

24 August 2021

Senate Committee Inquiry into the Treasury Laws Amendment (Australian Screen Production Incentive)

Requested data* on viewership for documentary with release details, average audience numbers and television ratings where available. Please note:

- Not all of these titles have budgets below \$1M, although most do.
- But **all** would be affected by either **the threshold**, the **Gallipoli clause** or the **cap on archive** which would make them impossible to be made.
- High end production companies also produce documentaries for emerging filmmakers with budgets well below \$1M. It is wrong to suggest that high quality equals high budget. We have seen many examples of high budgets with low quality and low budgets with high quality.
- The below data is a snapshot of 3 documentaries each year over 5 years. Of the approximately 160 "documentaries" that Screen Australia support each year, many of these are television series, some are overseas formats. **The feature documentary sector that we are concerned about represents approximately 20 single (one off ie not series) documentary feature films per annum.**

Just looking at 15 documentaries released over the last 5 years (a small percentage of total documentaries released over the same period), across cinema, television, festivals, online streaming and outreach community and educational screenings, the total audience average is over 20million viewers.

** The audience averages are estimated by 1) taking box office totals from cinema release and dividing by average ticket price of \$14. 2) ratings figures supplied by ABC and SBS. 3) Documentary Australia Foundation data from further outreach via community, corporate, educational and hosted screenings using our measurement and evaluation tools with surveys and ticket registrations. 4) International festival and distribution data. The total audience reach is a combination of all of the above.*

Screen Australia has funding in all of these titles. Documentary Australia Foundation has co-funded 11 of the 15 titles listed below.

Prepared by
Mitzi Goldman, CEO Documentary Australia Foundation
www.documentaryaustralia.com.au

| Title | Release | Average Audience | Television |
|---|--|-------------------|------------------------|
| Sherpa (2016) | Cinema, TV, Global, Festivals, Streaming | 3,000,000 | SBS/ABC/Netflix |
| Embrace (2016) | Cinema, on demand, TV, educational | 1,500,000 | ABC/Netflix/Streaming |
| Mountain (2017) | Cinema, Festival, Online | 1,000,000 | streaming |
| Blue (2017) | Festival, On demand, corporate and community | 3,000,000 | Streaming |
| Gurumul (2018) | Cinema, festival, TV | 850,000 | SBS |
| Working Class Boy (2018) | Cinema, TV, online | 2,000,000 | Ch7, streaming |
| Backtrack Boys (2018) | Cinema, TV, over 500 community screenings | 1,500,000 | NITV/SBS and streaming |
| Mystify: Michael Hutchence (2019) | Cinema, TV, festivals, Online | 3,000,000 | ABC and streaming |
| The Australian Dream (2019) | Cinema, TV, Festivals, online | 900,000 | ABC and streaming |
| In My Blood it Runs (2020) | Festivals, Cinema, TV, impact screenings | 800,000 | ABC (470k viewers) |
| Slim and I | Cinema, TV, festivals and online | 1,200,000 | Streaming |
| Brazen Hussies (2020) | Cinema, TV, online | 450,000 | ABC |
| Girls Can't Surf (2021) | Cinema, TV, festivals | 350,000 | Streaming |
| The Leunig Fragments (2018) | Cinema, TV, festivals | 500,000 | ABC |
| David Gulpilil (2021) | Festivals, TV, cinema | 450,000 | ABC |
| Total audience average (15 documentaries only) | | 20,500,000 | |

**As a point of comparison with commercial networks Masterchef rates at approximately 583k for Ch10.

<https://tvblackbox.com.au/page/2021/07/02/thursday-ratings-masterchef-australia-kicks-a-goal-for-10/>

WE HOPE THE FILM WILL INSPIRE COMMUNITIES TO
TAKE A DIFFERENT APPROACH TO WORKING WITH
YOUNG PEOPLE AT RISK OF SOCIAL EXCLUSION,
PARTICULARLY IN RURAL AND REGIONAL AREAS.
-CATHERINE SCOTT, DIRECTOR

BackTrack Boys



Summary

Film Synopsis

A group of troubled boys are on a perilous course towards jail until they meet up with the free-wheeling jackaroo, Bernie Shakeshaft, and hit the road with his legendary dog jumping team. This observational documentary follows boys in a youth program BackTrack that Bernie runs from a shed on the outskirts of Armidale, Australia.

Backtrack Boys is an inspiring and life-affirming documentary about alternative programs to juvenile detention. The film documents the journey of the kids in BackTrack, and how this alternative program helps them to navigate their relationships, deal with personal trauma, take responsibility, gain practical job skills so they can eventually create a sustainable future for themselves.



