

SCREENWEST INDIGENOUS SCREEN STRATEGY 2016-2020 OUTCOMES

Gurrigura (aka Pyramid Hill), Pilbara Western Australia (c) Tyson Mowarin

Screenwest is extremely proud of the achievements of Western Australian Indigenous screen sector. Practitioners have been nominated for major national screen industry awards; their projects have been broadcast on national television networks and screened at national and international film festivals. These achievements have increased awareness of WA Indigenous practitioners' talent and stories locally, nationally and globally.

This document provides an overview of the outcomes of the 2016-2020 Screenwest Indigenous Screen Strategy.

BACKGROUND

The Western Australian screen industry has grown over the last 18 years and with it the Indigenous screen sector. Screenwest has assisted the development and growth of the WA Indigenous screen sector through a series of targeted strategies developed in consultation with the sector; these being the:

- Screenwest Indigenous Film Policy and Strategy Framework 2003-2008. The framework provided Screenwest with a practical structure through which to support WA Indigenous filmmakers.
 - Screenwest Indigenous Screen Strategy 2010-2015. The objective of this strategy was to further grow the sector, focusing on storytelling, technical and business skills development.
 - Screenwest Indigenous Screen Strategy 2016-2020. The strategy aimed to take the sector to the next level via targeted strategies and a core program of talent escalation and support. Storytelling remained the center of the strategy.
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Screenwest Indigenous Screen Strategy 2016-2020

The vision and key objectives of the 2016-2020 Indigenous Screen Strategy are provided below.

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.

Key Objectives

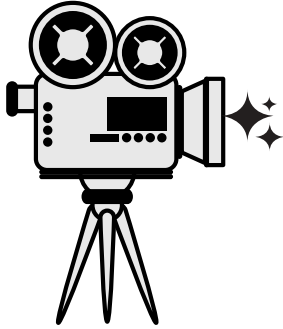
In partnership with the Indigenous screen sector and the wider industry, Screenwest will:

1. Identify and grow emerging talent.
2. Develop committed industry professionals.
3. Invest in sustaining the momentum of filmmaker's 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

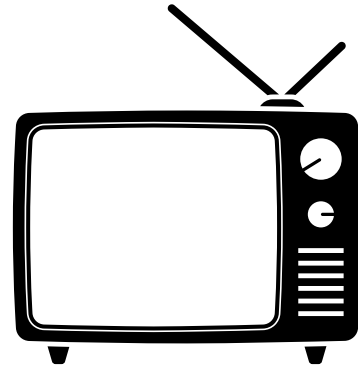


Measures of Success



At least one Indigenous feature made by a least one Indigenous key creative.

Achieved. Feature film SWEET AS, writer / director Jub Clerc.



An ongoing factual or drama series on any platform.

Achieved. FAMILY RULES series 1, 2 and 3 - NITV/SBS On Demand. Writer / director Karla Hart.



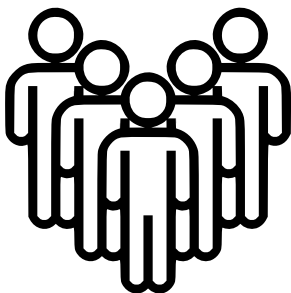
10% minimum of Screenwest's production investment have a WA Indigenous filmmaker in an above-the-line key creative role.

Achieved. Average over the period 2016-2020 is 13%.



A sustained number of emerging Indigenous filmmakers.

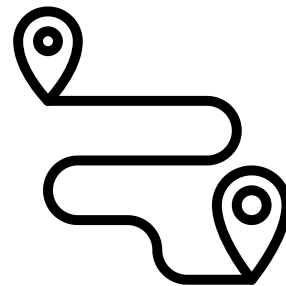
59.2% increase in WA Indigenous Facebook group membership over the period 2016-2020.



At least three WA Indigenous producers making slates of programs across multiple platforms.

Achieved.

- Jodie Bell, Ramu Productions
- Karla Hart, Karla Hart Enterprises
- Taryne Laffar, PiNK PEPPER
- Tyson Mowarin, Weerianna Street Media
- Luke & Dan Riches, Ardiol Media.



Clear pathways to guide the progression of Indigenous practitioners, developed in partnerships with relevant stakeholders.

- ABC-Screenwest scripted development and production initiatives
- NITV-Screenwest factual development and production initiatives
- Screenwest initiatives - Elevate 30 & Elevate 70
- Department of Aboriginal Affairs, NITV and Screenwest NAIDOC initiatives.

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Following is a summary of activities undertaken in support of the 2016-2020 Indigenous Screen Strategy.

