



# SCREENWEST INDIGENOUS SCREEN STRATEGY

2016-2020

# FOREWORD

ScreenWest is extremely proud of the progress that has been made and the achievements of local Indigenous practitioners.

Over the past five years, ScreenWest continued to support the Western Australian Indigenous screen sector and helped nurture further development and growth through the implementation of the ScreenWest Indigenous Screen Strategy 2010-2015, which capitalised on the ScreenWest Indigenous Film Policy and Strategy Framework 2003-2008.

The focus of the ScreenWest Indigenous Screen Strategy 2016-2020 remains on telling screen stories through all means of modern and digital media, providing technical and business development support and providing opportunities for Indigenous companies and key creatives to work in the mainstream screen production sector.

The objectives of the strategy are aimed towards working as a continuous cycle to develop and grow the WA Indigenous screen sector and aims that by 2020, WA Indigenous films are highly valued and celebrated by the public.

ScreenWest would like to thank the Indigenous and non-Indigenous producers and screen practitioners, and representatives of the broadcasters, Government agencies and training organisations who assisted in the development of the ScreenWest Indigenous Screen Strategy 2016-2020.

We look forward to continuing to work with WA's Indigenous screen practitioners and industry partners to ensure the sector continues to go from strength to strength.

**Ian Booth**  
Chief Executive  
ScreenWest



# STRATEGIC DIRECTION 2016-2020

## VISION

By 2020, WA Indigenous films are highly valued and celebrated by the public. Mutually beneficial collaborations are driving our growth and success. We have advanced our unique story-telling voice and brought it to life through all means of modern and digital media.

The sector is contributing strongly to increase significantly the share of Indigenous content and presence on screens nationally and internationally. ScreenWest has fast-tracked the development of Indigenous writers, directors and producers who are making bigger, bolder, better and more productions including feature films and ongoing long form series on all platforms.

## MEASURES OF SUCCESS

Our measures of success include:

- 10% minimum of ScreenWest's production investment have a WA Indigenous filmmaker in an above-the-line key creative role
- At least one Indigenous feature made by at least one WA Indigenous key creative
- A progressive and significant increase in the sector's number of successful funding applications from Screen Australia
- An ongoing factual or drama series on any platform
- A sustained number of emerging Indigenous filmmakers
- At least three WA Indigenous producers making slates of programs across multiple platforms
- Clear pathways to guide the progression of Indigenous practitioners, developed in partnerships with relevant stakeholders
- A successful Indigenous film festival hosted in WA
- At least one international co-production with a WA Indigenous producer.

## VALUES

The values of Boldness, Courage and Respect have been added to the ScreenWest values of Innovation, Partnership and Accountability to embody the spirit of the strategy.

## KEY OBJECTIVES

In partnership with the WA Indigenous screen sector and the wider industry, ScreenWest will:

1. **IDENTIFY** and grow emerging talent
2. **DEVELOP** committed industry professionals
3. **INVEST** in sustaining the momentum of filmmakers' careers
4. **PROMOTE** the distinctive WA Indigenous filmmaking voice

These four objectives, reflective of the process of developing a story and making a screen product, work as a continuous cycle to renew and grow the WA Indigenous screen sector.





# STRATEGIES

## 1. Identify and grow emerging talent

### 1.1 Scout emerging talent

Build links with relevant stakeholders, such as tertiary institutions, development and training organisations, Aboriginal media and arts organisations, to scout up-and-coming talented WA practitioners with a desire to pursue a professional career in the screen industry. ScreenWest will also enlist the help of the WA screen industry to talent spot and mentor industry newcomers.

Implement initiatives designed to create real industry opportunities for emerging practitioners and effectively identify the particular talents of driven individuals.

### 1.2 Create targeted development pathways

In collaboration with relevant partners, ScreenWest will map out, and in a rapidly changing environment, update clear development pathways for above and below the line practitioners across all platforms.

Pathways will begin with initiatives and opportunities targeted to nurture emerging Indigenous screen practitioners, and progress to merge at mid-career level with mainstream industry pathways.

ScreenWest and/or its partners will assist emerging filmmakers to identify their goals and guide them towards the best pathway to meet them.

