

Narrative Content Market & Audience - Audience Testing 2026/2027

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Program Eligibility

* indicates a required field

Personal Information

By selecting 'Confirm' below, you confirm that:

- you have read, understood and voluntarily agree to the collection and use of your personal information as described in Screen Australia's privacy notice (available on our website [here](#)) (**Privacy Notice**); and
- you have informed all individuals whose personal information is to be included in the application form or supporting materials of the matters set out in the Privacy Notice, provided them with a copy (as linked [here](#)) and obtained their consent to disclose the relevant personal information to Screen Australia.

Privacy Notice *

☐ Confirm

General Requirements

Before you begin:

- Applicants must provide accurate information to Screen Australia at all times. A person or company that makes a false or misleading statement to Screen Australia in an application may face criminal or civil liability including liability for an offence under the Criminal Code Act 1995. In addition, if funding awarded by Screen Australia was obtained by fraud or serious misrepresentation, Screen Australia can revoke its funding.
- To ensure that your project is eligible for Screen Australia funding and to help you deliver the strongest application possible, it is important that you read:
 - [Terms of Trade](#)
 - [Information for Applicants](#)
 - [Information for Recipients](#)
 - [Narrative Content - Market & Audience - Audience Testing Guidelines](#)
 - [Market and Audience Programs FAQs](#)
- For queries about the guidelines, deadlines, questions in the form or accessibility requirements, please contact us on 1800 507 901 during business hours or email audience.narrativecontent@screenaustralia.gov.au and quote your application number

Primary Platform *

Only applications for theatrical feature film (inclusive of VR, XR, AR) will be accepted.

Please confirm you meet following eligibility requirements for Screen Australia funding: *

- ☐ the co-applicants and project meet Screen Australia's Terms of Trade and any general eligibility or other requirements set out on Screen Australia's website
- ☐ the co-applicants are incorporated companies carrying on business in Australia, with central management and control in Australia
- ☐ the co-applicants have Australian Business Numbers (ABN)

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- ☐ the co-applicants are registered for the purposes of GST if required by law
- ☐ the production company co-applicant is arms-length to the distribution company, is the producer of the title and maintains and retains control of the right necessary to carry out the project (meaning that it has clear chain of title and is generally party to any underlying rights agreements)
- ☐ the distribution company co-applicant is arms-length to the production company, is the bona fide ANZ distributor of the title with a distribution agreement in place

Please also confirm that the project meets the following requirements: *

- ☐ the project is an Australian or Official Co-production theatrical feature film with a primary theatrical release window
- ☐ a Rest of World (ROW) Sales Agent is attached
- ☐ the project is not locked or locking the cut of the film within the application and decision timeframe if requesting audience testing to inform the cut of the film
- ☐ the project has not commenced theatrical release or exhibition in Australia if requesting audience testing to inform campaign, positioning and audience strategy
- ☐ the project is not more than 18 months from confirmed release date if requesting audience testing to inform campaign, positioning and audience strategy
- ☐ the project has either been developed by Australian companies/producers and creatives, or is an official co-production, and not sub-contracted from a commissioning platform
- ☐ the project has a minimum production budget of \$2,000,000 AUD.
- ☐ the provided quotes and outline of services for audience testing are from an Australian or global bona fide audience testing provider*

*Screen Australia defines a bona fide audience testing provider as a business whose focus is to provide insights (qualitative and quantitative) on a project through testing locally and/or globally audience insights and trends on a project and the territories that the project will be available

Has this title previously received Screen Australia production funding? *

- ☐ Yes ☐ No

Has this title received any funding, other than production funding, from Screen Australia (or predecessor agencies)? *

- ☐ Yes ☐ No

Please provide details of Screen Australia funding received. Please include the application number(s). *

Do the individual applicants, key creatives named in the application, co-applicant companies or related parties have any outstanding debts or contractual obligations (eg, overdue delivery items or reports, debts under P+A loan agreements, or gross proceeds not paid as required) to Screen Australia or its predecessors? (AFC, FFC or Film Australia) *

- ☐ Yes ☐ No

Please provide details of outstanding debts or contractual obligations including the relevant agency (Screen Australia, AFC, FFC, Film Australia) and project title.

