



Australian Government



# Narrative Content Market & Audience - Channel Management Guidelines

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Screen Australia reserves the right to change its program guidelines. Applicants should check the website for the latest version. These guidelines should be read in conjunction with Screen Australia's [Terms of Trade](#), [Information for Applicants](#) and [Information for Recipients](#) on the agency's website.

If applicants have questions about this program or accessibility requirements relating to submitting an application contact Screen Australia's Program Operations team at [audience.narrativecontent@screenaustralia.gov.au](mailto:audience.narrativecontent@screenaustralia.gov.au), or on 1800 507 901.

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# 1. Funding Program

## 1.1. Overview

The Narrative Content Market & Audience - Channel Management Program supports Online/Direct-to-Audience producers and creatives to increase discoverability of narrative content on their social media channel/s through greater visibility and audience engagement and impact.

- This funding program only applies to Online/Direct-to-Audience social media channels that contain narrative content that has been in receipt of Screen Australia Online or Narrative Content Production funding (excluding Digital Originals) and inclusive of any First Nations social platform initiatives or program funding.

The aims of the Narrative Content Market & Audience - Channel Management Program are to support:

- producers and creators of narrative Online/Direct-to-Audience project(s) (inclusive of VR, XR, AR and social media platforms) to increase discoverability of their narrative content and channel(s);
- producers and creators of narrative Online/Direct-to-Audience (inclusive of VR, XR, AR and social media platforms) to increase audience impact and engagement with their channel/s and content; and
- enhancement of a cohesive audience-focused engagement strategy to increase title impact for Australian and, where relevant, global audiences.

This program will have one application round in the financial year 2025/26.

## 1.2. Available Funding

Applicants with an Online/Direct-to-Audience narrative content social media channel or a VR, XR, AR project distributed via a social media channel, and where the producers and creators are in control of self-distributing the work and taking it to audience may apply for a maximum amount of \$15,000.

Applications for the following platforms will be accepted:

- Online/Direct-to-Audience channel/s on social media platforms (inclusive of VR, XR, AR).

Screen Australia may determine a different level of funding than that requested based on the assessment of all projects submitted to the funding round.

### 1.2.1. Online/Direct-to-Audience Channels (inclusive of Children's)

For those projects where:

- Online/Direct-to-Audience (inclusive of VR, XR, AR and social media platform) is the first and primary release window;

- the producers and creators of the channel maintain and retain control of self-distributing the work and taking it to audience; and
- for those projects that have not been commissioned by any third party anywhere and for which the first and primary window is a social or Direct-to-Audience platform whereby the owner maintains ownership of the project and retains access to data and analytics.

## 2. Inclusive Storytelling

For Australian screen content to deliver cultural and economic benefits it must speak to, and be for, all Australians. A range of ideas and a diverse workforce will enhance the Australian screen industry, making it more relevant to Australian audiences and more competitive internationally.

Screen Australia is committed to building equity, diversity, inclusion and accessibility into its programs and into our engagement with the community.

Screen Australia encourages applications from applicants from all backgrounds, cultures and experiences. In particular, the agency welcomes applications from under-represented groups.

Screen Australia strives to make its funding programs accessible by removing barriers for people who are d/Deaf, disabled and/or those from culturally and linguistically diverse backgrounds.

## 3. Eligibility

- Applicants and projects must meet Screen Australia's [Terms of Trade](#), any general eligibility or other requirements listed on the agency's website (see [Information for Applicants](#) and [Information for Recipients](#)), as well as the specific eligibility criteria set out in these guidelines.
- Specific requirements apply to projects which involve [First Nations participation or content](#).
- Specific requirements may apply to projects which involve community participation or content with the following communities: d/Deaf, disabled, culturally and linguistically diverse, LGBTQIA+, or those from other under-represented groups.

### 3.1. Applicant Eligibility

This program is open to companies.

