The ScreenWest Indigenous Film Policy and Strategy Framework 2003-2008 and the ScreenWest Indigenous Screen Strategy 2010-2015 have helped the Western Australian Indigenous screen sector develop and grow. Key outcomes include:

- Highly regarded skills development and production initiatives;
- Increased national and international awareness and exposure of Western Australian Indigenous stories and talent;
- National and international recognition;
- The ongoing commitment to an Indigenous position on the ScreenWest Board; and
- The ongoing employment of a full-time ScreenWest Indigenous Manager.

In February and March 2015, ScreenWest sought input into the development of the 2016-2020 strategy with a comprehensive consultation process involving individual interviews and a visioning workshop with representatives of broadcasters, Indigenous and non-Indigenous producers, screen practitioners, relevant Government agencies and training organisations.

In reflecting on the evolution of the WA Indigenous screen sector over the past few years, stakeholders have praised the unwavering support ScreenWest has given Indigenous filmmakers. They also remarked that although excellent progress was made, the sector seems to have reached a plateau in its growth and that mid-career practitioners find it hard to break through past the short film stage.

The ScreenWest Indigenous Screen Strategy 2016-2020 is aiming to take the sector to the next level in a sustainable manner. In an ever more challenging environment, sustainable growth in the WA Indigenous filmmaking sector will require targeted strategies and a fundamental re-evaluation of funding programs towards a core program of talent escalation and support.

Furthermore, focused collaboration with Screen Australia, broadcasters, production companies, distributors, industry professional organisations and online platforms will help determine proven pathways for WA screen practitioners and promote WA Indigenous filmmaking globally.

At all times, storytelling remains at the centre of the strategy and, to that effect, ScreenWest resources will be directed strategically to guide and assist external directors and producers to successfully and drive the growth of the whole sector.
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In February and March 2015, ScreenWest sought input into the development of the 2016-2020 strategy with a comprehensive consultation process involving individual interviews and a visioning workshop with representatives of broadcasters, Indigenous and non-Indigenous producers, screen practitioners, relevant Government agencies and training organisations.

In reflecting on the evolution of the WA Indigenous screen sector over the past few years, stakeholders have praised the unwavering support ScreenWest has given Indigenous filmmakers. They also remarked that although excellent progress was made, the sector seems to have reached a plateau in its growth and that mid-career practitioners find it hard to break through past the short film stage.

The ScreenWest Indigenous Screen Strategy 2016-2020 is aiming to take the sector to the next level in a sustainable manner. In an ever more challenging environment, sustainable growth in the WA Indigenous filmmaking sector will require targeted strategies and a fundamental re-evaluation of funding programs towards a core program of talent escalation and support.

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At all times, storytelling remains at the centre of the strategy and, to that end, ScreenWest resources will be directed strategically to guide and assist writers, directors and producers to succeed and drive the growth of the whole sector.

The objectives of the strategy are aimed towards working as a collaborative body to nurture, support and grow the WA Indigenous screen sector and aims that by 2020, WA Indigenous films are highly valued and celebrated by the public.

ScreenWest would like to thank the Indigenous and non-Indigenous producers and screen practitioners, and representatives of the broadcasters, Government agencies and training organisations who assisted in the development of the ScreenWest Indigenous Screen Strategy 2016-2020. We look forward to continuing to work with WA's Indigenous screen practitioners and industry partners to ensure the sector continues to go from strength to strength.

Ian Booth
Chief Executive
ScreenWest
STRATEGIC DIRECTION 2016-2020

VISION

By 2020, WA Indigenous films are highly revered and celebrated by the world in a globally significant way. Collaborations are driving our growth and success. We have advanced our unique story-telling voice and brought it to the world through a range of modern and digital media.

MEASURES OF SUCCESS

Our measures of success include:
1. 10% minimum of ScreenWest’s production investment spent on a WA Indigenous film or series
2. At least one Indigenous feature made by an Indigenous WA Indigenous team
3. A progressive and significant increase in the number of opportunities for applications from WA-based Indigenous artists
4. An ongoing presence on all platforms.

VALUES

The values of Boldness, Conscience and Respect have been linked to the ScreenWest values of Innovation, Partnership and Accountability by means of the spirit of the strategy.

