

WESTERN AUSTRALIAN SCREEN INDUSTRY DIVERSITY AND INCLUSION ROADMAP

2017-2023



We respectfully acknowledge the traditional owners of the land on which we gather to learn, work together and share our stories. We respectfully acknowledge their elders, past and present.

ABOUT THIS DOCUMENT

We believe our industry, storytelling and audiences all stand to benefit from a more inclusive screen sector.

The Western Australian (WA) screen industry has come together to create the *WA Screen Industry Diversity and Inclusion Roadmap*, a roadmap for change working towards new industry practices that draw on the rich diversity of the creatives, crew, cast, stories and audiences which are as diverse and interconnected as WA's regions, towns and cities.

This Roadmap sets broad directions for the long-term achievement of greater diversity and inclusion across the WA screen industry and outlines focus areas and actions key to achieving this goal.

Success will rely on robust and genuine collaboration between screen professionals, industry members, diversity advocates and the community.

WHAT DO WE MEAN BY DIVERSITY?

The Australian Human Rights Commission refers to diversity as the differences that distinguish groups of people from one another¹.

For the purpose of the Roadmap, the WA screen industry recognises diversity as differences in gender; age; Indigenous identity; cultural and linguistic diversity (CaLD); disability; sexuality and gender identities, including lesbian, gay, bisexual, transgender, queer and intersex (LGBTQI+); location (including urban communities and remote regions) and socio-economic status.

¹ Australian Human Rights Commission (2016), *Leading for Change: A blueprint for cultural diversity and inclusive leadership*, p. 5.

WESTERN AUSTRALIAN DIVERSITY: WHO WE ARE

Western Australians make up the most diverse population of all Australian states, in one of the most diverse nations in the world.

Diversity in Western Australia is mainstream and is a lived reality of the contemporary community. These vantage points, along with the significant diversity of access to resources for people, offer unique and vastly different perspectives on the world.

Indicative snapshot across the years

3.7% ABORIGINAL AND TORRES STRAIT ISLANDER¹

A STATE OF MIGRANTS almost **1/3** BORN OVERSEAS¹

Approximately

270 LANGUAGES and DIALECTS spoken including around

50 Aboriginal and Torres Strait Islander languages¹

22% live in the REGIONS²

GENDER is **50:50**¹

DISABILITY affects **1/3** of the population

21% have a DISABILITY and a further

13% are CARERS for people with a disability³

11% Nationally of the population identifies as LGBTQI⁺⁴

1 Australian Bureau of Statistics Census 2011

2 ABS Regional Population Growth, Australia 2012-13

3 ABS Disability, Ageing and Careers, Australia: Western Australia 2012

4 Australian Human Rights Commission. 2014. Face the Facts: Lesbian, gay, bisexual, trans and intersex people.

Through the strategies and actions set out in this Roadmap, the WA screen industry aims to:

- Achieve a local screen community that more closely reflects the overall diversity of our State's population, understands the value of diversity and promotes inclusivity in all its activities.
- Develop and produce screen content that is as diverse as its audience, by including stories that draw from a range of experiences and perspectives and by promoting diverse talent.

DIVERSITY TARGETS

The WA screen industry is committed to diversity and inclusion.

This Roadmap sets out a challenge for the industry in all its core practices – the creation of screen projects, events, activities or provision of services – to deliver against at least three out of four diversity targets.

The targets are:

1. **The story:** Develop, produce and promote screen content that explores diverse storylines and subject matter.
2. **Key talent:**
 - Onscreen - to positively reflect diversity in at least one key talent hire or casting choice and 30% of supporting talent to also reflect diversity.
 - Key creatives - gender parity across the key creative team. For the purposes of this document, 'key creative' refers to the people involved in the screen project, activity or event, who have significant influence on the final product and audience. These roles will differ for each activity, event or screen project.
3. **Workforce:** 30% of behind the scenes crew, employees and support staff roles to be filled by people from underrepresented groups.
4. **Training and pathway opportunities:** provide at least one internship, skills development or training opportunity for a person from an underrepresented group to progress their screen career.

These targets will assist the industry to measure its achievements in moving towards a more inclusive screen sector. This self-regulated test can be applied on a project-by-project basis or annually to organisational diversity goals by any member of, or contributor to, the local screen industry.

FOCUS AREAS

Achieving greater diversity will be a long-term challenge.

OUR COMMUNITY



To achieve the aims of this Roadmap, the WA screen community commits to encouraging, including and fairly representing the State's diverse population. It will seek to achieve this by:

Discovering and engaging with new talent

- As industry organisations and screen industry leaders, support and facilitate official and unofficial mentoring opportunities, attachments and employment opportunities for emerging talent from diverse backgrounds.
- Collaborate with funding bodies and training institutions to improve access and achieve

It is important to ensure that diversity is achieved through responsive strategic work, rather than ad hoc one-off initiatives.

This Roadmap proposes a range of actions and approaches grouped into four focus areas:

1. **Our community** – filmmakers, practitioners, audiences and other screen industry contributors.
2. **Telling our stories** – onscreen talent and unique stories.
3. **Leadership** – WA Screen Industry Diversity and Inclusion Leadership Group and implementation.
4. **Working with partners** – funding and market, screen culture and diversity partners.

