



Australian Government



MEDIA RELEASE

## With Her in Mind Network and Screen Australia announce Doco180

**Tuesday 7 March 2017:** Today at the Australian International Documentary Conference, Screen Australia's CEO Graeme Mason unveiled a new opportunity for emerging female documentary makers - **Doco180**.

In partnership with News Digital Networks Australia's (News DNA) forthcoming new female content platform the With Her in Mind Network ([whimn.com.au](http://whimn.com.au)), six female directors will each be funded to make a 180 second documentary, designed to make the viewer 'do a 180' on a topic relevant to Australian women. The documentaries will be available to view for free on [whimn.com.au](http://whimn.com.au) later in 2017, and will springboard deeper analysis and public discussion around the six topics on the website and on [whimn.com.au](http://whimn.com.au)'s social media.

"Documentary is a powerful storytelling device, and more recently we have seen works like *That Sugar Film* and *Deep Water: The Real Story* prompt worldwide discussion online, and indeed documentaries like Taryn Brumfitt's *Embrace* were born out of Facebook itself," said Graeme Mason. "Doco180 is an opportunity for early career female documentary makers to distil a single idea of their choice into a social media-friendly 3 minutes, in order to explain, provoke and entertain."

[whimn.com.au](http://whimn.com.au)'s Executive Editor Melissa Overman noted, "Co-funding Doco180 will allow us to offer our female audience access to exclusive video content of a premium quality, which is designed to have gravitas and start conversation. I encourage applicants to submit documentary ideas that will resonate with Australian women - what challenges us, what motivates us, what makes us laugh. We're interested in everything from politics to the environment to work to kids - no topic is off limits. The most important element is that all Doco180 applications must be female-centric stories told by women."

Screen Australia's Senior Manager, Documentary Liz Stevens added, "Documentary is an extraordinarily malleable art form - at its heart is a creative telling of a factual story. The tone, style and method are completely up to the creator, so I encourage Doco180 applicants to pick a very specific story that they can tell in the time constrains, and not limit themselves to preconceptions of what documentary is. For instance, *Ice Wars* utilised a fly-on-the-wall style shoot to give a glimpse into the impact of methamphetamine, yet *No Strings Attached* examined online dating using puppets to hilarious affect - both interpretations of documentary are completely valid."

The six successful applicants will each receive \$6000 to make their Doco180 project, and will have three months to deliver the finished work. The documentary makers retain copyright of their work and after the [whimn.com.au](http://whimn.com.au) exclusivity period, are free to use their Doco180 project as they wish. Screen Australia will appoint an Investment Development Manager to support each successful applicant.

Doco180 is 50/50 funded by Screen Australia and the With Her in Mind Network, and is the latest in a range of media partnerships Screen Australia has brokered to offer content makers a direct path to audience, including Skip Ahead with Google and Fresh Blood with the ABC.

For the full application guidelines visit [screenaustralia.gov.au](http://screenaustralia.gov.au). Applications close 19 April 2017.

Share the Doco180 call-out video on [Twitter](#), [Facebook](#) and [YouTube](#).



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