

VICTORIAN SCREEN INDUSTRY SNAPSHOT 2016

NATIONAL PERSPECTIVE

Victoria leads the nation in television drama and digital games production and vies for second position with Queensland in feature film production (based on spend) – with all three sectors a focus of Film Victoria's strategic support.

FILM AND TV PRODUCTION

Feature film and TV drama production accounts for an estimated 30% of all audiovisual production in Australia. In 2014–15:

- 53% of the total expenditure for TV drama production was expended in Victoria, a record high market share for Victoria
- Victorian-based production companies were responsible for 37% of the total budgets allocated to feature film production, the second highest share among Australia's states and territories.

DIGITAL GAMES PRODUCTION

Victoria is the heart of Australian digital games production:

- 48% of Australian digital games production businesses are located here, ahead of QLD (19%) and NSW (18%).

VICTORIAN FOCUS

The Victorian screen industry (VSI) makes a major contribution to the Victorian economy.

The film, TV and games sectors, across production, distribution and exhibition, contributed an estimated \$1.4 billion to the State's gross state product (GSP) in 2014–15.

\$1.4 billion
TOTAL CONTRIBUTION TO GSP

FILM AND TV PRODUCTION

Film and TV production was the largest contributing subsector to the VSI, with \$322 million in estimated direct value added, overtaking free-to-air TV which contributed \$288 million.

The film and TV production subsector remained the greatest contributor to employment with an estimated 3,620 full-time equivalent (FTE) employees.

\$322 million
FILM & TV PRODUCTION DIRECT
CONTRIBUTION TO GSP

3,620 jobs
FILM AND TV PRODUCTION FTES

GAMES PRODUCTION

The Victorian digital games production subsector contributes an estimated \$54.4 million in economic value added and around 590 FTE jobs. This subsector is primarily comprised of small independent producers publishing games for mobile, personal computer and tablet platforms via digital distribution.

\$54.4 million
GAMES PRODUCTION TOTAL
CONTRIBUTION TO GSP

590 jobs
GAMES PRODUCTION FTES

ECONOMIC CONTRIBUTION TO VICTORIA \$M 2014-15

FILM AND TELEVISION SECTORS

Subsector	Value added 2014–15	Change since 2012–13	Employment (FTE) 2014–15	Change since 2012–13
Direct	1,085	-0.2%	8,836	-1.8%
Production	322	22.8%	3,621	11.3%
Distribution	175	-8.3%	565	-5.0%
Free-to-air TV	288	-7.9%	1,141	-11.1%
Pay TV	117	3.9%	548	1.0%
Exhibition	116	-8.8%	1,797	-6.5%
Retail	48	-5.0%	948	-3.1%
Rental	14	-49.1%	204	-51.0%
Online	5	51.2%	11	35.9%
Indirect ³	275	14.7%	2,103	11.3%
Total	1,361	3%	10,939	0%

Source: Deloitte Access Economics (2016)

The film and TV sectors of Victoria, includes: production (and post production), distribution, exhibition, free to air and subscription TV, retail, rental and online.

GAMES PRODUCTION

Subsector	Value added 2014–15	Employment (FTE) 2014–15
Direct	47.8	557.1
Indirect	6.6	30.5
Total	54.4	587.7

FUTURE OUTLOOK

Projections for the screen industry suggest continued growth for the film, TV and games sectors.

Available forecast growth trends suggest that by 2020–21:

- The economic contribution of the film and TV sectors will grow by 15%, with employment increasing 7% on 2014–15 figures.

- Games production is set to increase 27%, with a 10% increase in employment for the same period.

However, a number of trends and challenges will need to be successfully navigated, to ensure Victoria retains its nation-leading competitive position.

SOCIAL AND CULTURAL BENEFITS

In addition to economic measures, the VSI contributes a variety of social and cultural benefits.

Screen mediums promote social inclusion and connectedness, supporting outcomes across a range of important socio-economic indicators, for Victorians (and Australian's more broadly) including:

- enhanced reputation
- retaining talent
- social capital benefits such as empathy and perception, behaviour and attitudes
- education and health benefits.