



Australian Government



Audience Design Initiative: Guidelines

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Overview

Screen Australia recognises the importance of raising awareness and understanding of audience design in a globally competitive feature film marketplace.

Screen Australia will host a nationwide information webinar for practitioners on audience design for scripted feature films. It will cover what audience design is and how to use it with case studies and guest speakers, the difference between demographics and psychographics and general tips and tricks.

Following the webinar, Screen Australia will support intensive in person workshops for selected producers and/or key creative teams led by Irish specialist Síle Culley on audience design strategy for scripted feature films.

About Síle Culley

Síle Culley started her career in film distribution at Pulse Films working across their slate of independent films. She then managed worldwide sales and distribution on box office record-breaking alternative, cultural content for the big screen at CinemaLive. Síle then joined Altitude Films, where she was responsible for the theatrical roll out of their slate in the UK & Ireland, working on Baker's THE FLORIDA PROJECT, Zhao's THE RIDER, and Pearce's BEAST amongst other gems.

Since 2019, Síle has been consulting on Audience Design for both independent producers and established production companies throughout Europe, Asia and Latin America. She facilitates and runs workshops for film teams to help them identify potential audiences for their films and the positioning of their projects in the marketplace. Her contribution as Audience Designer has led to these projects securing millions in funding with successful applications with Creative Europe, the BFI and Screen Ireland, international premieres at top festivals, world sales and theatrical releases.

She is an industry expert for Eurimages' Co-Production Fund, as well the Director of the Audience Design Lab for the International Screen Institute in Vienna.

Síle is an alumna of Berlinale Talents, Torino Film Lab, LIM Less is More and the NFTS. She is a member of the European Film Academy and the founder of The Breakfast Club, a peer-to-peer network for women working in the film business in Ireland.

Aims

- The primary aim is to build skills and awareness for producers and/or key creatives to enable them to effectively advance their scripted feature film projects in audience design.

What is the opportunity?

- A nationwide webinar aimed at all Australian key creatives wanting to know more about audience design strategies for scripted feature films. Screen Australia will host the webinar on Tuesday 23 April 2024 from 6pm - 7.30pm AEST. Please see registration details

at top of webpage.

- Following an application process, five mid-career producers and/or key creative teams will be chosen to take part in individual two-day workshops in Sydney with Síle Culley, and key industry guest speakers. They will work on the positioning of their film in relation to audiences to help shape its outward journey.
- Screen Australia will pay for travel and accommodation for successful participants residing outside of Sydney. Please note that only two members of a successful team are able to attend the workshops.

Who can apply?

Applications for this initiative are open to anyone who:

- Meets all requirements and conditions in our [Terms of Trade](#);
- Is an individual or a team with a current Australian sole trader or company ABN. If applying as an individual who is not a producer, a producer must be attached to the projects applying for consideration;
- Is a key creative (e.g., producer, writer/director or writer) who has mid to high level experience in episodic or one-off productions in the screen sector (television, feature films) that have been produced and distributed to audiences; and
- Has an active slate of feature film projects in development, with at least one-to-two projects at treatment or completed script stage.
- Has participated in, or viewed recording of, the webinar from 23 April 2024.

Applicants must be available to attend workshops in person in Sydney. Workshops are scheduled to occur between Thursday 30 May to Friday 14 June 2024, with specific dates to be coordinated with successful applicants/teams.

How and when can I apply?

Applications close 5pm AEST Thursday 2 May, 2024, and can be made through Screen Australia's [application portal](#) with the following materials:

- A completed online application form including contact details and confirmation of eligibility;
- Two to three page CV for all key team members
- A current list of projects on your slate and the stage they are at in regards to development and financing;
- For one-to-two of your selected feature projects, a dossier including:
 - Logline,
 - Synopsis,
 - Core team and biographies,
 - Production company profile (including credits and festivals),
 - Producer's Statement (including audience and market notes),
 - Director's Statement (including tone and visual references),
 - Writer's Statement (including inspiration and process),
 - Tech information Statement (language/genre/financiers/project status/other relevant information);

- A completed script or treatment of one-to-two selected feature projects.

If you have access requirements that make it difficult for you to submit your application in the requested format or if you require other adjustments to be made, please email development@screenaustralia.gov.au for the program you are applying to, or call 1800 507 901, so we can assist.

First Nations Content, Collaboration and Participation

Screen Australia supports the telling of First Nations stories by First Nations creatives and storytellers and/or meaningful collaboration with the First Nations communities to which these stories belong.

Whenever there is First Nations content and/or First Nations community participation in the project, or when there are First Nations members of the team who do not have the authority to speak for the people or place being represented in the story, you will need to follow the checklists from [Pathways & Protocols: a film maker's guide to working with Indigenous people, culture and concepts](#).

The checklists include a statement on how you are approaching the First Nations content, (even if you believe the content is not specific to a community or individual), evidence of your collaboration to date and where relevant, signed letters of consent confirming the community and/or individual's willingness to collaborate.

Inclusive Storytelling

Gender equity, diversity and inclusivity are priorities for Screen Australia.

We therefore expect that the diversity of the story world and characters are reflected in the creative team and IP of the project and/or that integrated and meaningful collaboration occurs from early stages of development.

Also, consider whether your team has the right to tell the story and whether your telling of it will be authentic.

How are applications assessed?

Screen Australia's Program Operations team will review each application to ensure eligibility and that required application materials have been provided. Once confirmed, the applicant will receive an email advising that their application has moved to assessment.

Applications will be assessed by Screen Australia executives and/or industry specialists as required against the following criteria:

- The demonstrable experience of the applicant/team
- The calibre of the applicant/team's slate of projects
- The benefit to the applicant/team from the workshop experience.

All projects involving First Nations content or participation will be assessed in conjunction with First Nations assessors.

Applicants will be advised of the outcome by 20 May 2024.

Screen Australia acknowledges and appreciates the effort that goes into applications, but given the volume of applications, we will not be able to provide individual feedback on each application.

If you are unsure about your eligibility or have questions about the application form, please email us at development@screenaustralia.gov.au or call Program Operations on 1800 507 901. Please note that we are not able to provide creative advice or suggestions to strengthen your application.