Key Statistics + Achievements

- **We toured Australia, winning awards & receiving 8 festival accolades and 5 star reviews**
- **250 inspiring community screenings - we took the film out to rural and regional Australia**
- **1,000 educational screenings to teachers, students and youth workers**
- **200,000 tuning in on SBS and NITV TV broadcasts**
- **Over 350k raised for BackTrack and Youth Organisations -**
- **Supporting the #RaiseTheAge Petition to raise the age of kids being incarcerated from 10 to 14yrs**
- **Bernie Shakeshaft winning Australia of the Year, local hero**

WATCH ONLINE



Issues

Rural and regional residents experience higher rates of poverty, housing stress, social isolation, service exclusion and substance abuse. Youth are particularly vulnerable within these communities and have a greater chance of falling through the cracks. Many young people are at risk of dropping out of mainstream education and can get caught up in the juvenile justice system.

A report by the Australian Institute for Health and Welfare states that on an average night in June 2018 there were 980 young people in youth detention in Australia - 90% young men.

Armidale has a significant youth population, with people aged 15-24 making up 20% of the population (vs 12% in NSW) and youth unemployment is 16.6% (vs 12% national average).

In 2020, bush fires and Covid-19 have accelerated critical youth issues - more young people finding themselves even more isolated and restricted access to crucial support services.



980

in youth detention on
an average night

90%

are young
men

“ We hope the film will inspire communities to take a different approach to working with young people at risk of social exclusion, particularly in rural and regional areas. ”
-Catherine Scott, Director

SOCIALS



RESOURCES



Impact Strategy

“Keep the kid alive, keep them out of jail and chase their hopes and dreams” Bernie Shakeshaft, CEO, BackTrack



Key Messages

- 01 It's never too late to change.
- 02 Young people in trouble need an alternative to juvenile detention centres.
- 03 We need a different approach to working with young people at risk of social exclusion, particularly in rural and regional areas.

Impact Goals

- 01 Provide young people with a positive narrative about themselves.
- 02 Change the conversation in communities about how they approach youth issues.
- 03 Support advocacy organisations working in the youth space.
- 04 Shine a light on BackTrack and other youth programs to ensure they continue to receive funding and support.

