

CORPORATE PLAN 2014-17



PRESIDENT & CEO FOREWORD

FOR FILM VICTORIA CORPORATE PLAN 2014-17

We are pleased to present Film Victoria's Corporate Plan for 2014-17.

The Victorian screen industry is an important part of Victoria's creative industries. It is a significant contributor to the economy, generating valuable employment and business activity and producing a diverse range of content which informs, inspires and entertains audiences across the globe.

In a challenging local and global economic environment, the Victorian screen industry is in a strong position to play an increasingly important role in Victoria, with the film, television and games industries contributing significantly to total arts and culture sector output in the State¹.

Nationally, the State's reputation as a hub of creative excellence continues to grow, with Victoria claiming an almost 30% share of Australia's creative workforce².

Globally, the screen industry is evolving at a spectacular pace, with fundamental shifts in audience behaviour and distribution models. Alternative viewing platforms for content are driving new opportunities to innovate and diversify.

To effectively respond to these ongoing changes, Film Victoria will continue to support growth, encourage innovation and endeavour to stimulate an environment in which the Victorian screen industry can flourish. In addition we will maintain an organisational structure that is efficient and flexible and allows us to adapt to industry needs.

This Corporate Plan outlines our strategic priorities and focus areas for 2014-17. It is based on our key function under the *Film Act* to support, lead and deliver improved outcomes for the Victorian screen industry. It aligns to Victorian government objectives while addressing the challenges and opportunities presented by the environment in which we operate.

The plan provides an overview of how Film Victoria will support the screen industry to harness the opportunities that exist to create compelling content of cultural and economic benefit to the State.

It addresses our commitment to support businesses that can operate in a highly competitive global market and succeed in producing television content, feature films and games for multiple platforms, to ensure the industry maintains its standing as a creator of high quality, diverse and engaging content for the national and international market.

The plan recognises our important role in promoting Victoria as a location destination and the benefits of partnering with Victorian talent and businesses. This engagement with the international market attracts foreign investment and new avenues for innovation to the State, enhancing the viability of Victoria's screen industry.

The plan also highlights our role in promoting screen culture to Australian and international audiences, providing access to a diverse selection of screen content through our support of festivals, conferences and other activities.

Importantly, it provides for a continuing focus for Film Victoria over the next three years to improve business processes which will deliver effective and efficient services and maximise the funding available to industry.

Of course, the plan is underpinned by the work of Victoria's talented and passionate screen practitioners, and the many associated businesses who continue to create and deliver outstanding television, films and games projects that reinforce Victoria's reputation as a leading State for screen production.

The next three years present significant opportunities for Film Victoria to support and promote Victorian screen practitioners and businesses. We look forward to working with the Victorian screen industry to stimulate the conditions for talent, creativity and innovation to prosper.



Ian Robertson
President
Film Victoria



Jenni Tosi
Chief Executive Officer
Film Victoria

¹ Economic Impact of the Victorian Arts and Cultural Sector report, KPMG for Arts Victoria 2013

² Valuing Australia's Creative Industries Final report, Creative Innovation Centre 2013

FILM VICTORIA SUPPORTS THE VICTORIAN SCREEN INDUSTRY

- ▶ To deliver economic and cultural benefits to the state
- ▶ To provide employment and skills development opportunities for Victorian screen practitioners
- ▶ To innovate and diversify with new technology, business models and partners

WHY

- ▶ To build the Victorian industry's market share of Australian and international screen production activity
- ▶ To contribute to the Victorian economy and enable Victorians to see and tell their stories on screen

HOW

- ▶ By delivering efficient and effective programs, services and advice

OUR VISION

A VICTORIAN
SCREEN INDUSTRY
THAT IS CREATIVELY
AND FINANCIALLY
SUCCESSFUL,
PRODUCING HIGH
QUALITY, DIVERSE AND
ENGAGING CONTENT
FOR AUSTRALIAN AND
INTERNATIONAL
AUDIENCES

STRATEGIC OBJECTIVE ONE

POSITION THE VICTORIAN SCREEN INDUSTRY TO CREATE DIVERSE AND ENGAGING CONTENT

WHY

- ▶ To ensure stories reflecting Australian perspectives, people, humour, history, challenges and iconic moments continue to be seen on local and international screens
- ▶ To underpin the Victorian screen industry to create content which will generate production activity and employment in Victoria

WHO

- ▶ Victorian screen practitioners and businesses creating narrative, factual and games content
- ▶ Victorian post production, service and facilities businesses
- ▶ Victorian screen practitioners and businesses working with interstate and international partners

HOW

SUPPORT CREATIVITY, IDEAS AND TALENT

- ▶ Provide funding to develop strong ideas and talented practitioners
- ▶ Provide funding for the production of a diverse range of projects
- ▶ Provide funding and advice to industry guilds and organisations
- ▶ Provide opportunities for skills development

BUILD BUSINESSES, INNOVATION AND ENTREPRENEURS

- ▶ Facilitate introductions and opportunities
- ▶ Encourage partnerships, co-production and networking
- ▶ Source and share market intelligence
- ▶ Encourage diversity and active engagement with new and existing markets and audiences

ATTRACT INTERSTATE AND INTERNATIONAL PRODUCTION AND BUSINESSES TO VICTORIA

- ▶ Provide incentives and support for production activity to locate in Victoria
- ▶ Promote Victoria as a location and business destination for screen activity
- ▶ Promote Victorian businesses and talent to new and existing markets

OUTCOMES

A diverse and resilient screen industry

The Victorian screen sector is a strong contributor to the Victorian economy

Sustained and improved employment outcomes for Victorian screen practitioners

Increased IP ownership, export and market share for Victorian businesses

The social and cultural benefits from screen content produced in Victoria are valued

STRATEGIC OBJECTIVE TWO

PROMOTE SCREEN CULTURE

WHY

- ▶ To encourage Victorians to engage with screen content
- ▶ To promote screen content created and produced in Victoria and Australia
- ▶ To inspire creativity and build social capital for local communities and industries
- ▶ Enhance Victoria's reputation as a vibrant hub of creative and cultural activity
- ▶ Urban and regional Victorians, interstate and international audiences and visitors

WHO

HOW

ENGAGE AUDIENCES

- ▶ Provide support to film festivals, conferences and other screen related activities and events
- ▶ Partner with linked organisations which promote, discuss and show screen content

OUTCOMES

Strong participation from Victorian, Australian and international audiences

A diversity of content on screen

Increased opportunities for regional audiences to access Victorian and Australian screen content

STRATEGIC OBJECTIVE THREE

PROVIDE EFFECTIVE AND EFFICIENT SERVICES

WHY

To maximise funding available for the Victorian screen industry

WHO

Film Victoria CEO, staff and Board
Reporting to the Minister for Innovation through the
Department of State Development, Business and Innovation

HOW

PROMOTE AND ENCOURAGE

- ▶ Collaboration and responsiveness in our partnerships with industry, agencies and government
- ▶ Strong governance and accountability
- ▶ Simplified processes, which can be responsive and adaptable
- ▶ Policies which advance the business of creating screen content
- ▶ Staff to be helpful, proactive, solutions oriented and forward thinking

OUTCOMES

Minimised overhead costs
Improved service delivery, including simplified program application, assessment and reporting processes
Improved IT and business system infrastructure
Sound administration of public funds
Reporting obligations are met
Businesses recognise Film Victoria as a state screen agency of choice



COVER IMAGE

Jack Irish: Dead Point
Essential Media and Entertainment

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