KEY OBJECTIVES

In partnership with the WA Indigenous screen sector and the wider industry, ScreenWest will:
1. Identify and grow emerging talent
2. Develop committed industry professionals
3. Invest in sustaining the momentum of filmmakers’ careers
4. Promote the distinctive WA Indigenous filmmaking voice

1. Identify and grow emerging talent

1.1 Scout emerging talent
- Identify and grow talented Indigenous professionals, developed in Screenwest and/or its partners’ initiatives.
- Assist producers to develop relevant business skills, mentoring by experienced, industry-recognised mentors.

1.2 Create targeted development pathways in collaboration with relevant partners.
- Screenwest will map out, and in a rapidly changing environment, update clear development pathways for emerging and mid-career practitioners across all platforms.
- Pathways will be tailor-made for the Indigenous screen sector to identify their goals and guide them towards the best pathway to meet them.

2. Develop committed industry professionals

2.1 Develop Indigenous producers
- Identify talented early and mid-career Indigenous producers who are interested in producing, support them through the long term with targeted, high-quality training to equip them with the skills to occupy high-quality roles on productions and in management.
- Assist producers to develop relevant professional networks and collaborations in traditional and digital media markets in Australia and internationally.

2.2 Transition Indigenous practitioners into the mainstream
- Target and support talented and committed mid-career Indigenous key creatives over an extended period of time.
- Facilitate access to high-quality contemporary role development training to polish their craft, create opportunities to collaborate with experienced practitioners and encourage their participation in mainstream initiatives and funds.

3. Invest in sustaining the momentum of filmmakers’ careers

3.1 Maintain and grow funding to the sector
- Maintain the sustainability of Screenwest and other funding to the sector and develop new sources of financial support such as private and corporate sponsors and private investment.

3.2 Focus on initiatives that create ongoing opportunities for emerging practitioners
- Invest in the creation of ongoing opportunities for emerging practitioners such as workshops and training sessions.

4. Promote the distinctive WA Indigenous filmmaking voice

4.1 Lift the profile of the WA Indigenous screen sector
- Increase the WA Indigenous share of the screen by showcasing productions at industry markets and festivals, and creating interest with national and international broadcasters and distributors.

4.2 Nurture the difference
- Take risks, promote innovation and foster collaborations amongst Indigenous practitioners across the state to encourage distinctive WA Indigenous voices to emerge. Have the unique storytelling of sector practitioners nationally and internationally.

4.3 Improve access to WA Indigenous content
- Continue to work with stakeholders to create ready access to WA Indigenous footage for the widest possible audience.

STRAATEGIES

1. Identify and grow emerging talent

1.1 Scout emerging talent

1.2 Create targeted development pathways in collaboration with relevant partners.

2. Develop committed industry professionals

2.1 Develop Indigenous producers

2.2 Transition Indigenous practitioners into the mainstream

3. Invest in sustaining the momentum of filmmakers’ careers

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3.2 Focus on initiatives that create ongoing opportunities for emerging practitioners

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4.1 Lift the profile of the WA Indigenous screen sector

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4.3 Improve access to WA Indigenous content

The sector is contributing strongly to increase the visibility of Indigenous screen sector and presence on screens nationally and internationally. Screenwest will be a key driver of the development of Indigenous voices, sectors and producers who are making bigger, bolder, better and more productions. Involving fewer films and ongoing long-form series on all platforms.

Implement strategies designed to create real industry opportunities for emerging practitioners and effectively identify the particular talents of driven individuals.

Screenwest will map out, and in a rapidly changing environment, update clear development pathways for and below the live practitioners across all platforms.

Pathways will be tailor-made for the WA screen sector to identify their goals and guide them towards the best pathway to meet them.

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The values of Boldness, Conscience and Respect have been linked to the ScreenWest values of Innovation, Partnership and Accountability by means of the spirit of the strategy.

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STRATEGIC DIRECTION 2016-2020

VISION

By 2020, WA Indigenous films are highly valued and celebrated by the public and industry through successful collaborations and are driving our growth and success. We have advanced our Indigeneous filmmaking presence and brought it to the forefront. By 2020, WA Indigenous films have a distinctive WA Indigenous storytelling voice and presence on screens nationally and internationally.

A sustainable number of emerging Indigenous practitioners have identified, supported and successful in WA Indigenous key creative roles.

A progressive and significant increase in the proportion of Indigenous content and audiences from Australia.

The sector is contributing strongly to increasing the share of Indigenous content and presence on screens nationally and internationally. ScreenWest has fast-tracked the development of Indigenous talents, audiences and producers who are bringing bigger, bolder, better and more productions including feature films and ongoing long-form series on all platforms.

The values of Boldness, Courage and Respect have been added to the ScreenWest values of Innovation, Business skills, and Respectful and grown through our collaborations and partnerships.