3 Year Campaign

June 2018

Film premier
Sydney Film
Festival

Oct 2018
National Cinema
Release & Q&As

2018-2019

200+ Theatrical and non-
theatrical screenings
across Australia &
New Zealand

2019 - 2021

Juvenile
Detention,
Conferences and
Youth Worker
Screenings

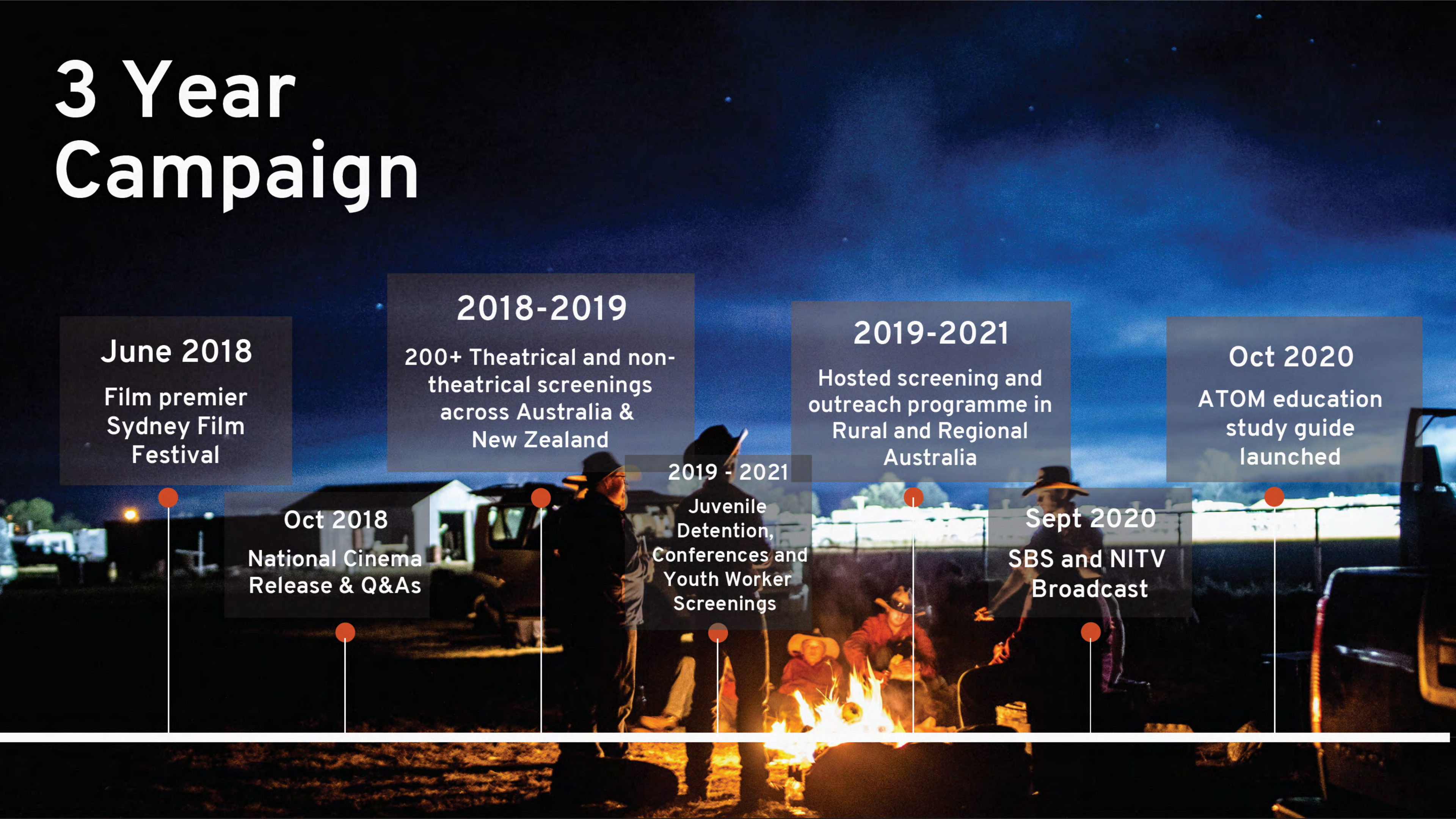
2019-2021

Hosted screening and
outreach programme in
Rural and Regional
Australia

Sept 2020
SBS and NITV
Broadcast

Oct 2020

ATOM education
study guide
launched



Reception

Awards



BEST
DOCUMENTARY AT
SYDNEY FILM
FESTIVAL



BEST
DOCUMENTARY
BYRON BAY FILM
FESTIVAL



AUDIO NETWORK
AWARD FOR BEST
EDITING



SHORT LIST FOR
AACTA AWARD FOR
BEST
DOCUMENTARY



CINEFEST OZ FILM
FESTIVAL 2018
OFFICIAL SELECTION



FILM CRITICS CIRCLE
OF AUSTRALIA BEST
FEATURE
DOCUMENTARY



BEST
DOCUMENTARY AT
MELBOURNE
INTERNATIONAL
FILM FESTIVAL



BEST
DOCUMENTARY AT
STRONGER THAN
FICTION FILM
FESTIVAL

16

Festivals (in Aus & NZ)

Critic Reviews

“Catherine’s Scott’s frequently moving fly-on-the-wall documentary vividly depicts kids changing and maturing with the help of Shakeshaft, the dogs and many volunteers..this is inspirational stuff!

- DAVID STRATTON (FILM REVIEWER)

“This is one of the most moving and important documentaries to be made in Australia for the last 20 years. Or maybe ever. This is profound, extraordinary film-making. This is what a camera is made to do. These are the stories we need to hear.”

- TRACEY KORSTEN (GLAM ADELAIDE)

"A remarkable story of bringing troubled boys and girls back from the brink." ★★★★★

- SYDNEY MORNING HERALD

"The honesty, passion, determination, commitment, authenticity, and its ultimate love, makes this movie an absolute must for every person in Australia and the world to see."

- ALL ABOUT ENTERTAINMENT

"This film will move you. It'll make you cry. Heck, I've shed a tear or two just thinking about the film as I write this review. Simply put: this is one of the best Australian films of the year."

- THE CURB

OTHER REVIEWS:

...

...

...

Media

Praise was received from the likes of Russell Crowe, David Stratton, Steve Biddulph, Tom Harkin, Richard Fiddler, Mamma Mia.

Feature articles appeared in The Guardian, SMH, Metro Magazine & Pro Bono.

TV interviews on Channel 7, Sunrise, ABC Radio with interview with Bernie on Conversations with Richard Fidler.

\$2.1million of pro bono media advertising was achieved via BackTracks's media partner Unltd



This opens theatrically in Australia on Thursday. It's really special.

Go and see it. Write stories about it. Tell your friends.

This fella Bernie, he's a good fella, a bit of a genius really.

What a great story.

Russel Crowe

The 'unconventional' BackTrack youth program has received little funding, but achieved big results – thanks in part to the canines at its core.

-The Guardian



In the news

[BACKTRACK BOYS: THE JACKAROO AND HIS DOGS GIVING AT-RISK KIDS A SECOND CHANCE - BY THE GUARDIAN](#)

[WHY BACKTRACK BOYS SHOWS IT'S POSSIBLE TO BREAK THE CYCLE OF TOXIC MASCULINITY - BY THE FIERCE](#)

