

Narrative Content Market & Audience - Channel Management 2026/2027

Form Preview

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 - Channel Management 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 Online/Direct-to-Audience (inclusive of VR, XR, AR and social media platforms) will be accepted.

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

☐ the applicant and project meet Screen Australia's Terms of Trade and any general eligibility or other requirements set out on Screen Australia's website

Narrative Content Market & Audience - Channel Management 2026/2027

Form Preview

- ☐ the applicant is an incorporated company carrying on business in Australia, with its central management and control in Australia
- ☐ the applicant has an Australian Business Number (ABN)
- ☐ the applicant is registered for the purposes of GST if required by law
- ☐ the applicant is a channel manager for the relevant social media channel(s) and has access to data and analytics for the channel(s)
- ☐ the applicant has the necessary agreement(s) for the narrative content on the social media channel(s)
- ☐ the channel is not an aggregator channel for content made by other people
- ☐ the applicant has one key narrative title that the application is focused on
- ☐ the applicant can demonstrate and/or has relevant experience through comparable work that shows the capability to manage a social media channel, with at least one example reaching 100,000 organic views on any social platform
- ☐ the applicant is the producer or creator of the title and maintains and retains control of the rights necessary to carry out the project, meaning that it has clear chain of title and generally is party to any underlying rights agreements
- ☐ the applicant plans to partner with external suppliers/specialists to delivery the activity.

Please provide a link to the applicant's previous work that has reached 100,000 organic views on any social media platform. *

Must be a URL.

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

- ☐ the project is either a social media channel that has narrative content on the channel, or the applicant is applying with a project that is in receipt of Screen Australia Online or Narrative Content Production funding (excluding Digital Originals), inclusive of any First Nations social platform initiatives*
- ☐ there is or will be 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))
- ☐ the project has been developed by Australian production companies/producers and creatives, not sub-contracted from a commissioning platform (that is, not a third-party aggregator channel)

*In the instance where a project is in receipt of Screen Australia Online or Narrative Content Production production funding (excluding Digital Originals) inclusive of First Nations social platform initiatives, applicants may apply prior to their funded narrative content being released on the social platform.

Has the key narrative title on which this application is focused previously received Screen Australia production funding? *

- ☐ Yes ☐ No

Has the key narrative 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). *

Narrative Content Market & Audience - Channel Management 2026/2027

Form Preview

Do the individual applicants, key creatives named in the application, applicant company 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.

*

Applicant Company Name *

Applicant Company State *

Applicant Information

* indicates a required field

Please provide one key contact for this application. The key contact takes 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 applicant. *

First Name

Last Name

Email *

Mobile *

Address *

Address

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

Contracting Entity

Please provide requested information for the production company which will contract with Screen Australia if this application is successful. You must have an ABN for this application.

Narrative Content Market & Audience - Channel Management 2026/2027

Form Preview

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.

Applicant Company Name *

Organisation Name

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

☐ Confirmation Check

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.

Phone Number *

Must be an Australian phone number.

Email *

Must be an email address.

Additional contact person if relevant

Narrative Content Market & Audience - Channel Management 2026/2027

Form Preview

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

Primary Channel Name *

AKA Title(s)

Link to channel *

Must be a URL.

Will the content be released on any additional/secondary channels? *

☐ Yes

☐ No

Use the Add More button to add additional channels.

Secondary Channel Name *

Link to channel *

Must be a URL.

Please tick to confirm that that applicant maintains control of the Channel(s) and access to data analytics *

☐ I declare that the link/s and information I have provided around control and ownership of the channel is true and accurate.

Total Amount Requested *

Narrative Content Market & Audience - Channel Management 2026/2027

Form Preview

\$

Total channel management budget including proposed Screen Australia funds *

\$

Must be a dollar amount.

Does your content on the channel 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.

Provide the below details for the project(s) hosted on the channel. Use the Add More button to add additional fields.

Project Title *

Primary Genre *

Logline / short synopsis *

Style *

Long Synopsis *

Episode count (if applicable)

Must be a number.

Duration (or duration per episode if series) *

Must be a number.

Campaign Strategy

Please provide an overview of the campaign strategy that informs and drives the channel strategy *

Word count:

Must be no more than 150 words.

What are your campaign objectives and targets for your channel? *

Narrative Content Market & Audience - Channel Management 2026/2027

Form Preview

Word count:
Must be no more than 250 words.

What is the key messaging for your channel? *

Word count:
Must be no more than 250 words.

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
	Other:	
	Other:	

Campaign Schedule

Please provide a list of significant milestones for your campaign.

Schedule Item	Date
	Must be a date.
Strategy development Production of assets/activity Strategy launch Delivery of assets/activity report	
Strategy development Production of assets/activity Strategy launch Delivery of assets/activity report	
Strategy development Production of assets/activity Strategy launch Delivery of assets/activity report	
Strategy development Production of assets/activity Strategy launch Delivery of assets/activity report	

Channel Data and Analytics

Primary audience gender: *

☐ Gender neutral

☐ Women/female

☐ Men/male

Secondary audience gender: *

☐ Gender neutral

☐ Women/female

☐ Men/male

Primary audience age range *

Secondary audience age range *

Please provide data and analytics for each channel on which the content will be released **for the 12 months up to and before the application date. Use the Add More button to add additional fields.**

It is recommended to use the Maximise button to fill in the table.

Platform	Current number of subscribers	Subscriber count 12 months ago	Average view duration (minutes)	Average view duration (minutes)	Please list the top five territories by viewership
Other:					
	Must be a number.	Must be a number.	Must be a number.	Must be a number.	

Audience Strategy and Schedule

* indicates a required field

How does the campaign strategy & schedule serve the audience strategy? *

Word count:
Must be no more than 300 words.

Describe any existing connection to audience for the project or channel. 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 your channel resonate with Australian audiences?

Narrative Content Market & Audience - Channel Management 2026/2027

Form Preview

Word count:
Must be no more than 150 words.

Why will your channel resonate with International audiences?

Word count:
Must be no more than 150 words.

Please indicate your strategy for amplification and discoverability of your channel.

Word count:
Must be no more than 200 words.

Release on digital platforms

Please provide top line revenue estimates to illustrate the scale of your channel.

Launch date	Release type/details	Estimated revenue projection
Must be a date.		Must be a dollar amount.

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.

Do this channel and 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 campaign: *

Narrative Content Market & Audience - Channel Management 2026/2027

Form Preview

- ☐ 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

Have you consulted with anyone from the community/ies represented in the content 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.

Narrative Content Market & Audience - Channel Management 2026/2027

Form Preview

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
- 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

Narrative Content Market & Audience - Channel Management 2026/2027

Form Preview

Outline the level of First Nations content that you believe will be a part of the completed channel and 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? *

☐ 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 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

Narrative Content Market & Audience - Channel Management 2026/2027

Form Preview

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: *

Budget & Financing

Please provide a budget summary for eligible costs which directly relate to the activity of channel management discoverability and audience impact of channel content. Do not include GST.

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

You may apply for a minimum of \$5,000 and a maximum of \$20,000.

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

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

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.

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**

Narrative Content Market & Audience - Channel Management 2026/2027

Form Preview

- Maximum file size 25MB

Quotes from Providers, local or international for the Channel Management strategy and activity.

Attach a file:

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

Evidence of appropriate agreements for the content on the channel(s).

Attach a file:

Filename: [Agreement Type] - [Project Title/Channel Name]

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.
- ☐ 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.

Narrative Content Market & Audience - Channel Management 2026/2027

Form Preview

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). *

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.