*

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Production Company Name *

Production Company State *

Distribution Company Name *

Distribution Company State *

Applicant Information

* indicates a required field

Co-Applicants

Please provide requested information for the production company and the distribution company which will contract with Screen Australia if this application is successful.

Production Company ABN *

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity Name	
ABN Status	
Entity Type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	More information
ACNC Registration	
Tax Concessions	
Main Business Location	

Must be an ABN.

Please COPY PASTE the ENTITY NAME from the ABR lookup above into the Production Company Name field below. These fields must be identical.

Production Company Name *

Organisation Name

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Please tick to confirm Production Company Name and registered Entity Name are identical *

☐ Confirmation Check

Production Company Address *

Address

Address Line 1, Suburb/Town, State/Province, Postcode, and Country are required.
Must be a street address. A P.O Box is not acceptable.

Production Company Phone Number *

Must be an Australian phone number.

Production Company Email *

Must be an email address.

Please provide a brief biography of the producer or production company. *

Word count:

Must be between 50 and 300 words.

Please also provide the contracting information for the distributor

Distribution Company Name *

Organisation Name

Distribution Company ABN *

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity Name	
ABN Status	
Entity Type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	More information

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ACNC Registration
Tax Concessions
Main Business Location

Must be an ABN.

Distribution Company Address *

Address

Address Line 1, Suburb/Town, State/Province, Postcode, and Country are required.
Must be a street address. A P.O Box is not acceptable.

Distribution Company Phone Number *

Must be an Australian phone number.

Distribution Company Email *

Must be an email address.

Please provide a brief biography of the distribution company. *

Word count:

Must be between 50 and 300 words.

Please provide TWO key contacts for this application. You must provide a contact for the Production Company and the Distribution Company. The key contacts take responsibility for the application and all official correspondence will be to them. Note, this form can be filled and submitted on behalf of the key applicants.

Production Company Contact *

First Name

Last Name

Email *

Mobile *

Address *

Address

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Address Line 1, Suburb/Town, State/Province, and Postcode are required.
Must be a street address. A P.O Box is not acceptable.

Distribution Company Contact *

First Name

Last Name

Email *

Must be an email address.

Mobile *

Address *

Address

Address Line 1, Suburb/Town, State/Province, Postcode, and Country are required.
Must be a street address. A P.O Box is not acceptable.

Additional contact person if relevant

First Name

Last Name

Additional Contact Phone Number

Must be an Australian phone number.
Include area code e.g. 02 9564 1234

Additional Contact Primary Email

Project Details

* indicates a required field

Project Title *

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AKA Title(s)

Anticipated scale of release *

- ☐ Limited (<20 prints)
- ☐ Specialty (20-99 prints)
- ☐ Mainstream (100-199 prints)
- ☐ Wide (200-399 prints)
- ☐ Blockbuster (400+ prints)

Total Production Budget *

What is the anticipated P&A spend for theatrical release in Australia? *

Where will audience testing take place? *

- ☐ Australia ☐ International

Where will audience testing take place? *

- ☐ Australia ☐ International ☐ Australia and International

If audience testing is taking place both in Australia and internationally, you may apply for up to \$30,000.

Total Amount Requested *

Total audience testing budget including proposed Screen Australia funds *

Must be a dollar amount.

Format length

- ☐ One-off

Duration *

Style *

- ☐ Animation ☐ Live action ☐ Both

Primary Genre *

Secondary Genre *

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Does your project contain potentially disturbing or upsetting content that may require a content warning for staff, assessors or other readers of the materials included in the application? *

☐ Yes

☐ No

☐ Unsure

Examples of sensitive content include sexual assault, self-harm, violence. If you are unsure please contact audience.narrativecontent@screenaustralia.gov.au.

Briefly explain the nature of the content: *

Word count:

Must be no more than 100 words.

Logline Synopsis *

Must be between 2 and 50 words.

One-paragraph Synopsis *

Word count:

Must be between 40 and 120 words.