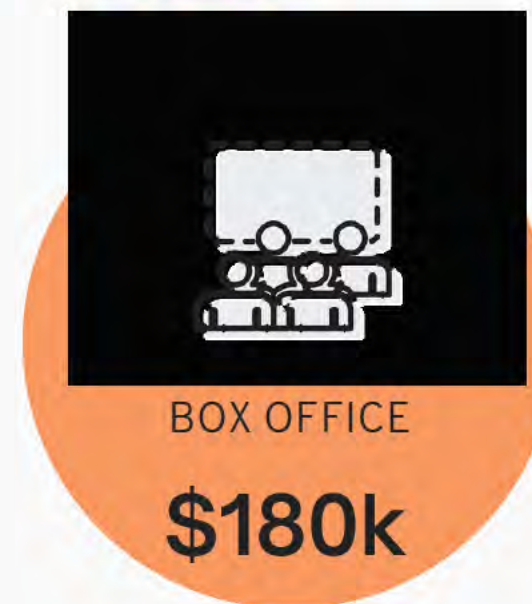
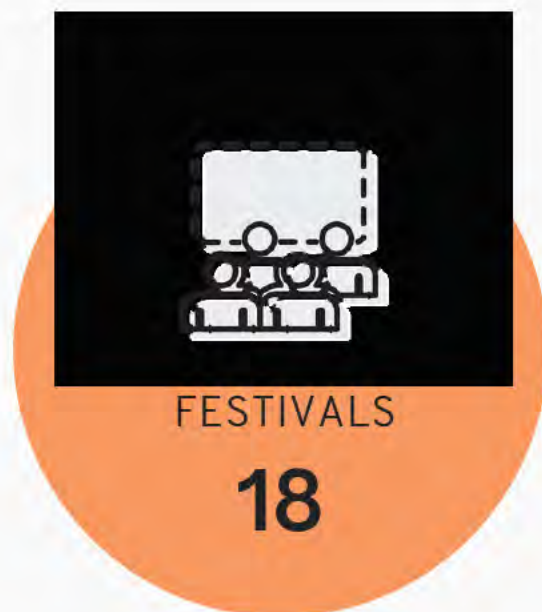
[REVIEW: BACKTRACK BOYS BIFF - BY 4ZZZ](#)

[DOCO OF THE MONTH: BACKTRACK BOYS - BY PRO BONO AUSTRALIA](#)

[HELPING TROUBLED KIDS FIND A WAY BACK - BY ABC CONVERSATIONS](#)



Reach



Impact Map



Reaching audiences across Australia

Backtrack Boys was screened across Australia in cinemas, festivals, communities and in workplaces. The education program reached high schools, colleges, TAFEs and juvenile detention centres.

Screenings were hosted by youth organisations, advocacy groups, juvenile justice educators, teachers and other dedicated individuals wanting to use the film to make a difference.

The aim of these screenings was to raise awareness about youth issues within local communities, educated professionals and colleagues, and inspired others to support youth initiatives and programs in their area.

This film made an impact because of the strong emotional connection people felt for the boys and their story. We had a highly engaged community around the film. People were so inspired, they always said "what can we do to help?" and that's where having an impact campaign can step in and support people to take action .

-Lisa Kanani, Impact Producer



Theatrical



Community



Educational

Audience Response

Backtrack Boys received an overwhelming response from audiences, key stakeholders and champions alike. Viewers praised the emotional and honest depictions of the boys situations and highlighting an important social issue.

It sparked conversation about the ways in which the system currently fails at-risk youth, and highlighted an alternative model adopting a holistic, compassionate approach.

“The wisdom and poetry of these young blokes trying to break through well worn defences and attacks is both heartbreaking and heartwarming, a wild and rewarding ride that puts it all in perspective. Tom Harkin, Man-Up

“If you are a teacher I think it will help you from the very first minute, youthworkers, counsellors, and of course parents will learn so much of use about helping kids with their emotions, and their healing and hopes.- Steve Biddulph (Raising Boys).

“Fantastic approach to working with damaged and troubled youth. Providing thoughtful and appropriate approaches to enable the participants to learn alternative ways of being, belonging and becoming. (FACS worker)



“Every school, every town, has troubled kids who will end up dead or in jail, if nobody gives them the love they need. We usually fail these kids, but we don't need to.

Partners

- Partners have used the film to engage their networks and support their organisations.
- The film has initiated community-wide conversations, facilitated professional learning and educated young people.
- The film has been the catalyst to developing new approaches and grassroots programs in regional areas.
- The film has also been used to elevate visibility of advocacy campaigns such as #RaiseTheAge.

“The documentary is used to increase awareness of BackTrack to new audiences and stakeholders. We use the documentary wherever we think it will help with our objective of helping as many young people having a hard time. We have also started using the documentary as a community engagement activity where like-minded organisations wish to learn about the BackTrack way. -BackTrack Youth Works”



Outcomes

01. Recognition and Empowerment

- The documentary has been valuable for BackTrack and the young people involved.
- The young people in the program were provided with new opportunities to travel, attend events and speak in Q&As. One participant found it significant to be able to share the film and their journey with their community and family.
- Whilst confronting for some young people to relive challenging moments on screen, the film validated experiences and supported the young people to reflect on their situations.
- They could be proud of their progress over time and feel motivated to continue on their own healing journey while inspiring others to do the same.

