



The Hon Tony Burke MP
Minister for the Arts
Parliament House
Canberra ACT 2600

20 November 2024

SCREEN AUSTRALIA STATEMENT OF INTENT 2024-25

Dear Minister

Thank you for your letter of 11 October 2024, which included your Statement of Expectations for Screen Australia for the financial year 2024-25.

I have attached to this reply a Statement of Intent, which sets out our agency's intentions in response to your strategic priorities outlined in your Statement of Expectations for 2024-25.

Screen Australia is committed to the five interconnected pillars of the Australian Government's National Cultural Policy, *Revive*, which continue to serve as guiding principles for the agency and inform our strategic priorities.

In 2024-25, Screen Australia is focused on strengthening its position as a trusted government and industry partner, prioritising impactful content funding, thought-leadership and operational excellence.

We look forward to continuing our work with government and industry to navigate challenges and identify opportunities for the Australian screen production sector.

Screen Australia CEO Deirdre Brennan and I are available to meet at your convenience to discuss the agency's plans for 2024-25, as well as broader government priorities.

Yours sincerely

A handwritten signature in black ink that reads 'Michael Ebeid'.

Michael Ebeid AM
Chair

Cc. Jim Betts, Secretary of the Department of Infrastructure, Transport, Regional Development, Communications and the Arts;
Deirdre Brennan, Chief Executive Officer, Screen Australia.

Encl. Screen Australia Statement of Intent 2024-25.



Statement of Intent 2024-25

Screen Australia is the Commonwealth Government agency responsible for the Australian screen industry, encompassing film, television, online content and digital games. Central to Screen Australia's work is our purpose to inspire, inform and connect audiences with compelling Australian stories, stories that reflect and connect us. Through our support of screen projects, creators and businesses, Screen Australia strives to develop a highly creative, innovative and sustainable Australian screen production industry.

This Statement of Intent sets out Screen Australia's intentions, in response to the following priorities outlined in Minister Burke's 2024-25 Statement of Expectations:

[Adhere to and promote Australia's cultural policy *Revive*](#)

Since its launch in January 2023, Screen Australia has worked closely with government and industry partners to align with, and promote the National Cultural Policy – *Revive*. The policy acknowledges the important role of the arts, culture and creative industries in Australia's economic prosperity and social wellbeing. Screen Australia remains committed to the five pillars of *Revive* and they will continue to serve as guiding principles for our priorities and activities in 2024-25.

[Continue to support First Nations voices through the creation and sharing of First Nations stories and identifying and championing talent](#)

Screen Australia recognises the crucial place of First Nations stories at the centre of Australia's arts and culture. First Nations screen production has experienced significant growth over recent decades and continues to flourish, with First Nations stories connecting with both local and global audiences. We are committed to building on the success of this pivotal part of the Australian production landscape, by supporting and investing in creatively ambitious people and projects, ensuring First Nations creators and businesses control their own stories.

The First Nations Department is an essential part of Screen Australia, driving change in the local industry and fostering imaginative, resonant and authentic First Nations screen stories. Titles entering production in 2024-25 include documentary series *Dreaming Big* for NITV and award-winning director, Warwick Thornton's feature *Wolftram: A sequel to Sweet Country*. In 2024-25 Screen Australia and the First Nations Department will continue to identify and champion emerging First Nations talent, advocate for representation, and fund skills development and career opportunities for First Nations creators through a number of targeted initiatives.

In 2024-25, the First Nations Department will expand its resources with the creation of a new Director of First Nations role, focusing on long-term strategy development and stakeholder relations. The Department is also planning a landmark First Nations Screen Summit for 2025, to build understanding and consensus around the implementation of a National Framework for First Nations Professional Development.

In addition to this work, Screen Australia's broader content team will support the creation and sharing of First Nations screen stories for release across a range of platforms and genres, including Documentary, Narrative Content, Games and Online.

[Work with federal and state entities to address capacity gaps in the sector](#)

In 2024-25 Screen Australia will continue to work closely with federal and state entities to identify and address capacity gaps in the screen production sector. Partnerships this year will include collaboration with Creative Australia and industry on the 2024 Arts Sector Workforce Plan, and consultation with Service and Creative Skills Australia (SaCSA).

Screen Australia's Industry Development team is designing and implementing targeted programs and initiatives to upskill and create sustainable career pathways, which in 2024-25 will include *BTL Next Step*, *Skills Development Fund*, *Creditmaker*, and an Intimacy Coordinator training workshop.

Safety within the screen industry is an ongoing focus and Screen Australia is committed to supporting safe working environments. This will be reflected in 2024-25 in our partnership with Creative Workplaces and its Reference Group on the design and implementation of their *Fair, Safe & Respectful Framework*. To improve workplace culture and awareness of safety concerns within the industry, we plan to collaborate with other organisations to support training programs and upgrade sector-specific tools and resources.

Engage with industry on training opportunities to support the Government's workforce capacity requirements under the Location Offset and other initiatives

In 2024-25 Screen Australia will expand our engagement with government and industry on long-term training plans, opportunities and targeted initiatives to support workforce capacity requirements under the updated Location Offset.