Objective 1 - Identify and grow emerging talent

ABC - Screenwest Indigenous Online Initiative 'Originate'

Screenwest and the ABC TV Indigenous Department partnered to deliver a scripted web series initiative – 'Originate'. To develop their series the selected filmmakers attended a professional development workshop and were provided with ongoing script support.

Both half hour web-series, Aussie Rangers and KGB, were broadcast on ABC and ABC iview. Each production had up to 80% of cast and crew identify as Indigenous and attachment opportunities were made available for emerging filmmakers.

The first-time scripted filmmakers discovered through this initiative gained broadcast credits.

Spark

Screenwest delivered a year-long Indigenous development program 'Spark'. Three filmmakers participated in the program. The outcomes were two feature scripts and a six by half hour documentary series that is currently in post-production.

Screenwest Elevate 30 and Elevate 70 Initiatives

Elevate is a skills development and production initiative. The initiative provides early to mid-career Western Australian filmmakers with a scripted short film or web series that can act as a calling-card and build their show reel of work.

Elevate 30 is for projects 5-10 minutes in duration and Elevate 70 is for projects 10-15 minutes in duration. Prior to the successful projects moving into production, Elevate provides the teams both script and project development workshops.

Between 2016- 2020 nine Indigenous practitioners were supported through Elevate.

Other Opportunities

Other development and networking opportunities that assisted emerging talent included:

- Screenwest and Australian Film Television and Radio School (AFTRS) Emerging Talent Camp.
- Screenwest Emerging Writing Workshop.
- AFTRS Indigenous Cinematography Workshop.
- AFTRS Freelance Filmmaker Fundamentals and Business.
- Screenwest travel assistance to attend Australian International Documentary Conference. (AIDC), Melbourne International Film Festival, Screen Forever and Sydney International Film Festival.
- 13 regional practitioners from across the Pilbara and Kimberley were supported to travel to the Festival of Remote Australian Indigenous Moving Image (FRAIM) conference. The conference assists grassroots and emerging practitioners to showcase their work, network and acquire new skills through the workshops on offer.
- Screen Australia, NITV and ABC Roadshows.



Marni (c) Weerianna Street Media

Engagement

Between 2016-2020 the WA Indigenous Facebook (WAIF) group membership increased 59.42%, bringing a larger online present and reach and Screenwest facilitated a number of face-to-face industry engagement evenings. In 2020, due to the COVID pandemic, engagement was solely online for the health and safety of community members.

Objective 2 - Develop committed industry professionals

Indigenous Producer Program

Screenwest and Screen Australia launched a year-long Indigenous Producer Program, providing targeted support to early to mid-career Producers. Screenwest supported three WA practitioners through the program and one more experienced Producer who had been out of the industry as an observer. The program provided year-long mentorship, culminating in a targeted internship at the end of the 12 months.

Screenwest Industry Skills Development Fund

Screenwest launched a Screen Industry Skills Development Fund. The Fund supported not-for-profit screen industry organisations, established production companies and practitioners to deliver professional skills development opportunities (e.g., courses, workshops, and masterclasses) to WA screen practitioners.

Goolarri Media in Broome was a recipient of this Fund and delivered writing and series development workshops to over 30 regional Indigenous writers.

Australian International Documentary Conference (AIDC)

Between 2018 to 2020 Screenwest supported 20 Indigenous Producers to attend the weeklong AIDC in Melbourne. During AIDC, Screen Australia and NITV hosted an Indigenous creators' program offering masterclasses, networking opportunities and closed sessions for Indigenous practitioners.

Outcomes of AIDC included the formation of new collaborations and co-productions, bringing new voices into the sector.



Tooly (c) Rush Films

Objective 3 - Invest in sustaining the momentum of filmmaker's careers

RED Initiative

Screenwest partnered with Indigenous production companies Ramu Productions and PiNK PEPPER and New Zealand production company Brown Sugar Apple Grunt to establish the RED initiative. The initiative targeted WA Indigenous female writer and directors.

Eight female writer directors was selected to embark on a development process to create a scripted 80-minute feature film exploring the theme of 'missing Indigenous women.' Each writing and directing a 10-minute short film to create an anthology of stories that will combine into a single feature film told from an Indigenous female perspective.