ScreenWest will also enrich the help of the WA screen industry to talent spot and mentor industry newcomers.

ScreenWest will have significantly the share of Indigenous content and audiences from Australia.

By 2020, WA Indigenous films are highly valued and celebrated by the public. Mutually beneficial partnerships with relevant stakeholders are driving our growth and success.

ScreenWest will fast-track the development of Indigenous practitioners who are interested in producing. Support them over the long term with targeted talent training to give them the skills, connections and access to high-quality professionals and opportunities to develop their skills.

ScreenWest will have invested in sustaining the momentum of filmmakers’ careers and effectively identify the particular talents of driven individuals.

ScreenWest has fast-tracked the development of Indigenous practitioners who are interested in producing. Support them over the long term with targeted talent training to give them the skills, connections and access to high-quality professionals and opportunities to develop their skills.

ScreenWest and/or its partners will assist and guide them towards the best pathway to meet them.

MEASURES OF SUCCESS

Our measures of success include:

• 10% minimum of ScreenWest’s production investment have a WA Indigenous screenplay in or at least 80% Indigenous key creative role.

• At least one Indigenous feature made by at least one WA Indigenous key creative role.

• A progressive and significant increase in the proportion of Indigenous content and audiences from Australia.

• Tying our Indigenous filmmaking voice and presence on screens nationally and internationally.

VALUES

The values of Boldness, Courage and Respect have been added to the ScreenWest values of Innovation, Partnership and Accountability to embed the spirit of the strategy.

KEY OBJECTIVES

In partnership with the WA Indigenous screen sector and industry, ScreenWest will:

1. IDENTIFY and grow emerging talent

2. DEVELOP committed industry professionals

3. INVEST in sustaining the momentum of filmmakers’ careers

4. PROMOTE the distinctive WA Indigenous filmmaking voice

STRATEGIES

1. Identify and grow emerging talent

1.1 Scout emerging talent

Build links with relevant stakeholders, such as tertiary institutions, development and training organisations, Aboriginal media and arts organisations, to scout up-and-coming talented WA practitioners with a desire to pursue a professional career in the screen industry. ScreenWest will also enrich the help of the WA screen industry to talent spot and mentor industry newcomers.

ScreenWest will have invested in sustaining the momentum of filmmakers’ careers and effectively identify the particular talents of driven individuals.

1.2 Create targeted development pathways in collaboration with relevant partners. ScreenWest will map out, seed and lead in a rapidly changing environment, identify new development pathways for success and below the live practitioners across all platforms.

ScreenWest will fast-track the development of Indigenous practitioners who are interested in producing. Support them over the long term with targeted talent training to give them the skills, connections and access to high-quality professionals and opportunities to develop their skills.

Implement strategies designed to create real industry opportunities for emerging practitioners and effectively identify the particular talents of driven individuals.

2. Develop committed industry professionals

2.1 Develop Indigenous producers

Identify talented early and mid-career Indigenous practitioners who are interested in producing. Support them over the long term with targeted talent training to give them the skills, connections and access to high-quality professionals and opportunities to develop their skills.

ScreenWest and/or its partners will assist and guide them towards the best pathway to meet them.

2.2 Transition Indigenous practitioners into established WA Indigenous key creative roles

Target and support talented and committed mid-career Indigenous key creative over an extended period to time.

Implement strategies designed to create real industry opportunities for emerging practitioners and effectively identify the particular talents of driven individuals.

Facilitate access to high-quality contemporary screen development training to polish their craft, create opportunities to collaborate with experienced practitioners and encourage their participation in mainstream initiatives and funds.

ScreenWest has fast-tracked the development of Indigenous practitioners who are interested in producing. Support them over the long term with targeted talent training to give them the skills, connections and access to high-quality professionals and opportunities to develop their skills.

3. Invest in sustaining the momentum of filmmakers’ careers

3.1 Maintain and grow funding to the sector

Maintain the sustainability of ScreenWest and茄ffer funding to the sector and develop new sources of financial support such as philanthropic and Government grants, corporate sponsorship and private investment.

ScreenWest and/or its partners will assist and guide them towards the best pathway to meet them.

3.2 Focus on initiatives that create-ongoing work for the sector

Invest in the creation of ongoing work opportunities such as reusable series, fully-funded attachments and pervasive roles on productions filmed in WA or funded by ScreenWest to develop the skills of professional practitioners.

ScreenWest and/or its partners will assist and guide them towards the best pathway to meet them.