Confirmation Statement: Please tick to confirm that the distributor, producer, and key creatives will be involved in and receive audience testing report(s). *

☐ Confirm

Preliminary Campaign Strategy

Please provide an overview of the campaign strategy that informs and drives the audience testing strategy. *

Word count:

Must be no more than 150 words.

What are your campaign objectives and targets for release? *

Word count:

Must be no more than 250 words.

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What is the key messaging for your campaign? *

Word count:

Must be no more than 250 words.

Campaign Schedule`

Please provide a list of significant milestones for your campaign.

Schedule Item

Date

	Must be a date.

Campaign Providers

Please provide a list of the providers who will work with the applicant on the activity.

Provider Name

Type of Provider

Short Company Bio

	Audience Testing Provider	
--	---------------------------	--

Audience Strategy

* indicates a required field

Primary audience gender: *

☐ Gender neutral

☐ Women/female

☐ Men/male

Primary audience age range *

Secondary audience gender: *

☐ Gender neutral

☐ Women/female

☐ Men/male

Secondary audience age range *

What is the anticipated classification rating for your project? *

Other:

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Please refer to this [guide](#)

How does the audience testing serve the release strategy?

Word count:
Must be between 100 and 300 words.

Describe any existing connection to audience for the project. Connections might include cast, director/writer/producer profile, IP, social media reach, zeitgeist/cultural relevance, music, subject (in the case of bio-pics or real events), genre or fandom. *

Word count:
Must be no more than 150 words.

Why will this project resonate with Australian audiences? *

Word count:
Must be no more than 100 words.

Why will this project resonate with International audiences? *

Word count:
Must be no more than 100 words.

What is your key challenge in reaching audience and how will you overcome that challenge? *

Word count:
Must be no more than 150 words.

Theatrical release

Please provide top line revenue estimates to illustrate the scale of the release. Indicate the current or proposed release date, screen count and AGBO projection.

Release Date	Screen Count	AGBO Projection
Must be a date.		Must be a dollar amount.

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Diversity, Equity and Inclusion

* indicates a required field

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

Where there is participation or content from the following specific communities: d/Deaf, disabled, neurodivergent, culturally and linguistically diverse, LGBTQIA +, or those from other under-represented groups, you must provide a Diversity, Equity and Inclusion Plan.

Does this project and therefore campaign contain content and/or the participation of people from one or more of the above listed communities? *

☐ Yes

☐ No

Diversity, Equity and Inclusion Plan

Please select the communities or groups that are represented or participating in your content and campaign: *

- ☐ d/Deaf
- ☐ Disabled
- ☐ Neurodivergent
- ☐ Culturally and linguistically diverse
- ☐ LGBTQIA+
- ☐ Other:

Briefly describe the specific community/ies' content (such as themes, characters, actors and/or locations) that is part of your campaign. *

Word count:

Must be no more than 150 words.

Why have you chosen to include the community/ies' themes, characters, story and talent in the campaign? *

Word count:

Must be no more than 150 words.

Have you already engaged with creative(s) from the relevant underrepresented community/ies or are you intending to do so in the future? *

- ☐ Yes, I have engaged with creative(s) from the relevant community/ies
- ☐ Yes, I plan to engage with creative(s) from the relevant community/ies in the future
- ☐ No

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Have you consulted with anyone from the community/ies represented in the content or campaign of your project outside of your team? *

- ☐ Yes I have consulted outside of the project's team.
☐ No

Please provide high-level details of engagement, without sharing any personal information.

Word count:

Must be no more than 150 words.

What is your plan to meaningfully collaborate with those creatives and the relevant community/ies throughout the duration of the campaign? *

Word count:

Must be no more than 150 words.

Please outline your process for providing a safe and inclusive working environment and how you plan to respond to any diversity, equity and inclusion concerns raised throughout all stages of the campaign. *

Word count:

Must be no more than 150 words.

First Nations Content or Participation

*** indicates a required field**

Screen Australia supports the telling of First Nations stories by First Nations creatives and storytellers.

Where this is not the case we expect meaningful collaboration and consultation with the First Nations communities whose stories they are.

