprehensive proposals may offer some economies of scale. Evaluation of proposals will require a balance of priorities across the full scope of requirements.

Please note that our primary focus when evaluating submissions will be based on achieving the best – and most efficient – outcome, which may not necessarily be the lowest quote. We therefore encourage you to propose a budget that accurately reflects the resources required to deliver your best work.

As noted in the Request for Proposals, proposals should include a breakdown of the total cost of the service, with detailed costing identifying the items or services proposed, including and noting GST where applicable. If travel will be involved this should also be itemised and costed. Some allowance should be made for post-submission dissemination (including briefings and publication support).

Multiple or Partial Proposals

What form should proposals for two or more of the research areas take?

Where an individual or team are submitting multiple proposals for different elements of the brief, this should be clearly signposted, but will not require entirely separate submissions of all proposal materials (such as company or proposing organisation information). If a proposal includes bids to address multiple areas of the research requirements, the team may be offered a contract for delivery of a subset (one or more) of the elements in the broader proposal.

Would it be preferable for individual researchers or institutions to submit only one proposal?

The submission of multiple fit-for-purpose proposals from suitably qualified researchers or teams will not disadvantage any individual proposal and will give the procurement team more options.

How will proposals that do not address all research requirements in any area be evaluated?

Proposals may choose to address a subset of a one of the four research areas (e.g. audience time use and multi-screening insights using digital ethnographies) or offer up expertise related to a particular cohort or focus community (e.g. gamers or First Nations audiences).

While there may be efficiencies of scale in more comprehensive proposals, individual proposals that offer unique or specialist expertise to address key identified research needs (that are complementary to other proposals) may be critical to the overall success of the project. Such proposals may be evaluated as having strong "alignment with overall aims of project (including relevance to research areas, effectiveness of proposed approach, interoperability and repeatability)" if they address an important research gap.

Partnership & Collaboration

Is Screen Australia expecting to broker collaborations between complementary proposals or should research teams initiate and include potential partners in submissions?

We are open to both options.

If you have an existing relationship with a trusted research partner with complementary skills and capabilities (or can see strong potential for a new, effective collaboration), we encourage you to consider making a joint proposal.

We may also consider introducing and brokering potential partnerships where we see an opportunity for productive collaboration. We have included a stage in our procurement process for potential partner introductions and negotiations.

Our ambition is that findings can be shared across research areas throughout the development of the Screen Currency project to synthesise insights.

Governance of Collaborations

What will the governance model for the research collaborations for Screen Currency be?

Depending on the outcomes of the procurement process, some research partners may be invited to form collaborative research teams.

Screen Australia's Screen Currency Project Team (drawing on advice from the Research Advisory Committee and overseen by Screen Australia's Management and Board) will retain responsibility for overall project management, including the coordination of meetings and research collaborations.

Commissioned research teams and partners will have responsibility for any collaboration on research development and design of methods and will manage their own agreed deliverables related to fieldwork, best practice, quality assurance and the supply of data, analysis, insights and reports (see diagram below) in order to meet overall project milestones.

What is the role of the Research Advisory Group and will its input into information and data gaps be published?

The Research Advisory Group will continue to support the Screen Currency Project team with advice and input – particularly in relation to research methods.

The information and data gaps identified by the Research Advisory Group in the early stages of development of the Screen Currency project have informed the development of the research needs and have been integrated into the Request for Proposal.

Ethics Approval

Will ethics approvals be required for this project?

Screen Australia does not require adherence to a formal ethics approval process, however we require all research partners to adhere to rigorous ethical and professional standards such as those published by The Research Society, the Australian Institute of Aboriginal and Torres Strait Islander Studies (AIATSIS) and the National Health and Medical Research Council (NHMRC).

We appreciate that some research partner institutions have their own obligations for ethics approval. We are open to finding ways to work that both support best practice and bring different forms of expertise together within the parameters of project requirements.

Scope

Should proposals address the full value chain of the screen and games industries?

Screen Currency is focused on the impact of screen and games production in the economic contribution study in section 6.1 (rather than quantifying the value of the entire ecology, including distribution, exhibition and broadcast – these areas are covered in the ABS Film, Television and Digital Games, Australia data sets).

The brief for the Games and Industry study (section 6.2) includes the requirement for a mapping of contemporary screen and games business value chains and reference to the state of these sectors in FY2024-2025. It also encourages consideration of 'platforms, distribution mechanisms and pathways to audience for content' as important industry dynamics for screen and games production.

Will Screen Currency seek to profile only 'professional' Australian content production? Are any subsectors priorities in the research? Are e-sports in scope for gaming?

