

LEADING THE WAY — A GROWING AND MORE SUSTAINABLE WA SCREEN INDUSTRY

SCREENWEST STRATEGIC PLAN 2021 – 2024



ACKNOWLEDGEMENT

Screenwest acknowledges **Aboriginal and Torres Strait Islander people as the Traditional Custodians of the land and waters of Australia**. Screenwest acknowledges, pays tribute and respect to the Noongar Whadjuk people, Elders past and present from the land (Boodjar) on which Screenwest's office is located. Screenwest recognises and respects their cultural heritage, spiritual beliefs and relationship to land and waters of this Country. Screenwest wishes to also acknowledge, recognise and respect the continuity of cultural, educational and spiritual practices of First Peoples. This acknowledgement extends to all First Peoples Nations across the State of Western Australia.

We wish to advise Aboriginal and Torres Strait Islander people that this document may contain the names or images of people who have passed away.

In this document we use the term Indigenous to refer to Aboriginal and Torres Strait Islander people, the Traditional Custodians of the land and waters of Australia.



FROM SCREENWEST LEADERSHIP

Since 2017, the Western Australian Screen Industry has experienced significant growth and Screenwest is now an established not-for-profit company with a dedicated and highly skilled team. The 2017 – 2021 Screenwest Strategic Plan outlined the priorities of sharing and encouraging engagement with Western Australian stories and creating a dynamic and professional agency. With those priorities largely achieved, the organisation is now in a position to provide support and strategic leadership to the Western Australian Screen Industry, which is on the cusp of exponential growth and potential.

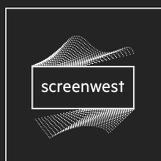
In an industry which experiences rapid evolution in technology, innovation and consumer behaviour, Screenwest has developed this new strategic plan to drive the organisation over the next three years. In 2021 – 2024, Screenwest will focus on supporting the growth and development of capability and capacity within the industry, in addition to championing inclusion and the continued development and delivery of strategic initiatives for First Nations filmmakers.

Screenwest will also seek partnerships to establish new sources of funding and market opportunities for the Western Australian industry to attract global interest in Western Australian stories, storytellers, locations and culture. Demonstrating and communicating the value that the screen industry brings to the Western Australian economy and community will be key to the success of our strategic priorities.

We sincerely thank members of the Western Australian Screen Industry and our partners for contributing to Screenwest's strategic planning process and we look forward to working with you all to achieve these ambitious targets over the next three years.

John Driscoll
Board Chair, Screenwest

Willie Rowe
Chief Executive Officer, Screenwest



OUR PURPOSE

To support and grow a more sustainable Western Australian screen industry.



OUR VISION

A growing, inclusive and more sustainable Western Australian screen industry that showcases Western Australia and its diverse communities, talent, culture and Country.



OUR ASPIRATION

By the end of 2023-24 financial year the Western Australian screen industry will deliver \$150m per annum in Western Australian production expenditure, growing to \$300m per annum by 2025-26.

This will be achieved through the growth and expansion of state-wide employment, capabilities, funding and infrastructure to support a Western Australian industry that will deliver an economic return to the State in excess of \$1.5bn.



OUR VALUES

Our values underpin what we do and how we make decisions.



AMBITION

We strive for excellence and are strategic leaders for the screen industry.



ACCOUNTABILITY

We take responsibility for actions and decisions, and act professionally and with respect to engender trust.



COLLABORATION

We work together to achieve shared goals with our stakeholders, community and industry.



CONNECTIVITY

We celebrate the power of screen content to connect communities, share stories and culture.



STRATEGIC PRIORITIES

Screenwest has identified **four equal and interconnected Strategic Priorities** that together will deliver our *Vision, Purpose and Aspirations* for the screen industry in Western Australia.



LEAD

To be the strategic leaders and advocate for the Western Australian Screen Industry.



PROMOTE

To promote Western Australian stories, talent, culture, and Country.



SUPPORT

To support talent development, diversity and innovation across all aspects of the screen industry.



GROW

To grow the economic contribution of the screen industry in Western Australia.