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](#) which includes:

- a statement on how you are approaching the First Nations content or participation with regard to appropriate protocols
- Applicants must demonstrate that they have a consultation plan covering the full stage and activity being applied for and are following it

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- evidence of consultation to date
- if the project will involve particular First Nations individuals or communities, please include signed letters of consent confirming their willingness to participate

All projects involving First Nations content or participation will be assessed by First Nations Assessors.

Is there First Nations content, and/or participation of or collaboration with First Nations people in your campaign?

☐ Yes ☐ No

For example: Does the project involve an Indigenous story or an Indigenous character? Or focus on an Indigenous person or community? Or use Indigenous communities or land as locations? Or draw on or refer to Indigenous culture and heritage in any form? Even if you think the Indigenous elements are incidental they should be outlined here.

Please select the Indigenous languages or language groups that your campaign relates to:

If relevant select more than one. The above provides a list of language names and the AIATSIS code from the Austlang Database. You can visit the [Austlang Database](#) to see more information about the languages you are selecting

Outline the level of First Nations content that you believe will be a part of the completed campaign. *

Word count:

Must be between 100 and 300 words.

How will you ensure the First Nations themes, characters, talent and locations are represented respectfully and authentically?

Word count:

Must be between 100 and 300 words.

Collaboration and Consultation

To date how have you collaborated with the First Nations community on your campaign? Who from the First Nations community have you collaborated with and can you provide a letter of agreement from them? What is your collaborative process with the First Nations community going forward on this campaign? *

Word count:

Must be between 100 and 300 words.

Have the relevant First Nations people been consulted about the use of a 'deceased persons' warning? *

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☐ Yes

☐ No

Have the relevant First Nations people been consulted about use of First Nations cultural material or footage from the film for any promotion context? *

☐ Yes

☐ No

Will First Nations participants be invited to participate in any future launch, premiere or opening night screenings? *

☐ Yes

☐ No

Will you notify any First Nations participants of the launch dates, when available? *

☐ Yes

☐ No

Indigenous Languages

Screen Australia is collecting information on Indigenous languages in an effort to extend our reach and ensure that we are working with and representing as many Indigenous nations as possible.

Will all or part of the campaign include Indigenous languages? *

☐ Yes

☐ No

The below provides a list of language names and the AIATSIS code from the Austlang Database. You can visit the [Austlang Database](#) to see more information about the languages you are selecting.

Please select the language group(s) included: *

You can select more than one if required.

Please describe what part of the project includes Indigenous Languages including how and why: *

Word count:

Must be no more than 150 words.

Budget & Financing

Please provide a budget summary for eligible costs and any co-contribution provided by co-applicant or third party which directly relate to the activity of audience testing

Your Screen Australia ask total must match the Total Amount Requested entered on page 3.

Enter \$0 if the column does not apply to that particular line item.

To add additional rows, click the 'Add More' button.

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Budget Item	Screen Australia Ask (\$)	Other Funding (\$)
	Must be a dollar amount.	Must be a dollar amount.

Screen Australia Ask Total

This number/amount is calculated.

Other Funding Total

This number/amount is calculated.

Other Funding

Other funding sources if applicable

Other funding sources for this campaign only. The total here must match the total of the 'Other funding' column in the budget above.

Source	Type	Status	Amount
			Must be a dollar amount.

Marketplace Deal Summaries

* indicates a required field

Please summarise the key terms of your marketplace arrangements.

Domestic Distributor

Domestic Distributor *

Term of Agreement *

Territories *

Rights *

Click [here](#) for more information

Advance/Minimum Guarantee *

Must be a dollar amount.

Additional rights/commissions or non-standard terms or conditions

Commissions *

ROW Sales Agent

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ROW Sales Agent *

Term of Agreement *

Territories *

Rights *

Click [here](#) for more information

Advance/Minimum Guarantee *

Must be a dollar amount.

Holdback against Domestic *

Number of months

Commissions *

Holdback against International *

Number of months

Expenses *

Additional rights or non-standard terms

Marketing Fee *

Submission Materials

* indicates a required field

Files can be added using the 'Choose Files' button.