The film showcased how amazing our young people are, and gave us memories and a piece of history that we will all be forever proud of.

-BackTrack Youth Works



The documentary plays an important part in showing young people they are not alone and that others understand how they are feeling... A good reminder of how far I have come, and of how I can inspire others.
Zac, BackTrack & documentary participant

BERNIE'S LOCAL HERO ACCEPTANCE SPEECH



Outcomes

02. Awareness of BackTrack YouthWorks

The film has significantly increased the profile and awareness of BackTrack YouthWorks across Australia.

It has enabled the organisation to share their model widely with other communities as a part of their "Backtrack Everywhere" initiative.

The film increased awareness of the challenges that vulnerable young people are facing in Australia and how the Backtrack YouthWorks program is effectively responding, enabling a widespread conversation about how communities work more effectively with at-risk young people to "keep them alive and out of jail"

The main value is that the documentary has been able to showcase at scale the challenges young people are facing and that as a nation we must do more.
-BackTrack Youth Works

BERNIE'S LOCAL HERO ACCEPTANCE SPEECH



Outcomes for BackTrack

- Increased organisational support and new opportunities with corporate, philanthropic and government sectors that would have taken significantly longer to achieve without the film
- The organisation also received over \$350,000 in donations from over 150 new donors who were motivated to help after viewing the film.
- Offers of other forms of support and community mentoring requests.
- In response, BackTrack was prompted to improve their operating systems and efficiencies, upgrade their website
- From the film BackTrack produced a series of professional videos. These videos are an extremely effective tool being teach the Backtrack methodology and increasing youth wo capability.



03. Increased awareness & empathy for vulnerable youth

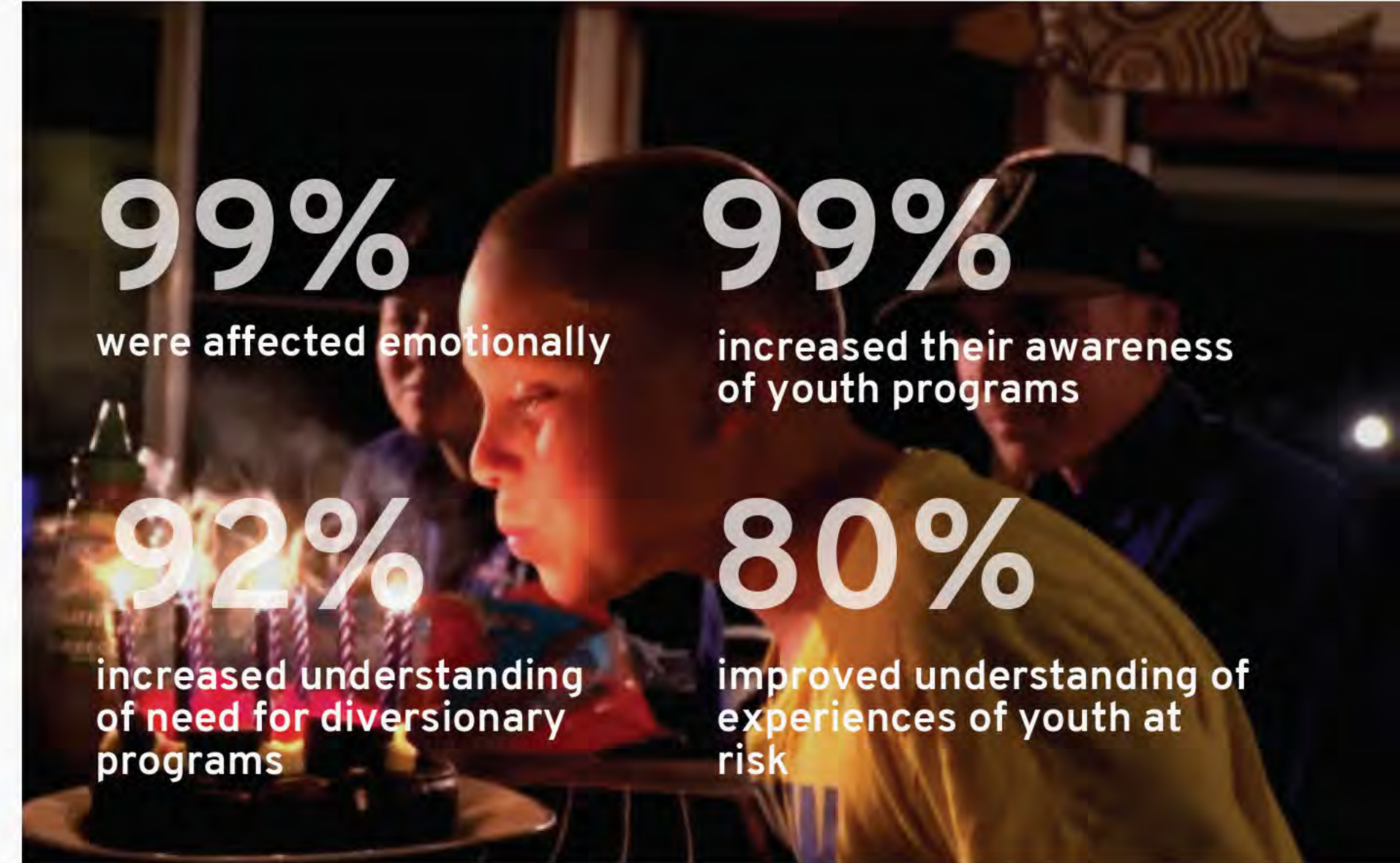
Backtrack Boys has been incredibly successful at increasing awareness of and empathy for vulnerable and at-risk youth and their experiences.

