

AUDIENCE DEVELOPMENT

-) The Audience Development Program seeks proposals, from organisations or individuals, which demonstrate innovative approaches to expand and build new audiences through festivals, curated screenings and special events held within South Australia.

Events or activities should be opportunities for audiences to engage with distinctive, inspirational and diverse screen content to encourage critical debate, discussion and analysis. The program also seeks to grow audiences with surprising and new ways to participate in screen culture in South Australia.

Proposals enabling access to screen events for audiences in regional and remote areas or for targeted screenings for underrepresented groups are invited. Equally, applications proposing unique presentation locations, opportunities or partnerships are welcomed.

how will applications be assessed?

Proposals will be competitively assessed against the following criteria:

- innovative or unique approaches to develop screen audiences;
- the potential to provide the broader community with the opportunity to participate in screen experiences through projects that increase diversity, access and social inclusion;
- the relevance of the event to the intended audience;
- projected audience numbers and impact;
- benefits to the South Australian screen industry and how the activity will enhance its reputation for cultural leadership and innovation.

Activities seeking funding support must not duplicate those already on offer in South Australia.

Funding through this program is provided as a grant.

submitting your proposal

Key eligibility requirements and assessment criteria are defined in the SAFC Terms of Trade: <https://www.safilm.com.au/>

The SAFC is committed to supporting increased participation in the industry of people from under-represented groups including women, Aboriginal and Torres Strait Islander peoples, practitioners from Culturally and Linguistically Diverse backgrounds, those Deaf or with disability, from LGBTQIA+ communities and from regional and remote areas.

Priority will be given to events or activities including people from under-represented groups.

Funding for the Audience Development Program is limited. The minimum amount that can be applied for through this program is \$2,000 and generally grants are not offered above \$10,000.

Applicants are required to discuss their applications with a SAFC Funding Officer prior to applying.

Submit your application through the SAFC's online grant portal at <https://safilm.smartygrants.com.au/audiencedevelopment>. Please familiarise yourself with the SAFC's Terms of Trade and Strategic Plan before applying.

Successful applicants will be notified by email and will be required to enter into a grant agreement with the SAFC and will need to provide a valid tax invoice for the payment of the grant.

An acquittal must be submitted within 3 months of the project end date, as outlined in the project proposal.

The decision on applications is final.

program timelines

As this is a new program, please do not hesitate in contacting the Funding Support Officer if you have any queries or comments about these guidelines.

There will be two competitive rounds per year.

Round 1 funding is for activity from 1 July 2019:

Opens:	17 May 2019
Closes:	14 June 2019
Applicants Notified:	21 June 2019

Round 2 funding is for activity from 1 January 2020:

Opens:	23 September 2019
Closes:	21 October 2019
Applicants Notified:	1 November 2019

For future planning, it is envisaged that the first round of the Audience Development program for 2020, will open in mid-February and close in mid-March. Funding from this round will be available for activity commencing on or after 1 July 2020.

where can I find out more?

- Contact Funding Support Officer Jess Cahill on 08 8394 2029 or SAFC.Programs@safilm.com.au