Achieving diversity in the WA screen industry will rely on shared ambition, agreed consultative approaches and mutual understanding from all.

The WA screen industry is relatively small but an extremely proactive, passionate community that has grown substantially over the past ten years. However, it is not without its challenges. Many local screen practitioners rely on various forms of Government funding and highly competitive markets, both here and overseas, to sustain their work. It is challenging to maintain enough momentum to make businesses of scale viable. The local industry is made up of many players, including but not limited to storytellers, practitioners, production companies, distributors and exhibitors, screen industry organisations, screen culture providers, training institutes and funding bodies.

sustainable careers for all aspiring screen practitioners.

- Proactively engage in and administer industry workshops and networking events to engage and reach a range of talent from underrepresented groups.

Communication

- As industry association bodies and screen industry leaders, develop more effective ways to engage with a greater range of communities.
- Encourage and support screen creatives, leaders and credible spokespeople from communities underrepresented in screen production, to champion diversity and inclusion.

- Promote the local screen industry to WA's diverse communities.

Setting standards

- Develop a suite of policies, standards of professionalism and procedures for film productions and workplaces that encourage diversity and inclusivity (i.e. relating to disability access and family-friendly policies) and combats bullying, discrimination and racism.
- Initiate, develop and offer diversity and inclusion reference guides, resources and training to the industry.

TELLING OUR STORIES

2

When we don't draw from the full pool of creative talent, we are inevitably missing out on great storytellers and fresh new stories and perspectives.

A greater diversity of filmmakers and content creators will bring a greater diversity of influences, experiences and approaches to screen stories. Some of the ways the industry will seek to bring greater diversity into storytelling are:

Sourcing our stories

- As filmmakers and industry influencers, commit to actively search for and develop diverse ideas and storylines.
- As creative practitioners, commit to actively seek out, partner with and employ key creatives and storytellers from diverse backgrounds, including those from complementary fields (i.e. theatre, journalism, literature) to influence and shape screen content from a greater range of experiences.

On-screen talent

- As industry organisations and production companies, develop policies detailing script and casting statements to reflect diversity and actively encourage on-screen talent of diverse backgrounds.
- Commit to exploring on-screen talent options from underrepresented parts of the community.

Audiences

- Learn from and adapt screen projects to be responsive to audience research into media consumption, tastes and participation habits of diverse audience groups.
- Develop resources and new approaches to engage with the breadth of audience perspectives and appetites – within and between diverse communities.

LEADERSHIP

3

Strong leadership and an ongoing commitment by the entire WA screen industry is necessary to achieve the desired level of change. In reviewing and improving its own practices and approaches, the WA screen industry will influence through the following actions:

- Promote an industry-wide culture of diversity and inclusion by working with other states and bodies in this area and initiating, hosting and participating in regular discussions and idea-sharing opportunities around these issues.
- Commit to diversity practices and, as executives across industry organisations and bodies, make them personal and organisational priorities.
- Establish an ongoing Industry Diversity Leadership Group to drive the implementation of this Roadmap and keep diversity commitments front of mind in decision-making.
- Collaborate with State and Federal organisations to ensure industry data collection can contribute to aggregated databases in diversity locally and nationwide.
- Using local and national data collection, report on the progress made in diversity in the screen sector.
- Advocate for and contribute to ongoing diversity research and program development at national and international levels.
- Encourage local industry organisation groups to develop Diversity Action Plans to address issues of diversity in membership.

WORKING WITH OUR PARTNERS



No one organisation or cohort can alone change the shape of our screen production. Each must work in tandem with other parts of the industry, drawing on new insights and inspiration and collaborating with new participants and partners from outside the traditional sector to realise systemic change.

Creating screen content and delivering it to an audience is a complex, collaborative process that requires a balance of creativity and pragmatism. It is challenging and competitive and requires producers to partner closely with state, national and international funding bodies, co-producers, financiers, broadcasters and networks, distributors and sales agents, exhibitors, media, film festivals and often many other parties who may all have differing priorities.

As industry members we will proactively work with our partners in the following ways:

Film funders and financing partners

- Collaborate with funding bodies to advocate for diversity incentives and funding opportunities for underrepresented groups in the screen sector.
- Seek out new funding/financing partners from other government, corporate, philanthropic and international partners to grow the industry and provide additional opportunities.

With diversity partners

- Engage with and strengthen the links between the WA screen industry and other key agencies and organisations relevant to encouraging and promoting diversity in Western Australia.
- Uncovering un-tapped sources of diverse talent, especially amongst young people and migrants by partnering with (and seeking input from) organisations and bodies with strong relationships into these communities.

With market partners

(broadcasters, networks, distributors, sales agents and online content partners)

- Influence market partners to commission screen content with diverse storylines, talent and key creatives.

Screen culture partners (film festivals, community events, public screenings)

- Collaborate with organisations and individuals that showcase screen content, to ensure WA productions that reflect or draw from diversity are seen by the wider WA community.
- Encourage organisations that deliver screen culture events to promote diversity and inclusion.

Developed in consultation
with the WA screen industry
and diversity interest groups.