Survey feedback provided by over 2000 audience members across Australia found:

99% were emotionally affected by the documentary and had increased awareness of youth programs and alternative options for young people at risk of juvenile detention.

99% had an improved understanding of the need to divert young people from juvenile detention, and the importance of adopting whole-of-community responses to ensure young people aren't falling through the cracks.

The film motivated audiences to take action, with almost half of survey respondents reporting that they would like to take a variety of actions including donating to youth initiatives and signing the #RaiseTheAge petition.



Very insightful and really highlighted how tough life is for some (especially kids) and the limited options for positive rehabilitation and support.
- Survey Response

I have seen this film 3 times now and the impact is as strong now as the first time. The importance of providing tailored programs and support for disadvantaged youth is critical.
- Survey Response

Changing Hearts & Minds

ALTERNATIVE PATHWAYS

“The biggest impact of the film has been the tangible, visual understanding of alternative pathways for youth who commit crimes that don't require them to end up on the path of incarceration. The film highlights the urgency of more community-driven youth diversion programs which help build confidence, connection and a sense of worth. The film also does a fantastic job of humanising these young folk and providing broader social context as to why kids may end up committing crime or antisocial behaviour. Giving a voice to these beautiful young men and their challenges brings humanity to the conversation.

EMPATHY AND UNDERSTANDING

“The film showed what's possible with commitment and dedication from a person like Bernie to make a difference by adopting an innovative and caring approach to young people who have been given their first opportunity to be treated with compassion and understanding. It's given back meaningful lives to those young people who participated and it has clearly demonstrated what's possible with compassion, caring and insight to turn lives around. Without such programs the alternative of incarceration potentially dooms youth for the rest of their lives.”

COMMUNITY SUPPORT

“Your amazing film has opened the eyes of so many who saw no future or hope for these kids. Every town hall in Australia should host a public showing. The untapped value these young people have as a part of our community with a bit of support and self love is the pot of gold at end of the rainbow. Kindness is contagious. I think communities are "afraid" of these kids and now see a different side of them.

LIVED EXPERIENCE

“Watching the film had an incredible impact on me as i had come from tough beginnings and had become a tough nut to crack. However, it took just one caring person to turn me around, one loving comment, one meaningful gesture. I really related profoundly to this in the film. I have seen first hand, what a difference just a little bit of patience and understanding can make.

04. Educational outreach and impact

An educational resource was mapped to the Australian curriculum were developed and promoted extensively, reaching more than 1,500 teachers and educators.

After watching the film, students felt compassion towards the youth depicted in the film and their experiences. The film helped students to reflect on the important role of friendships, loyalty and having people to trust and open up to.

1500+
educational
downloads

100%
would use the film as an
educational tool again

Many reflected that they wanted to give others a second chance, rather than judge them based on their past, due to a greater understanding of the factors that can lead to vulnerability and disadvantage.

For some the film provided a new, positive narrative about youth doing it tough and inspired hope. For others, the film exposed them to situations that they wouldn't otherwise been aware of.

Overall, the feedback clearly indicated that the film was effective increasing empathy for kids having a difficult time and an understanding of the role the community can play in supporting youth people doing it tough.

Representation matters. They could relate to the lives of the kids represented. They're finally like 'Oh my god, that's me'... It opened up an interesting conversation about the alternatives (or lack thereof) to incarceration for young people.
- Youth Detention Educator

Some kids did end up asking a lot of questions because they don't really have that experience here... so it was really good to have a look at how different people have their lives.. The look at the justice system was quite the eye opener for them as well"
- Private College Educator

Student feedback

"To have each other's backs and not to judge others on the outside"

"That kids come from different home lives"

"You don't know what's going on in other people's lives"

"Don't judge unless you know the whole story"

"How to always look out for people and be positive towards young people. Making programs is a good way to help young people and get them to have a better outlook on their life"



05. Youth validation, hope and inspiration

After correctional facility screenings, feedback shows that all young people wanted to see youth programs in their community take a whole-of-community approach like the BackTrack program. The majority also felt the film would help people in the community understand youth like themselves who have been incarcerated (92%), and thought their situation may have been different if they had access to the BackTrack Program or something similar (76%).