To be eligible an applicant must:

- be an incorporated company carrying on business in Australia, with its central management and control in Australia;
- have an Australian Business Number (ABN);
- be registered for the purposes of GST if required by law;

- be a channel manager for a social media channel/s and have access to data and analytics of that channel/s;
- have the necessary agreement/s for the narrative content on that social media channel/s;
- be a social media channel that has narrative content on the channel that has been in receipt of Screen Australia Online or Narrative Content Production production funding (excluding Digital Originals) inclusive of any First Nations social platform initiatives;
- be the producer or creator of title and maintain and retain control the rights necessary to carry out the project, meaning that it must have clear Chain of Title and must generally be party to any underlying rights agreements; and
- demonstrate and/or have relevant experience through comparable work that shows the capability to manage a social media channel.

The following types of entities are **not eligible** to apply to this program:

- Commonwealth, state, territory or local government agencies or bodies; and
- any organisations that are otherwise excluded pursuant to the [Information for Applicants](#).

### 3.2. Project Eligibility

To be eligible, the project must:

- be a social media channel that has narrative content on the channel that has been in receipt of Screen Australia Online or Narrative Content Production production funding (excluding Digital Originals) inclusive of any First Nations social platform initiatives;
- have narrative content on the channel/s that has completed production, post-production and been released;
- have completed narrative content on the channel/s that is created, owned and self-distributed by the channel manager (that is, not a third party or aggregator channel/s);
- have been developed by Australian production companies/producers and creatives, not sub-contracted from a commissioning platform.

The following costs are **not eligible** for funding:

- principal funding for project narrative content creation, post-production or release;
- activities that do not drive results for channel management discoverability and audience impact of content;
- channel/s where there are no narrative projects and no projects that are in receipt of Online, Narrative Content Production Funding or First Nations production social media platform funding;

- channels that are hubs, or where the content is not controlled by the creator or producer of the content;
- capital works or purchases;
- retrospective costs;
- purchase or extension of underlying Intellectual Property; and
- educational and training programs and projects.

## 4. Application Process

Before applying, applicants and co-applicants must read and understand these guidelines, Screen Australia's [Terms of Trade](#), [Information for Applicants](#), [Information for Recipients](#), and preview the application form on SmartyGrants.

### 4.1. How to Apply

- Complete and submit the online application form prior to the application deadline through Screen Australia's [Application Portal](#) on SmartyGrants.

### 4.2. Application Form

- Through the application form, applicants and co-applicants must:
  - provide all the information requested and answer the application questions;
  - meet, where required, all eligibility criteria; and
  - include all required supporting materials.

### 4.3. Required materials

Applicants are required to provide information in the application form and upload the following submission materials with their application form:

Creative:

- Diversity, Equity & Inclusion Plan for the Channel Management activity for the activity being applied for, where applicable (for example, if the channel is engaging with specific communities, and seeking to use translation as part of strategy)
- First Nations Statement for the Channel Management activity for the activity being applied for, where applicable (for example, if the channel is using paid media as a strategy, a priority may be to engage a First Nations owned provider)

Budget

- budget for eligible costs which directly relate to the activity of channel management discoverability and audience impact of channel content
- apply for a maximum amount of \$15,000

## Ownership

- evidence of control of the Channel/s and access to data and analytics
- evidence of appropriate agreements for the content on the Channel/s
- Applicant Company Biography
- Current Channel Data and Analytics
- Campaign Strategy & Schedule
- Providers, as applicable
- Audience Strategy & Schedule

Incomplete applications will not be accepted.

