



SCREENWEST FIRST NATIONS SCREEN STRATEGY 2024-2028



ACKNOWLEDGEMENT OF COUNTRY

Screenwest acknowledges and pays respect to all Traditional Owners of Country across the State of Western Australia and their Elders, past, present and emerging. We recognise and respect their cultural heritage, spiritual beliefs and relationship to land and waters and acknowledge that they are of continuing importance to the people living today.

We extend this respect to all First Nations language groups.

Screenwest values the continuity of cultural and spiritual practices of First Peoples.



COMMITMENT STATEMENT

Screenwest recognises the incredible impact Western Australian First Nations screen practitioners have had and continue to have on our local and national screen sector.

As an organisation we are strongly committed to supporting Western Australian First Nations screen practitioners and communities to ensure representations of First Nations histories, culture and stories are appropriately represented and reflect the diversity of First Nations lives and cultural expression.

We will empower First Nations people to succeed through equitable access to funding and opportunities and support career pathways and professional skills development opportunities for First Nations practitioners.

We will take a leadership role and work with industry to ensure all screen production in Western Australia is culturally safe, respects and acknowledges First Nations Culture and Country.

John Driscoll, Board Chair
Rikki Lea Bestall, Chief Executive Officer





VISION

By 2028, the Western Australian First Nations screen industry¹ is recognised, celebrated, and sought after both nationally and internationally.

Western Australia leads the creation of First Nations screen content due to its unique story-telling voice and the skills and experience of an empowered First Nations workforce represented in all areas of the screen ecosystem.

Western Australian First Nations screen creatives are making innovative, bolder, thought-provoking productions and content on all screen platforms. Mutually beneficial collaborations are driving growth and success and have strengthened contemporary Indigenous culture.

¹The screen industry encompasses film, television, interactive and digital games practitioners and businesses.

GOAL

Western Australia leads First Nations screen production both nationally and internationally, Western Australian First Nations screen creatives are creating ambitious, distinctive projects in a culturally safe screen sector.

OBJECTIVES

- 1 BUILD** Build relevant pathways to advance WA First Nations screen talent and businesses.
- 2 CONNECT** Facilitate connections, communication, and opportunities for First Nations screen practitioners across the screen sector.
- 3 INVEST** Grow the level of investment into the WA First Nations screen sector to sustain careers and strengthen the sector.
- 4 VOICE** Support and promote WA First Nations screen voices and truth telling.

STRATEGIES

Screenwest will work in partnership with the WA First Nations screen sector to:

1. BUILD

Build relevant pathways to advance First Nations screen talent and businesses.

- 1.1 Identify local talent and grow the pipeline of skilled, committed industry professionals.
- 1.2 Support screen creatives to develop their stories and IP.
- 1.3 Foster business growth and acumen.

2. CONNECT

Facilitate connections, communication and opportunities for First Nations screen practitioners across the screen sector.

- 2.1 Facilitate First Nations screen sector networking events and increase opportunities and connections across the screen ecosystem.
- 2.2 Facilitate national and international screen connections and opportunities.
- 2.3 Establish a group of First Nations Advisors to guide, inform and support Screenwest's work with the First Nations screen sector.

3. INVEST

Increase the level of investment into the First Nations screen sector to sustain careers and strengthen the sector.

- 3.1 Secure new funding and investment for the First Nations screen sector.
- 3.2 Encourage equitable co-productions between non-First Nations and First Nations screen production companies.
- 3.3 Establish a framework to support the development of appropriate First Nations screen incubation hub/s.

4. VOICE

Support and promote WA First Nations screen voices and truth telling.

- 4.1 Support WA First Nations truth telling.
- 4.2 Promote the distinctive WA First Nations screen voice and the achievements of WA First Nations screen practitioners and businesses locally, nationally and globally.
- 4.3 Screen production in WA respects and acknowledges First Nations culture and country (cultural safety).



MEASURES

Screenwest aims to progress and achieve all the Objectives and Strategies of this First Nations Screen Strategy.

Our targets that will measure achievement include:

1. Triple the volume of WA First Nations led screen projects.
A WA First Nations company or WA First Nations key creative/s attached to the project.
2. Triple the hours of WA First Nations screen content created.
The project is based on or tells First Nations Australian stories; has First Nations Australian lead characters and/or features representations of First Nations Australian culture.
3. Increased number of WA First Nations screen practitioners nominated for major industry awards.
4. Increased number of WA First Nations screen content selected for key festivals.
5. The creation of a First Nations screen incubation hub.



IMAGE CREDITS

COVER PAGE

- + Shantae Barnes-Cowan as Murra standing on a rock ledge in Sweet As. Photography by Nic Duncan. © Arenamedia

PAGE 1

- + Revis Ryder, Daisy Ward and Wendy Kelly in Our Law. © Periscope Pictures and Pink Pepper

PAGE 2

- + The Lost Crystals of Jessica's Room Cast and Crew. © Ramu Productions

PAGE 3

- + Behind the scenes on Marlu Man. © Goguljar Yok

PAGE 4

- + Director Jub Clerc chatting with cast behind the scenes of Sweet As. Photography by Nic Duncan. © Arenamedia

PAGE 6

- + Cast on the set of short film Wirnitj. Photography by Liang Xu. © Komixx Entertainment

BACK COVER

- + Allery Sandy, Tyson Mowarin and Torstein Dyrting ACS on the set of Marni. Photography by Robyn Marais. © Weerianna Street Media





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