92%

felt the film would help others understand youth in detention

>80%

said the film gave them hope for the future

Although it was challenging for some young people to watch the film, many reported that it had been validating and inspiring and provided them with hope for their future. Over half of the young people surveyed reported that as a result of seeing the film, they were likely to find ways to participate in youth programs in their community and help other young people once they are released themselves.



The fact that it truly shows that you can bounce back no matter what you've been through, this film has given me so much hope and I hope someday I can volunteer to help out indigenous teens and show them that you can get anywhere if you want to.” - Young person

9 Detention Centre Screenings

Backtrack Boys has screened in detention centres across Australia, including:

- Brisbane Youth Detention Centre (QLD)
- Parkville College (VIC) Secure welfare units
- Redlands Youth Justice Service (QLD)
- Wellington Correctional Facility (NSW)
- Riverina Juvenile Detention Centre (NSW)
- Kempsey Maximum Security (NSW)
- Don Dale (NT)
- Owen Springs School (NT)
- Banksia Hill Detention Centre.

“

It's an overwhelming feeling seeing someone actually believe in us. It motivated me to offer my experience and help if there is a possibility for me to do so.

- Young person

”

“

There is more to life than jail. It inspired me to help younger Aboriginal people in my community. There is more to life than drugs or alcohol and domestic violence.

- Young person

”

06. New community conversations & initiatives



07. Support for the #RaiseTheAge campaign

Overall, BackTrack Boys has facilitated community conversation, engagement and action through targeted community screenings. According to the feedback from hosts and partners, screenings have inspired interest from people involved with schools and universities to provide opportunities to view the documentary as part of their educational program, and many others have been inspired to host their own screening as well. The most significant changes resulting from screenings included raised awareness around youth issues and youth outreach programs, as well as increased empathy and understanding for troubled and disadvantaged youth.

We had extremely positive feedback from our employees who attended and they expressed a desire to help BackTrack further through volunteering, donations etc.

In addition, through community screenings the film has been effective in inspiring other communities to discuss and adopt new approaches to local youth issues, including the establishment of new programs based on the Backtrack Youthworks model such as 'RuffTrack', 'Down The Track', 'Making Tracks' and 'River Tracks' in other regional towns. Over 120 communities have now expressed interest in Backtrack style programs.

4 new Backtrack style community programs

Our goal is to emulate the strengths of the innovative approach to working with young people established by Backtrack in Armidale.
-River Tracks, Tweed Valley NSW

Backtrack Boys has worked with the #RaiseTheAge campaign around the broadcast of the film on SBS to stimulate advocacy and action for raising the age of criminal responsibility from 10-14 years. The increased awareness of the current system, and insights into some of the young people who are being sent to or at risk of prison, alongside the depiction of a clear alternative has lead to audiences choosing to support the Amnesty International #RaiseTheAge petition, discuss with their networks or advocate for change.

1 in 3
would sign the #RaiseTheAge petition after seeing the film

I'm inspired to keep continuing my work to improve the justice system... and advocate for justice involving young people.

05. Improved professional capability

100%

agreed the film was a useful tool in their work

This was an eye opening, heart breaking, breath taking and soul warming documentary, that taught me so much about the importance of connection and belonging and about youth disadvantage.

This screening was so inspirational. It proves that if you give long-term dedication and effort, a difference can truly be made to a young person's life.

I felt like it was quite a motivating film. What these kids need is some consistency and someone who cares, someone who just keeps on turning up through hard times. At least for me, it validates the work you do.

The Backtrack Boys Impact Campaign has helped professionals working with young people, including youth workers, juvenile justice workers and educators, to deepen their knowledge and improve their practice when working with young people at risk. Feedback from service providers and educators confirmed the power and usefulness of the film for professional development.

- 90% agreeing they learnt something about the experiences of vulnerable youth, will think differently about their own approach in practice, and feel more motivated about their work and the difference they can make. In addition,
- 90% agreed that valuable conversations had been started in their workplace or professional network and that new ideas had been sparked for the future.

Overall, the film was deemed an effective professional learning tool participants would recommend as a resource to others, imparting valuable new knowledge useful to their practice and validating the often challenging work they are doing.

The positive and child-centred approach of the Backtrack organisers was inspiring. It gave me a lot of ideas about how workers in child safety can communicate with children and families to get positive results" - Practitioner

”

95%

improved their understanding of youth vulnerabilities

The Department of Communities and Justice (FACS) held a Backtrack Boys session for 185+ at their 2019 Practice Conference to deepen the practice of child protection workers and leaders.

- 95% reported a stronger understanding of how childhood abuse and neglect affects a person's sense of identity and belonging,
- 87% reporting a greater appreciation for the role they and others can play to help children or adults feel connected or supported.