This will involve collaboration with the Department of Infrastructure, Transport, Regional Development, Communications and the Arts, as well as other state screen agencies, industry organisations such as Ausfilm, and the national training organisations AFTRS and NIDA.

Promote Australian content in the international marketplace

Screen Australia will continue our advocacy for Australian screen content and creators in the international marketplace in 2024-25. Screen Australia will offer a range of programs and initiatives such as *Talent Gateway*, *Talent USA: New York*, and the *Global Producers Exchange*, providing opportunities for Australians to extend their experience globally to develop skills, strengthen networks, pitch projects, negotiate appropriate deals and promote Australian stories.

In 2024-25, Screen Australia will fund delegations to global markets such as Content London and the Australian International Screen Forum (AISF), as well as specific co-production events including an Australian/Indian Co-production Day at Film Bazaar in Goa, and an Australian/Canadian Co-production Day at the Toronto International Film Festival (TIFF).

Screen Australia maintains a strong presence at events overseas, managing stands at festivals and markets including at MIPCOM and TIFF. This presence is vital for promoting our local industry and generating international awareness for Australian productions and creative talent, which will play an increasing role in the ongoing success of the domestic screen sector.

Engage with the Australian games development industry in relation to support for small and medium games studios and the Digital Games Tax Offset

Screen Australia will continue to engage with the Australian games development industry in 2024-25. Our important contributions to the local sector are bolstered by the additional \$12 million over four years, announced in *Revive*, supporting local digital games developers and small to medium independent studios. Our games funding is intended to complement the Government's Digital Games Tax Offset.

In 2024-25, Screen Australia will offer the *Games Production Fund*, the *Emerging Gamemakers Fund*, the *Future Leaders Delegation* and the *Games Event Fund*. We will also showcase independent games we have supported via the Local Lounge at Game Connect Asia Pacific (GCAP), Australia's premier professional development and networking event in the digital games industry.

Demand for Screen Australia games funding support is high and growing. In 2024-25 we will expand the games team with the creation of a new, dedicated Head of Games role.

To understand how we can most effectively support the local sector, we will consult with the industry, state agencies and organisations, such as the Interactive Games & Entertainment Association (IGEA).

Support the production of Australian children's content, including through the partnership with the Australian Children's Television Foundation on a Kids IP Incubator initiative

Children's screen content has unique cultural and educational value. Screen Australia will continue to support the development and production of children's content for release across a variety of platforms and screens, to ensure that Australian stories connect with younger audiences where they are consuming content.

In 2024-25, we will partner with the Australian Children's Television Foundation (ACTF) on the *Kids IP Incubator* initiative. This partnership will support up to eight teams with ideas for new Intellectual Property (IP) to work innovatively to deliver distinctive Australian content for the platforms that children are engaging with, including YouTube Kids, Roblox and FAST.

We will also fund a diverse range of innovative, original children's screen stories in 2024-25. This will include production funding for a minimum of four new programs within the ABC's Children's content slate. This support will be in partnership with the ABC, in association with VicScreen, Screen NSW and the ACTF.

Continue to undertake data collection and research to strengthen understanding of the challenges and opportunities for the sector, including the economic value

Screen Australia recently developed a three-year research agenda to amplify our investment in targeted research. In 2024-25 we will commence work on a refreshed *Screen Currency Report* (last produced in 2016), to gain more contemporary insights around the economic and cultural value of the Australian screen production sector.

Additionally, in 2024-25 Screen Australia will commence work on a suite of audience research insights, to help shape industry business models and editorial output, better inform content funding decisions and provide services to the broader creative community. The agency will also collaborate with Creative Australia on the *State of Australian Culture Report*, announced in *Revive*.

Screen Australia will undertake a digital transformation project in 2024-25, which will involve the aggregation and automation of data sets across the agency. This project will allow us to access evidence-based insights and reporting, guiding decision-making and informing future strategic plans. Screen Australia is focused on modernising our research outputs, and will be publishing a more streamlined, interactive version of the *Drama Report* in December 2024.

Support productions to secure the strongest pathway to audiences

Screen Australia funds ambitious, innovative and quality Australian content that resonates locally and abroad. Understanding audiences is vital to ensure that Screen Australia supports and invests in stories that reflect Australia's contemporary culture and diverse communities. Supporting screen productions to connect and secure strong pathways to audience underpins all our funding decisions.

In addition to the audience research insights previously outlined, Screen Australia will be designing and implementing targeted programs and initiatives in 2024-25 to support local productions to secure stronger audiences. These will include an *Audience Design Initiative* for feature films and the *Kids IP Incubator* with the ACTF, mentioned above.

Pursuing Operational Excellence

In 2024-25 Screen Australia will focus on prioritising operational excellence by reviewing and transforming our agency's processes and systems. In addition to the digital transformation project, this work will include a refreshed Terms of Trade to provide guidance on how Screen Australia transacts its business, and a review of program guidelines.

By increasing efficiencies and optimising how we work, we will maximise our contribution to the screen industry and all Australians.