STRATEGIC PRIORITIES

LEAD

To be strategic leaders to and advocate for the Western Australian Screen Industry Screenwest will;

- + Advocate to Government to assist in forming policy, establish a Production Attraction scheme and infrastructure to support the industry.
- + Develop a Reconciliation Action Plan (RAP) and new Indigenous Screen Strategy.
- + Facilitate the development of strategic partnerships with market participants across the screen industry.
- + Showcase the economic and social benefits of the industry to increase awareness.
- + Enhance communication and collaboration with all industry stakeholders.

MEASURES OF SUCCESS

1. Screenwest will be recognised locally, nationally and internationally as a key sector leader for policy by the end of 2023-24.
2. Screenwest will develop and release a Reconciliation Action Plan and new Indigenous Screen Strategy to further heighten the voices and agency of Indigenous screen practitioners and other First Nations in Western Australia.
3. There will be an increase in number of international commissions and inbound productions by the end of 2023.
4. Screenwest will secure ongoing and increased support from all stakeholders resulting in increased funding for Screenwest, and/or support for key initiatives of strategic importance for the WA screen industry.





STRATEGIC PRIORITIES

PROMOTE

To promote Western Australian stories, talent, culture and Country Screenwest will;

- + Promote Western Australian talent, locally, nationally and globally.
- + Promote Western Australian stories and intellectual property to local, national and global markets and audiences.
- + Promote Western Australia and its unique landscape, globally, as a key destination for attracting international inbound production.

MEASURES OF SUCCESS

1. An increase in the quality and quantity of supported projects.
2. Screenwest will aim to secure 50% of interstate and international projects, actively targeted to make WA their production location by 2023-2024.
3. For Western Australia to continue to be known globally as the 'Documentary State', with a continued commitment and advocacy for the sector. This will be demonstrated through film festival selection, award acknowledgements and export dollars.





STRATEGIC PRIORITIES

SUPPORT

To support talent development, diversity and innovation across all aspects of the screen industry Screenwest will;

- + Support the development of local talent to provide the capacity to deliver the targeted growth in production activity.
- + Review and release a new diversity and inclusion policy and develop a screen industry roadmap to best ensure our strategies align with current trends, and screen practitioners on and off screen are representative of the wider Western Australian community.
- + Encourage production and technology innovation including immersive technologies such as gaming and virtual reality.
- + Maintain a highly skilled and committed Screenwest team.

MEASURES OF SUCCESS

1. Screenwest will support the growth of capacity and capabilities by doubling the crew operating in WA by 2023.
2. Increase the number of productions showcasing, and produced by First Nations People, women and unrepresented groups and cultures 100% over the triennium.
3. Screenwest will establish an independently funded immersive technology and innovation funding vehicle.





STRATEGIC PRIORITIES

GROW

To Grow the economic contribution of the screen industry in Western Australia, Screenwest will;

- + Maintain and deepen strong relationships with our core funding partners.
- + Maintain a consistent and transparent level of core funding programs across Capability, Development and Production that are adapted and targeted to ensure they best meet the evolving needs of the industry.
- + Identify and secure additional funding sources and develop ongoing partnership opportunities.

MEASURES OF SUCCESS

1. Support and grow the screen industry in Western Australia to deliver an economic return of over \$150million per annum million in Western Australian production expenditure to the state by 2023 – 24.
2. Grow Western Australia's national share of production expenditure from 3% to 5%.
3. Demonstrate/deliver an increase in the overall economic impact, including GVA growth that Screenwest funded productions generate in the State of Western Australia.



IMAGE CREDITS

Purpose page / Thistle Cove, Esperance, Goldfields-Esperance region of Western Australia. Photography by Christian Fletcher.

Vision page / Gurrigura (aka Pyramid Hill), a significant landmark in Ngarluma Country. Pilbara region of Western Australia © Tyson Mowarin.

Aspiration page / Kooljaman at Cape Leveque, Kimberly region of Western Australia. © Tourism Western Australia.

Values page / Mount Augustus National Park, Gascoyne region of Western Australia © Tourism Western Australia.



A graphic element for the Screenwest logo, consisting of a black rectangle with the word "screenwest" in white lowercase letters. The rectangle is surrounded by a dynamic, wavy pattern of red and orange dots that create a sense of motion and digital connectivity.

screenwest

The logo for Lotterywest supported, featuring the word "lotterywest" in a stylized, lowercase font with a white arc above the 'y', and the word "supported" in a smaller, lowercase font below it.

lotterywest
supported