

## Strategic Plan Outline

### Our Vision

To be the leading advocate for developing international trade performance of the Australian screen sector as a key part of Australia's creative industries.

### Our Mission

To promote the sale of Australian screen content worldwide and facilitate international co-production for small and medium sized enterprises.

### Our Values

- adopt a bipartisan approach to Government at all levels;
- apply an evidence-based approach to policy outcomes;
- uphold Australia's image and reputation internationally;
- promote the creative excellence of Australian stories globally.

### Our Focus

- significant bilateral trade, particularly Australian goods and services exports;
- strong CAGR growth and high per capita spend on entertainment and media;
- existing or proposed FTAs, co-production treaties and/or MoUs with partner nations as well as unofficial co-production pathways;
- attractive taxation, fiscal and regulatory arrangements for Australian screen production;
- higher World Bank 'Ease of Doing Business' scores; and
- positive cultural and economic perceptions of Australia.

### Our Strategy

1. **Market intelligence and insights:** Gather market intelligence on export potential of screen sector. Commission research on export opportunities. Gather intelligence from leading exporters and industry bodies globally (e.g. Canada, and Europe).
2. **Facilitate international market access:** Position the screen sector for export and sales in foreign markets through increased co-productions and bolster funds available through existing and new programs.
3. **Leverage diplomatic networks and relationships:** Increase capacity at Australia's embassies and consulates and agencies to help Australian screen businesses succeed in key export markets.
4. **Lead trade missions and creative exchange and promotion:** build relations needed to make business deals via trade missions, events and partnerships, particularly in under-realised and underserved markets. Establish a creative exchange program for global screen business development and networking.
5. **Build the export capability of the local screen industry:** Developing export capabilities for Australian screen practitioners and producers through workshops, training, online hubs and industry intelligence.
6. **Promote the global reach of Australian stories locally:** Celebrate the success of Australian screen exports through events such as SCREEN FOREVER, export award programs, as well as export channels via state and federal bodies.

### **Our Targets (5 Year Plan)**

1. Growth of export revenue for screen sector (measurable through Deloitte's annual census of sector).
2. Expansion of number of markets providing export revenue (measurable through Deloitte's annual census of sector).
3. Increased number of co-production treaties and MOUs.
4. Increased number of co-productions (both official and unofficial).
5. Improved and increased facilitation of market access across sector both in outbound and inbound programs.
6. Development of skills and knowledge within sector about trade and export opportunities.

### **2019-2020 Proposed Milestones**

1. Invite key stakeholders to Screen Export Advisory Council and workshop strategy development (March 2019).
2. Announce Council and commence promotion of the opportunities for improved export and soft diplomacy through creative industries and particularly the screen sector (commence March / April 2019).
3. Work closely with Federal Government post-election to develop screen export opportunities (commence 2019)
4. Potentially launch more detailed strategy in conjunction with results Deloitte Industry Census (December 2019).
5. Host international delegations and promote export awards at key industry events in the screen industry such as SCREEN FOREVER (November 2019) and also across the broader economy such as the Australian Export Awards (ongoing).
6. Continue to look for opportunities to advance outbound trade delegation opportunities for the Australian industry focusing upon key and underserved markets (ongoing but limited without financial support to co-ordinate and support the trade missions).
7. Continue to develop networks overseas with industry associations and export bodies (ongoing).
8. Continue to build networks with local, state and federal bodies to identify barriers and opportunities in order to enhance market entry opportunities for Australian screen producers and creators (ongoing).
9. Review strategic objectives with Advisory Council for 2020 (March 2020) .