

Screen Australia refreshes Market & Audience approach to increase the impact of local content

Wednesday 28 February 2026: Screen Australia has today expanded on the agency's Market & Audience plans, strengthening support for the sector to reach audiences and creating new opportunities for project discoverability and engagement.

Responding to evolving market conditions and audience behaviours, the approach aligns with the *Engage* pillar of the agency's new Corporate Plan and includes three new [Narrative Content Market & Audience Programs](#) – Assets, Audience Testing and Channel Management – with the appointment of Rakel Tansley as Head of Market & Audience and a newly-created Investment Manager role for this area of focus.

Narrative Content Market & Audience – Assets: targeted support for the theatrical sector, providing feature film producers and distributors up to \$45,000 to create assets for projects during production and/or asset completion pre-release.

Narrative Content Market & Audience – Audience Testing: provides feature films with distributors up to \$15,000 for testing Australian projects. The program supports audience testing domestically and/or globally during post-production and before picture-lock, as well as pre-release and after picture lock. This program aims to better inform creative strategies to increase impact and engagement.

Narrative Content Market & Audience – Channel Management: supports online/direct-to-audience producers and creatives with up to \$15,000 to drive platform visibility and audience impact.

Created in consultation with industry, all three programs will open 28 January and close 26 March, with recipients announced June 2026. The first application rounds are open to projects that have previously received Screen Australia Narrative Content or First Nations narrative production funding.

To oversee the renewed programs and services, **Rakel Tansley** has been appointed Head of Market & Audience, ensuring all elements of the value chain effectively position local titles for success. Under the direction of the Director of Narrative Content, her expanded role includes the delivery of the new programs and continued consultation with the sector.

Tansley said, “The sector has told us that connecting Australian stories to audiences locally and globally has never been more complex. These programs have been designed to address some of these challenges and are an important first step in our plans to empower producers and distributors working together.”

CEO of Madman Entertainment **Paul Wiegard** consulted on the programs' design and said, “Screen Australia's commitment to empowering filmmakers and distributors in connecting Australian content with audiences is critical for our industry. At Madman, we are grateful for the opportunity to contribute to the evolution of this support. We believe that the new market and audience programs will enhance efficiency and focus, ensuring that resources are directed effectively, thereby providing filmmakers with the best possible chance to engage and expand their audiences.”

To manage the rollout of the programs, **Michelle Melky** has been appointed to the newly created Investment Manager, Market & Audience position. Formerly the Global Creative Director at creator and content agency Amplify, Melky brings critical experience of audiences and community building, with a passion for Australian content and a future-focused understanding of discoverability.

Read more about the Narrative Content Market & Audience programs, including Guidelines and FAQs [here](#).

Images for media editorial use available to download [here](#).

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About Screen Australia

Screen Australia is the Australian Federal Government agency charged with supporting the development, production and promotion of Australian narrative, documentary and children's content, across television, feature films, online and games. Screen Australia also administers Australia's Official Co-production program, in addition to the Producer Offset incentive. The agency provides a broad range of resources and opportunities to the industry including access to research, market intelligence and special initiatives. For more information visit www.screenaustralia.gov.au.