Please ensure:

- Every file uploaded is named according to the filename instructions given
- If multiple files are uploaded for one question, please number to indicate sequence
- Uploaded files are in the specified format and **no ZIP files are included**
- Maximum file size 25MB

Quote or quotes for audience testing from Australian and/or global bona fide audience testing provider(s). *

Attach a file:

Filename: Quote - [Project Title] - [Provider Name]

ANZ distribution agreement evidencing an arms-length relationship between distributor and producer/production company. *

Attach a file:

Filename: ANZ Distribution Agreement - [Project Title].pdf

ROW sales agreement with deal terms and sales estimates. *

Attach a file:

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Filename: ROW Sales Agreement - [Project Title].pdf

Finance Plan: Using the [Screen Australia Excel template](#), indicating the dates of confirmation of any state agency funding or any other finance pending, including an outline of proposed recoupment structure, profit and copyright shares.

Please note you must download and use the current Screen Australia Finance Plan template located on the website. Using an older version of the template will require re-submission.

Please indicate party names in the finance plan.

Finance Plan for the title. *

Attach a file:

Filename: Finance Plan - [Project Title].xls or.xlsx. Must be in MS Excel.

Documented evidence for all lines of the Finance Plan (for example, evidence of equity, private investment). For any other pending finance that is being sourced from other Australian or international funding authorities, confirmation of decision dates must be provided. *

Attach a file:

Filename: [Finance Plan Evidence] - [Type of Document] - [Project Title].doc, .docx or .pdf

Please use the correct [A-Z Budget template from the Screen Australia website](#).

Detailed production budget and budget summary for the title using standard Screen Australia A-Z budget form or Movie Magic or Entertainment Partners (EP) *

Attach a file:

Filename: Budget - [Project Title].xls or .xlsx

First Nations Agreements

Based on your answers in First Nations Story Content, please upload any documents which evidence your consultation, and community or individual consent to date. *

Attach a file:

Filename: First Nations Consultation - [Project Title].doc, .docx or .pdf

Your application files - It is essential your files are named in the prescribed manner for successful ingestion to our automated systems. Please tick to confirm: *

☐ every file uploaded is named according to the filename instructions given.

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- ☐ if multiple files have been uploaded for one question, they are numbered to indicate sequence.
- ☐ uploaded files are the specified format and no ZIP files are included.

Artificial Intelligence

* indicates a required field

Screen Australia is collecting data on the use of artificial intelligence (AI) use in funding applications and projects. This will enable us to better understand where and how it is being used.

Applicants utilising AI should ensure such use aligns with [Screen Australia's AI Guiding Principles](#).

The following responses are collected for Screen Australia's research and reporting activities and will not be used to assess applications or their eligibility. However, applicants are required to declare the accuracy and compliance of their application prior to submitting and if successful, will be required to meet Screen Australia's standard contractual requirements and comply with all applicable laws.

Have you or any other collaborator used AI, or a tool based on it, to generate or to otherwise prepare any part of your application? *

- ☐ Yes ☐ No ☐ Unsure

In which part of your application have you used AI, or a tool based on it? *

- ☐ Application form or responses to application questions
- ☐ Creative support material*
- ☐ Other support material

*Creative support material includes any documents or files uploaded that address or speak to the creative elements of your application, including but not limited to: synopses, story documents such as treatments and scripts, game prototypes, pitch videos or sizzle reels, creative pitch deck, game design documents, art bibles, mood or story boards, and creative vision statements, whether consisting of text, images, sound, video and/or other formats.

Are you applying for funding for a project or activity that contains or will contain outputs or deliverables (for example, pitch materials, game prototypes, treatments, scripts, completed films, programs or games, events, screenings or other outputs) that have been generated or otherwise prepared using AI (including any tool using AI)? *

- ☐ Yes ☐ No ☐ Unsure

Please include further details here (including information about how and where AI has been/will be used in the application and/or project and the specific tools). *

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Please tick to confirm that: *

- ☐ all factual information in your application is accurate; and
- ☐ your application and support materials comply with all applicable laws (including intellectual property (IP) and privacy laws) and respect Indigenous Cultural and Intellectual Property (ICIP) rights.