The research scope includes all Australian production and content creation (includes user generated content), not only Screen Australia funded projects. There may be particular focus, however, on the impact of productions that have been supported by public-interest policy interventions (including Screen Australia funding).

Subsectors such as scripted, factual, games and digital content are included in scope and will need to be addressed in the research design.

E-sports are not a primary focus for Screen Currency, but we recognise that it is a category within digital games. As such, we are open to proposals that includes this category within a broader focus on digital games.

Which other sectors are preferred for comparison to screen and games production in measures of economic contribution?

References in the economic contribution study (section 6.1) to comparison with 'other sectors' may relate to sectors such as sport or tourism, although we invite suggestions from research teams. Useful comparisons may depend on the comparability of data sets and relevant parameters, including scale, levels of government investment and considerations such as types of impact.

Are global audiences in scope? How will these be handled?

While global audiences are not the primary focus of the audience elements of the study, we are interested in global impact and perceptions of Australian content. There may be potential for some data sharing with stakeholders and other research sources to support this element of the study. We would, however, welcome approaches to this area that are cost-effective and aligned with the Screen Currency's research questions and needs.

Methodology

Does Screen Australia have a preferred approach to research methods?

When evaluating proposals, research methods will be assessed for their capacity to effectively address the research questions and their alignment with overall aims of project (including relevance to research areas, effectiveness of proposed approach, interoperability and repeatability).

Is Screen Australia open to incorporating innovative research methods?

Screen Australia is open to innovative approaches to research methods that are fit-for-purpose, robust, repeatable and ethical. We would expect that any use of technologies such as artificial intelligence or social listening would be carefully validated and triangulated using robust methods to ensure the quality and integrity of data and insights generated.

We anticipate that such technologies may be most helpful in engaging with large data sets, and that more bespoke, human-centred approaches will be required in more direct engagements with individual research participants, particularly those from vulnerable focus communities.

How will Screen Currency address ownership of proprietary data and methods?

We understand that some data inputs and tools for analysis referenced in some proposals may be proprietary. In this circumstance, and where these proposals are competitive, we will seek to negotiate outcomes that will fulfil the requirements of Screen Currency deliverables, including quality assurance and the ability to collaborate in relation to findings and insights.

We are open to discussion on a collaborative approach to data handling and sharing. We will be seeking demonstration of how aggregated, de-identified data handling methods can generate meaningful insights and align with our need for repeatable results and our commitment to transparency.

Is there particular guidance to be taken from the Discussion Paper?

The Discussion Paper is the result of a review of a broad set of literature and policy contexts for understanding and valuing the impact of cultural and creative industries and of community engagement with cultural content. It canvases some of the broad schools of thought and approaches related to this work and identifies some of the criticisms of respective approaches. This contextual information may be useful to inform proposals, and interested parties may wish to explore relevant reports and work referenced in the Discussion Paper in more depth.

A key outcome of this literature review was Screen Currency's intention to attempt a mixed methods approach. The development of the Request for Proposals was also informed by extensive consultation with industry representatives, government bodies, researchers and global counterparts about the needs and challenges of undertaking this research. We have attempted to synthesise these insights and contributions into the Request for Proposals. We remain open to any important issues or areas we may have missed.

Does Screen Australia have areas of priority or preferred models for the economic impact components of the research requirements?

The research requirements outlined in the Request for Proposals includes guidance on the identified measures of direct and indirect (or spillover) economic impact that should be included.

When evaluating proposals, research methods and models will be assessed for their capacity to effectively address the research questions and their alignment with overall aims of project (including relevance to research areas, effectiveness of proposed approach, interoperability and repeatability).

How will case studies be chosen? What will the impact framework for case studies look like?

Screen Australia anticipates that the identification of case studies will result from discussion and agreement between commissioned research partners and the Screen Currency project team, with input from the Research Advisory Group. A balance of considerations such as location of production, program type, platform, scale of business, audience and reach will be required to ensure a representative and useful selection of case studies.

We are open to innovative approaches to the development of an impact framework for case studies that address the priorities of the Screen Currency brief. The case study elements identified in Figure 2 (section A.4 of the Request for Proposals) was illustrative only, intended to signal our intention that case studies could draw on many of the data and insights from the other research areas.

How much longitudinal/ trend analysis will be expected form Screen Currency 2025? Are we seeking to update 2016 benchmarks or develop new approaches?

We anticipate that some data sets developed for Screen Currency 2025 will set new baselines for ongoing, repeatable research.

Where available, we welcome comparisons to relevant previous data to provide insights on trends or changes over time.

We encourage proposals to put forward methodologies and approaches that they feel best address the research requirements in the current brief. This may include, but does not require, reference to the 2016 report. We are open to new approaches.

Sample sizes & focus communities

Have expectations been identified on sample sizes for population and focus communities?