### **4.3.1. First Nations participation or content**

Where there is First Nations participation or content involved in the project applicants should provide:

- a statement setting out how they are approaching the First Nations content or participation with regard to appropriate protocols, even if the content is not specific to a particular community or individual. Applicants must demonstrate that they have a consultation plan covering the full production process and are following it. The statement should be based on the checklists available in Screen Australia's guide [Pathways & Protocols: a filmmaker's guide to working with Indigenous people, culture and concepts](#)
- evidence of consultation to date
- if the project will involve particular First Nations individuals or communities, signed letters of consent confirming their willingness to participate

## **5. Assessment**

### **5.1. Process**

- Once submitted, Program Operations will review each application to determine eligibility and ensure that required materials have been submitted. A member of the team may contact the applicant if there are questions regarding submission materials or eligibility.
- Once eligibility has been confirmed, the applicant will receive an email advising that their application has moved to assessment.
- Applications are assessed against the published criteria by Screen Australia delegates, with industry specialists as required.
- All projects involving First Nations content or participation will be assessed or co-assessed by First Nations Assessors.
- Some projects involving representation of communities and culture may be assessed by Specialist or Cultural Assessors.

## 5.2. Criteria

Applications will be assessed the following criteria:

- **Campaign Strategy:**
  - Is the campaign strong and distinctive for the Channel/s?
  - Is the campaign suited to its platform and intended audience?
  - Does the campaign have potential to support discoverability and impact of the Channel/s and title/s and grow audience and/or engagement?
- **Channel Management:**
  - Does the previous experience and/or track record of the applicant position them to execute the Channel Management Strategy?
  - Will Channel Management support meaningfully increase impact of the title(s) and the Channel(s)?
- **Content:**
  - Does the Channel and Content have the potential to resonate with specific or broad Australian and/or global audiences, and will it invite them to click?
  - Will the Channel and Content have impact for audiences and/or reflect the depth and diversity of people and experiences from around Australia?
  - Does the Channel Management strategy align with intended audience engagement and reach?

Other factors may be considered including the:

- availability of funds;
- range of projects in receipt of direct funding from Screen Australia, inclusive of a project's scale, budget, intended audience, genre and themes;
- range of applicants in receipt of direct program funding from Screen Australia, inclusive of applicant, applicant company and geographic diversity; and
- extent to which a project/Channel is likely to effectively and properly increase and amplify equity, diversity, inclusion and accessibility.

## 5.3. Decision and Notification

- Applicants will be notified of the outcome of their application within seven (7) weeks of the program deadline.
- Screen Australia will advise approved applicants via telephone call detailing the level of Screen Australia's approved contribution, as well as information about the contracting process and any applicable decisions.

- Where an application is unsuccessful, the applicant will receive a short, written assessment against the assessment criteria which will accompany the decision notification.
- Due to the high volume of applications Screen Australia is unable to provide further feedback to unsuccessful applicants.
- Decisions on applications are final.

## **6. Successful Applicants**

### **6.1. Contracting**

If a project is approved, the applicant will receive an approval email detailing the level of Screen Australia's approved contribution, as well as information about the contracting process and any applicable decisions.

Applicants will enter into a Market & Audience Agreement with Screen Australia.

If successful, the activities covered by the funding must commence post-contracting with Screen Australia (i.e. retrospective costs cannot be covered by the grant).

If your application is successful, Screen Australia will provide direct funding as a non-repayable grant.

### **6.2. Terms of Funding**

- For further information about Screen Australia's standard conditions of funding, see Screen Australia's [Terms of Trade](#), [Information for Recipients](#) and the FAQs for the program.
- Funding will be provided by way of a non-recoupable grant.

## **7. Other Resources**

Further information about Screen Australia funding and resources to assist with submitting an application is available on Screen Australia's website:

- [Terms of Trade](#)
- [Information for Applicants](#)
- [Information for Recipients](#)
- Program FAQ

## **8. Contact**

If applicants have any further questions, contact Screen Australia's Program Operations on 1800 507 901 or at [audience.narrativecontent@screenaustralia.gov.au](mailto:audience.narrativecontent@screenaustralia.gov.au).

Please note that Screen Australia is unable to provide creative advice or review any materials that may form part of an application.

## **9. Privacy**

Screen Australia collects personal information from individuals in different ways, including via funding applications, acquittal reports, or supporting material supplied with forms. Screen Australia will handle any personal information provided in connection with a funding application in accordance with its [Privacy Notice](#) relating to funding applications and its [Privacy Policy](#).