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## 2. Develop committed industry professionals

### 2.1 Develop Indigenous producers

Identify talented early and mid-career Indigenous practitioners who are interested in producing. Support them over the long term with targeted quality training to hone their business skills, mentoring by experienced, high-quality professionals and opportunities to develop slates of productions.

Assist producers to develop relevant professional networks, connections and collaborations in traditional and digital media markets in Australia and internationally.

### 2.2 Transition Indigenous practitioners into the mainstream

Target and support talented and committed mid-career Indigenous key creatives over an extended period of time.

Facilitate access to high quality contemporary skills development training to polish their craft, create opportunities to collaborate with experienced producers and encourage their participation in mainstream initiatives and funds.



### 3. Invest in sustaining the momentum of filmmakers' careers

- 3.1 Maintain and grow funding to the sector  
Maintain the sustainability of ScreenWest and Lotterywest funding to the sector and develop new sources of financial support such as philanthropic and Government grants, corporate sponsorships and private investment.
- 3.2 Focus on initiatives that create ongoing work for the sector  
Invest in the creation of ongoing work opportunities such as returnable series',

fully-funded attachments and genuine roles on productions filmed in WA or funded by ScreenWest to develop the skills of professional practitioners.

#### 3.3 Explore and develop new markets and audiences

Investigate opportunities to open up international markets and new audiences across all media to Indigenous storytelling and productions. Actively foster international co-productions with WA Indigenous producers.

### 4. Promote the distinctive WA Indigenous filmmaking voice

- 4.1 Lift the profile of the WA Indigenous screen sector  
Increase the WA Indigenous share of the screen by showcasing productions at industry markets and festivals, and creating interest with national and international broadcasters and distributors.
- 4.2 Nurture the difference  
Take risks, promote innovation and foster collaborations amongst Indigenous practitioners

across the State to encourage distinctive WA Indigenous voices to emerge. Market the unique storytelling of sector practitioners nationally and internationally.

#### 4.3 Improve access to WA Indigenous content

Continue to work with stakeholders to create ready access to WA Indigenous content for the widest possible audience.





# BACKGROUND

The ScreenWest Indigenous Film Policy and Strategy Framework 2003-2008 and the ScreenWest Indigenous Screen Strategy 2010-2015 have helped the Western Australian Indigenous screen sector develop and grow.

Key outcomes include:

- Highly regarded skills development and production initiatives;
- Increased national and international awareness and exposure of Western Australian Indigenous stories and talent;
- National and international recognition;
- The ongoing commitment to an Indigenous position on the ScreenWest Board; and
- The ongoing employment of a full-time ScreenWest Indigenous Manager.

In February and March 2015, ScreenWest sought input into the development of the 2016-2020 strategy with a comprehensive consultation process involving individual interviews and a visioning workshop with representatives of broadcasters, Indigenous and non-Indigenous producers, screen practitioners, relevant Government agencies and training organisations.

In reflecting on the evolution of the WA Indigenous screen sector over the past few years, stakeholders have praised the unwavering support ScreenWest has given Indigenous filmmakers. They also remarked that although excellent progress was made, the sector seems to have reached a plateau in its growth and that mid-career practitioners find it hard to break through past the short film stage.

The ScreenWest Indigenous Screen Strategy 2016-2020 is aiming to take the sector to the next level in a sustainable manner. In an ever more challenging environment, sustainable growth in the WA Indigenous filmmaking sector will require targeted strategies and a fundamental re-evaluation of funding programs towards a core program of talent escalation and support.

Furthermore, focussed collaboration with Screen Australia, broadcasters, production companies, distributors, industry professional organisations and online platforms will help determine proven pathways for WA screen practitioners and promote WA Indigenous filmmaking globally.

At all times, storytelling remains at the centre of the strategy and, to that effect, ScreenWest resources will be deployed strategically to guide and assist writers, directors and producers to succeed and drive the growth of the whole sector.



One and Only: Footsteps, L'unica Productions Pty Ltd.  
Photo by Arthur Hunter.



From the Western Frontier Series 2: Fighter, Metamorphix Pty Ltd.  
Photo by Sabine Albers.  
Cover: Satellite Boy, SB Films Pty Ltd. Photo by Matt Nettheim.



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