



SHARK ISLAND FOUNDATION DOCUMENTARY AWARD For the Best Social Impact Documentary

The Shark Island Foundation Documentary Prize will be awarded annually to an outstanding AFTRS documentary project with strong potential for social impact through outreach and education. The documentary can be made for any medium and all AFTRS students are eligible to apply.

The Shark Island Foundation will grant a total prize of up to \$10,000. A cash prize of \$5000 will be awarded directly to the student, and up to \$5000 towards implementing an outreach and education program for their film. Mentorship with the executives of Shark Island will be provided to assist with the creation of an effective outreach campaign.

Students must answer the following questions comprehensively, directly addressing all areas. These answers will form a substantial part of the overall assessment for the prize.

1. What is the title and synopsis of the film?
2. Who are the filmmakers responsible for the project?
3. Why do you think the subject is important?
4. Why do you think this film could be suitable for philanthropic support?
5. What outcomes could you hope to achieve by making this film (think beyond television and festivals and towards how the film could be used to create a lasting impact)?
6. What would be your intended audience for the film? (e.g.: local community, educational institutions, specific targeted audience, a national broadcast audience etc). What are the different ways (traditional/non-traditional) you could use to reach your intended audience?
7. How would you measure the impact and success of the film?
8. What is your education and outreach strategy? Why is education and outreach an important element of your project? How will you go about reaching your intended audience? You are encouraged to think creatively about getting your film out to both broad and targeted niche audiences.
9. Outline a realistic budget required to implement your education and outreach strategy?
10. Can you list an Australian and an international documentary that has made a significant social impact? Please answer in some detail, explaining how the outreach and education campaign designed for each of these films may have helped achieve the desired impact.

Deadline:

A document addressing the application questions above must be emailed to julia.avenell@aftrs.edu.au, and a DVD copy of the documentary along with a hard copy of the application document must be delivered to AFTRS Student Services or left in the red box in the Student Services foyer, or posted to:

Shark Island Foundation Documentary Award
Student Services
Australian Film Television and Radio School
PO Box 2296
Strawberry Hills NSW 2012

Applications close at 5pm on Friday 4 November 2011.

The winner will be announced at the 2011 AFTRS Graduation Ceremony on Friday 9 December 2011.