



Screenwest (Australia) Ltd ABN 43 620 492 300
E: info@screenwest.com.au W: screenwest.com.au
30 Fielder Street, East Perth WA 6004
PO BOX 3275, East Perth WA 6892
P: +61 8 6169 2100 T: 1800 463 043

MEDIA STATEMENT

Embargoed 4:00pm Thursday, 28 September 2017

Screenwest seeks to bring more diversity on screen and behind the screen

- ***Screenwest Diversity, Equity and Inclusion Plan* launched**
- **New Screenwest Diversity Fund launched**
- **The national Screen Diversity Inclusion Network (SDIN) launched in Western Australia**

Screenwest last night launched an action plan and a new Diversity Fund to help address the lack of diversity within the Western Australian screen industry, both on screen and behind the camera.

The launch was held at the DADAA Fremantle hub on 92 Adelaide Street in Fremantle and saw a mix of emerging and established WA screen creatives attend.

Janelle Marr, Chair, Screenwest said: “Diversity in Western Australia is mainstream, and is a lived reality of the contemporary community. Yet our screen industry does not reflect this. To resonate with audiences, we need to reflect a diversity of experiences and perspectives.”

“Through the *Screenwest Diversity, Equity and Inclusion Plan*, Screenwest will implement a range of processes and activities to widen the talent pool and offer fairer access to the screen industry. We want to inspire greater creativity and authenticity, to introduce new voices and untold stories from across the State, and to grow the audiences watching the content we support.”

A key action is the introduction of the new Screenwest Diversity Fund.

The Diversity Fund provides funding to producers, organisations and individuals to help overcome barriers that prevent community members from underrepresented groups from participating in professional screen industry activities.

There are two streams to the Diversity Fund:

- Diversity Top Up stream, open year-round, is for productions or activities Screenwest is already supporting, and is aimed at ensuring opportunities are accessible to all Western Australians.
- General Diversity stream, open twice per year, is for skills development and networking opportunities that encourages greater inclusivity and intersection between underrepresented groups in the Western Australian community and the Western Australian screen sector.

Screenwest is supported by



Rikki Lea Bestall, Head of Development and Production, Screenwest, said: “The Diversity Fund is an important first step to addressing some of the inequities in the system facing people from underrepresented groups.”

“We look forward to helping like-minded people make positive inroads to addressing equity and inclusion barriers in the screen industry.”

Screenwest is part of the national Screen Diversity and Inclusion Network (SDIN) which was also launched in Western Australian today.

SDIN is a network of broadcasters, screen funding agencies, business associations, guilds and industry-aligned education and training organisations who have committed to working together towards an inclusive and diverse screen industry.

“SDIN Chair and AFTRS CEO Neil Peplow said “We are thrilled to be launching the SDIN in WA, and to see Screenwest taking the lead in developing a wide-ranging plan for diversity, equity and inclusion. The SDIN, across its membership of Australian broadcasters, funding agencies, national education institution and guilds, has been created to share learnings and good practice like this to help achieve the ambition of an open, inclusive and diverse screen sector.”

To read more about SDIN, visit www.sdin.com.au.

Background information

Screenwest recognises diversity as differences in gender; age; Aboriginal identity; cultural and linguistic diversity (CaLD); disability; sexuality and gender identities, including lesbian, gay, bisexual, transgender, queer and intersex (LGBTQI+); location (including regional and remote regions) and socio-economic status.

In 2016-17, with Screenwest’s support, the Western Australian screen industry developed an industry wide diversity strategy, the [Western Australian Screen Industry Diversity Roadmap 2017-2023](#). The *Screenwest Diversity, Equity and Inclusion Plan* builds upon this work and specifies how Screenwest will help deliver on the aims of the Roadmap.

ENDS

Media enquiries:

Tamara Bardas, Senior Marketing & Partnerships Manager, Screenwest

P: 08 6169 2108 E: tamara.bardas@screenwest.com.au

Lewis Wright, Marketing, Communications & Partnerships Manager, Screenwest

P: 08 6169 2107 E: lewis.wright@screenwest.com.au