Wrap Up

It takes time to build and sustain the impact of a film, and getting an audience to see it is a crucial starting point. After that, it is important to provide opportunities for them to harness that energy, which may lead to new connections and collaborations.

01 BUILD A PASSIONATE AUDIENCE

The most effective strategy for the film's impact campaign has been getting an audience to see the film. Rolling out the community screening program has been especially important in reaching a wider audience and building a fan base on a grassroots level. Send your screening hosts key assets like images, posters and flyers to help them put on a great event and promote the screening. For screenings where the film team can't be present, provide hosts with screening and discussion guides to help them put on a successful screening and Q&A.

02 ENGAGE WITH YOUR AUDIENCE POST-SCREENING

Once the film has done its job of raising awareness and inspiring an emotional response, it is important to provide a way for people to harness that energy afterwards. Follow up and keep your audience updated as your campaign progresses about how they can get involved. Ask for feedback and collect as many quotes and testimonials as possible after people have seen your film, whether it's for the film itself or the event it was screened at. Using the responses from the audiences, it would be easier to target the impact campaign accordingly.

03 COLLABORATE AND WORK WITH YOUR PARTNERS

Grow your film's fan base by asking people to become part of your campaign and champion your cause. Host private screenings for key partners pre-release and ask them to spread the word by providing easy tools to help them invite people. To engage communities, try to get key groups involved to attend, schools, council, media and ask hosts to engage them in a discussion around the film. Work with your partners on a shared vision by supporting their goals and campaigns, and collaborating on projects throughout the impact campaign

04 IMPACT TAKES TIME

After building up an audience that is not just passionate about the film, but also the issues it presents, it takes time to sustain the impact that has been formed. The cinema release gets interest, and the TV broadcast enables you to reach a large audience, which makes it crucial to capture the momentum in those points of time. Providing people the tools to use the film for awareness, fundraising or educational purposes has been a key part of sustaining its impact. A documentary's impact is never ending because it will always inspire new audiences who see it.

Film Team



DIRECTOR &
PRODUCER

Catherine Scott has worked as a documentary filmmaker for over 20 years. She was Senior Producer SBS Dateline and more recently a freelance video journalist for the program.



EDITOR

Andrea Lang ASE has been editing documentaries for about twenty years. Recently she cut We Don't Need A Map, the opening night film of the Sydney Film Festival (SFF) 2017.



CONSULTANT
PRODUCER

Madeline Heatherton is an experienced and multi-awarded director and producer. She works across a wide range of documentary and factual programs which have been broadcast in over 60 countries across networks.



EXECUTIVE
PRODUCER

Dr Mitzi Goldman is a founder and CEO of the Documentary Australia Foundation, having been instrumental in its realisation since its inception in 2006.

Film Donors

ORGANISATIONS

ACF ATF Scarlet's Fund
Anderson Body Movement
Big4 Inverloch Holiday Park
Bondi Meditation Centre
Collier Charitable Fund
Guardian Accounting
Insurance Council of Australia
James N Kirby Foundation
MaiTri Foundation
Matana Foundation for Young People
NBN
Pilbara Meta Maya Aboriginal Corporation
The Jack Brockhoff Foundation
The Natural Helper
Thyne Reid Foundation
VFFF
wholeheART
Wongaburra Horsemanship Centre

INDIVIDUALS

T Allen
David Armstrong
Dione Baird
Debra Barnard
Diane Barry

Tracey Barton
Cathy Bennett
Michael Boeson
Sharon Broughton
Emma Cate
Jo Chichester
Carol Cooper
Darryl Coulthard
Christopher Daw
Collette Dowling
Joanna Doyle
Kate Endresz
Andy Evans
Eileen Fitzgerald
Michaela Fitzsimons
Jane Ford
Joanna Gee
Ben Guerin
Michael Hagen
Natalie Hatchard
Ian Heriot
Prue Hughes
Kirby Johnstone
Sue Jorgensen
Haley Lambert
Robin Laurie
Kate Lips
Kathryn Lowry
Nicole Marcusson
Anne McAsh
Paul McGovern

Stuart Iain Mckern
Julia Mooser
Trevor Morris
Nicky Nelson
Anne Page
Kerrie Pascoe
Ralph Pliner
John Postle
Deslyn Randall
Stuart Rayner
Dave Robinson
Paul Rosser
Jackie Sailer
John Sevier
Geraldine Slattery
Marnie Sole
Jessica Steiger-Thorpe
Allan Stone
Jennifer Strauss
Cameron Sugden
Ahri Tallon
Jill Thompson-White
Kerry Thompson
Chris Viney
Michelle Walker
Vicky Wallace
Wayne & Louise Whatman
Sally White
Mitty Williams
Jean Wortley
Judith Young


Get in touch.




Email


 info@backtrackboys.com

Website


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Social Media

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