As the final research design will be responsive to proposals and their approaches, we are unable to provide specific guidance on sample sizes. However, we expect research for Screen Currency to be thorough and statistically robust. Proposals for qualitative research should include a detailed sampling strategy and information about segmentation and recruitment methods. Quantitative research proposals should include sample sizes representative of the Australian population at a national and state level with a margin of error that is no greater than 5%.

Where possible, data should be able to be reported at state and territory level. The capacity for granularity to enable the identification of regional versus urban communities would be encouraged.

As per the budget section above, it may be helpful to include, where relevant, budget range options, including minimum thresholds for data validity and statistical significance.

What are the expectations of research providers in working with focus communities?

Research with priority communities should be based on strong ethical standards (see section on Ethics above) and principles of self-identification, self-determination and empowerment. Research with First Nations communities should also follow the guidance of Screen Australia's Pathways and Protocols document as identified in Screen Australia's Terms of Trade (see Request for Proposals section B3: Performance Standards Required).

Budget plans in your proposal document should include recruitment and incentive costs, presented in a clear, itemised format, with detailed costings identifying the items or services proposed, including and noting GST where applicable and a total project cost. Again, we encourage proposals to include, where relevant, budget range options, including minimum thresholds.

Access to Tools & Data

Will Screen Australia provide access to data sets?

Research agencies and organisations are expected to engage in their own data collection and analysis to meet research requirements.

Suggested data sources listed in the Request for Proposals document form a non-exhaustive list. Credible and relevant additional or alternative data sources not cited in the Request for Proposals are welcome inputs to research approaches.

All publishable data held by Screen Australia tends to be publicly available on the Screen Australia website. All sharable data related to screen incentive / producer offset supported projects is published annually in Screen Australia's Drama Report, Documentary Report and Annual Report.

Once suppliers have been fully onboarded to the Screen Currency project, Screen Australia will provide any additional available and relevant datasets to commissioned research teams, to support the development of relevant components of the project.

Will Screen Australia provide access to research tools?

Where a proposal includes methodologies that rely on research tools, including social media tools, platforms and software (such as NVivo or Dovetail) it is expected that these tools and licences are provided and held by the vendor.

There may be some negotiation on these terms where collaboration across the Screen Currency project is required.

We are open to new methods of data sharing and collaboration.

Deliverable format

What format will be required for deliverables?

We are not seeking to prescribe delivery format, provided the documents comply with the requirements of the request for Proposals at A7: Scope and Deliverables and B8: Proposal Documents. Screen Australia is open to proposals that include both traditional research deliverables and frameworks for ongoing measurement beyond 2026.

Data that forms part of deliverables should be provided in excel format and, where possible, as a Q-file.

Successful research teams will be directly involved in drafting the final reports. As outlined in section A7 (Scope and Deliverables) of the Request for Proposal document, the preparation of these reports is a key deliverable for Screen Currency. We expect them to be prepared with input and feedback from the Screen Currency Project Team.

It is likely that the output of the commissioned fieldwork, research and analysis will form the core content of these separate but linked reports.

Reports should be delivered in a format that enables effective engagement with insights by stakeholders and connection across the broader Screen Currency project.

The key insights of each of the reports will be integrated into an overarching summary, to be overseen and produced by Screen Australia with input from commissioned research teams.

What specific documentation will be sufficient to prove financial viability?

As proof of financial viability, proposals should include a declaration of financial viability and/or copies of previous years' financial statements (audited if available).

We acknowledge that proposals for Screen Currency may be received from a range of entities and types of organisations. As identified in section B8, any partial or non-compliance with any such provisions of the Request for Proposals should be identified, stating reasons and alternatives where appropriate.

Challenges & Risks

Are there any risks Screen Australia has identified that should be addressed in responses?

Screen Australia is aware of the ambition and complexity involved in delivery of the Screen Currency project. We are also conscious that these ambitions will need to be prioritised and managed in the context of budget and timing constraints.

We are aware that timeframes are tight, and we will need to move towards fieldwork swiftly to meet reporting deadlines. This may be challenging when establishing protocols and agreements around collaboration between research areas and research teams.

We are aware that there are challenges accessing information about audiences. We are open to innovative approaches and proxies for exploring audience attitudes and behaviours.

We are also aware that response rates to industry surveys have tended to be low. We have strong support from stakeholders to encourage industry engagement with Screen Currency research.

Proposals that show an awareness of these issues and identify ways to manage and mitigate them are likely to be well received.

Specifically, proposals that demonstrate agility by proposing credible and creative ways to address these challenges – including by showing a willingness to collaborate and to share data, information and insights – may be evaluated as offering strong alignment with the aims of Screen Currency.