



# Screenwest Strategic Plan 2016-2021



# Foreword

**The degree of change experienced by the screen industry has been unprecedented. Whether it be business models, technological advancements, distribution methods or audience preferences, Screenwest and the Western Australian screen industry has needed to adapt and evolve to continue to progress.**

The period 2011-2016 saw the Western Australian screen industry go from specialising in children's television and documentaries, to an increasingly diverse slate of factual series, feature films, and web and digital projects.

World-class television content made in Western Australia with Screenwest's support was regularly broadcast nationally and internationally, and was critically recognised at the AACTAs, Logies, Emmy's and BAFTAs. Western Australian feature films achieved box office and critical success, and were selected for the industry's most competitive and prestigious festivals including Toronto, Sundance, Berlin, Venice and at the Cannes Directors' Fortnight.

The 2016 – 2021 Screenwest Strategic Plan builds on the work undertaken so far. As the agency and industry will continue to experience significant change, the Strategic Plan 2016 – 2021 builds on our recent successes and continues to see us refocus and renew for further improvement and innovations.

Areas of focus that continue from the previous strategic plan are partnership and collaboration, supporting local producers and practitioners implementing the Screenwest Indigenous screen strategy, the Screenwest Diversity Plan, increasing production volume and advancing culture in the community.

A greater emphasis is placed on benefitting and engaging with the community of Western Australia, the ultimate beneficiaries of the work of the industry, and of Screenwest.

- Growing Screenwest's influence to create stronger connections with national and international markets.
- Further developing a high performance culture within Screenwest and in the Western Australian screen industry.
- Partnership with and focus on regional Western Australia.
- Screenwest's structure and consideration of the need to adapt.

We thank everyone who contributed to the strategic planning process and look forward to working with all our partners over the coming years.

**Janelle Marr** Chair, Screenwest

**Ian Booth** Chief Executive, Screenwest

## Purpose

**Screenwest is** an organisation that advances culture by bringing Western Australian stories and identity to screen for the benefit of the community.

## Vision

World-class Western Australian stories on screen, increasingly sought after by audiences everywhere.

## Values

### **Community**

Advancing culture for the public benefit.

### **Collaboration**

Working together to achieve shared goals.

### **Integrity**

Acting professionally and with respect.

### **Accountability**

Taking responsibility for actions and decisions.

### **Innovation**

Continuously looking for new ways of improving outcomes.





# Strategic Objectives and Initiatives



## 1.

### Vibrant Resilient Industry

Working in collaboration with the screen industry to advance culture by building a competitive, professional and sustainable industry.

- 1.1** Grow production volumes for the benefit of the WA community
  - Grow the Western Australian screen industry's share of the national market.
  - Develop international market opportunities.
  - Attract high quality production projects to Western Australia.
- 1.2** Facilitate access to targeted programs for emerging, mid-career and established Western Australian practitioners to:
  - Lift the level of craft and projects to a world class standard.
  - Develop entrepreneurial skills and businesses underpinned by sustainable business models.
- 1.3** Facilitate access to critical infrastructure to ensure Western Australia's competitiveness.
- 1.4** Partner with State and Local Government to become a more Film-friendly State.
- 1.5** Foster a culture of collaboration amongst the industry.
- 1.6** Encourage talent back for projects and/or building businesses in Western Australia.
- 1.7** Reinvest in the local community to aid industry sustainability.

## 2.

### Engagement with Western Australian Stories

We create opportunities for local, national and international communities to engage with high quality, diverse Western Australian content.

- 2.1** Engage with the Western Australian community to build support and advocacy for Western Australian productions with cultural benefits
- 2.2** Market and promote quality Western Australian content.
- 2.3** Increase the profile of Screenwest to enhance its influence for the benefit of the industry and community.
- 2.4** Implement the Screenwest Indigenous Screen Strategy 2015-2020.
- 2.5** Drive diversity - in the practitioners supported, stories told, productions funded, and regions featured.
- 2.6** Actively partner with Western Australian regions.
- 2.7** Facilitate the use of technology to access Western Australian screen content.



### 3.

## Dynamic Professional Organisation

**We continuously improve our structure, processes and practices to build mutually beneficial, effective and long-lasting relationships with our people and partners.**

- 3.1** Agile structure that best enables Screenwest to deliver on its purpose.
- 3.2** Optimise funding and partnership opportunities, including new and emerging funding sources (i.e. regions, platforms, consortiums, corporate and philanthropic sponsors, angel investors).
- 3.3** Be a place where people want to work.
- 3.4** Streamline and automate systems and processes.
- 3.5** Research and share knowledge and innovation both within the organisation and the Western Australian screen industry.
- 3.6** Advocate for and promote the screen industry.







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