Our Law (c) PiNK PEPPER and Periscope Pictures



Family Rules Series 3 (c) Metamorflix and Karla Hart Enterprises

NITV - Screenwest Factual Initiatives

The NITV - Screenwest factual development and production initiatives aimed to further develop skills, and increase the broadcast credits of, emerging to mid-level WA Indigenous writers, directors and producers. Between 2016-2020, three 30-minute documentaries were developed and commissioned for broadcast on NITV. Notable outcomes of this initiative are:

- Family Rules series 1, 2 and 3 - a documentary drama, Family Rules is a returning series written, directed, and co-produced by WA practitioner Karla Hart. A reunion show is currently in development. Family Rules came from Karla's short film Angela Rules, which was supported through the Screenwest Elevate initiative.
- Our Law – the 30-minute documentary was co-produced by PiNK PEPPER and Periscope Pictures. The show was selected to screen at the Sydney Film Festival and was screened on NITV and Netflix. It was so successful Our Law the six part series was commissioned by NITV.

Yagan Tower

The Yagan Square digital tower, located in the Perth CBD, provided Indigenous content creators the opportunity to display their work in the heart of Perth City.

Objective 3 - Invest in sustaining the momentum of filmmaker's careers

Between 2016-2020, Screenwest facilitated numerous key crew positions and attachment opportunities for emerging and mid-career Indigenous practitioners. Opportunities included eight above-the-line attachments and five below-the-line attachments.

Objective 4 - Promote the distinctive WA Indigenous filmmaking voice

Examples of innovative and distinctive Indigenous content supported by Screenwest between 2016-2020 include:

- ABC's highly successful Mystery Road Series 1 and Mystery Road Series 2. Both series were set in the Kimberley region of Western Australia. On each of the series WA Indigenous practitioners were engaged in crew positions and mentorships, further developing the skills of the sector.
- Virtual reality experience Thalu: Dreamtime is Now had its US premiere at the Cinequest Film and Creative Festival. The immersive experience written by Tyson Mowarin draws on the dreamtime stories of the Ngarluma people of northern Western Australia.
- Werrianna Street Media's feature documentary Marni was an Australian and NITV first. Marni is a three-hour slow television experience filmed in the regional town of Roebourne, with Indigenous director/producer Tyson Mowarin. The film is a three-week recording of a commissioned painting by Pilbara artist, Allery Sandy.
- PiNK PEPPER and Periscope Pictures co-produced the 30-minute documentary Our Law. The documentary was selected to screen at the Sydney Film Festival where it received critical acclaim. Our Law was released on NETFLIX, and NITV. It has since been provided development funds to become a six-part series for NITV. Our Law the series will be broadcast on NITV in 2022.

Recipients of Screenwest Funding Support

The information below is a broad summary of the funding support provided to Western Australian Indigenous screen practitioners and production companies between 2016 -2020. For more information on funding distributed refer to [Screenwest Annual Reports.](#)

Indigenous Project Development Fund

Ten projects were supported through the Indigenous Project Development Fund.

Indigenous Practitioner Development Fund

70 professional career and production company development opportunities were supported through the Indigenous Practitioner Development Fund.

Indigenous Low Budget Television Production Fund

The Indigenous Low Budget Television Fund supported a number of projects including:

- Characters of Broome (Ramu Productions) – NITV
- Doug the Human (Ramu Productions) - ABC
- Elsta Foy (DNA Productions) - NITV
- Jadaï the Broome Brawler (Black Russian Productions) – Sydney International Film Festival
- Kriol Kitchen (Wawili Pitjas) – NITV
- Lost Diamonds (Ardiol Media) – NITV
- Marni (Weerianna Street Media) – NITV and SBS
- Marrimarrigun (Ramu Productions) - NITV
- Nimingara (Pakam) - NITV
- Nyoongar Footy Magic (Beyond West) - ABC and NITV
- Saving Seagrass (Ramu Productions) – NITV
- The Kimberley Man (Periscope Pictures) – NITV.



Lost Diamonds (c) Ardiol Media

Connecting practitioners with markets

To increase the visibility of Western Australian Indigenous practitioners and productions nationally and internationally Screenwest supported practitioners to attend interstate and international conferences, markets and film festivals.

Interstate conferences, markets and film festivals attended:

- 37 South Market, Melbourne International Film Festival
- Australian International Documentary Conference
- National Screenwriters Conference, Melbourne (AIDC)
- SPA Screen Forever Conference
- Sydney International Film Festival
- The Remote Aboriginal Media Festival
- Festival of Remote Australian Indigenous Moving Image (FRAIM).



Mystery Road The Series (c) Bunya Productions

International conferences, markets and film festivals attended:

- Ausfilm Week – London and Los Angeles
 - Cannes Film Festival Market – France
 - MIPCOM and MIPTV – France
 - World Congress for Science & Factual Producers - US, Canada and France
 - ImagineNATIVE Film + Media Arts Festival – Canada
 - Toronto International Film Festival – Canada
 - Berlin International Film Festival (Berlinale) - Germany
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