3.3 Explore and develop new markets and audiences

Investigate opportunities to meet up international markets and new audiences across all media to Indigenous storytelling and productions. Actively foster international co-productions with WA Indigenous producers.

ScreenWest will or its partners will assist and guide them towards the best pathway to meet them.

4. Promote the distinctive WA Indigenous filmmaking voice

4.1 Lift the profile of the WA Indigenous screen sector

Increase the WA Indigenous share of the screen by showcasing productions at industry markets and festivals, and creating interest with national and international broadcasters and distributors.

ScreenWest and/or its partners will assist and guide them towards the best pathway to meet them.

4.2 Nurture the difference

Take Indigeneous innovation and foster collaborations amongst Indigenous practitioners across the State to encourage distinctive WA Indigenous voices to emerge. Enhance the unique storytelling of sector practitioners nationally and internationally.

ScreenWest and/or its partners will assist and guide them towards the best pathway to meet them.

4.3 Improve access to WA Indigenous content

Continue to work with stakeholders to create ready access to WA Indigenous content to the widest possible audience.
STRATEGIC DIRECTION 2016-2020

VISION

By 2020, WA Indigenous films are highly revered and celebrated by the world, with significant business collaborations driving our growth and success. We have adopted the Global IndigEntertainment model and brought it to the through all means of modern and digital media.

MEASURES OF SUCCESS

Our measures of success include:

1. A sustained number of emerging Indigenous practitioners
2. At least three Indigenous producers making stage productions across multiple platforms
3. One new television series created by an Indigenous producer in co-production with mainstream broadcaster
4. A successful Indigenous film festival hosted in WA
5. At least one international co-production with a WA Indigenous producer

VALUES

The values of Boldness, Courage and Respect have been linked to the ScreenWest values of innovation, Partnership and Accountability to enrich the spirit of the strategy.

KEY OBJECTIVES

In partnership with the WA Indigenous screen sector and the wider industry, ScreenWest will:

1. Identify and grow emerging talent
2. Develop committed industry professionals
3. Invest in sustaining the momentum of filmmakers’ careers
4. Promote the distinctive WA Indigenous filmmaking voice

STRATEGIES

1. Identify and grow emerging talent

1.1 Scout emerging talent
- Build links with relevant stakeholders, such as tertiary institutions, development and training organisations, Aboriginal media and arts organisations, and other industry bodies to scout and develop emerging Indigenous filmmakers.
- ScreenWest will partner with relevant organisations to develop Indigenous filmmakers, actors and producers who are making significant career progress, attract and support them through bespoke funding, training programs, mentoring and to develop a pipeline of emerging talent.

1.2 Create targeted development pathways
- In collaboration with relevant partners, ScreenWest will map out and write the pathway for emerging Indigenous filmmakers.
- ScreenWest will support emerging Indigenous filmmakers to identify their career goals and guide them towards the best pathway to meet those goals.

2. Develop committed industry professionals

2.1 Develop Indigenous producers
- Identify, develop and support emerging Indigenous producers.
- Assist producers to develop a pipeline of Indigenous practitioners, developed and experienced in producing.
- ScreenWest will develop the distinctive Indigenous voices to emerge. Market them across the State to encourage distinctive WA Indigenous voices to emerge.

2.2 Transition Indigenous practitioners into the mainstream
- Target and support talented and committed Indigenous practitioners to create opportunities to collaborate with experienced practitioners and encourage their participation in mainstream initiatives and funds.

3. Invest in sustaining the momentum of filmmakers’ careers

3.1 Maintain and grow funding to the sector
- Maintain the sustainability of ScreenWest and Screen Australia funding to the sector and develop new sources of financial support such as philanthropic and Government grants, corporate sponsorship and private investment.

3.2 Focus on initiatives that create ongoing work for the sector
- In the creation of ongoing work opportunities such as returnable series, co-productions and special events.

3.3 Explore and develop new markets and audiences
- Investigate opportunities to develop new markets and audiences across all media to Indigenous storytelling and productions. Actively foster international co-productions with WA Indigenous producers.

4. Promote the distinctive WA Indigenous filmmaking voice

4.1 Lift the profile of the WA Indigenous screen sector
- Continue to work with stakeholders to create ready access to WA Indigenous content.

4.2 Nurture the difference
- Take risks, promote innovation and foster collaborations amongst Indigenous practitioners across the State to encourage distinctive WA Indigenous voices to emerge. Market them across the State and nationally to foster the widest possible audience.

4.3 Improve access to WA Indigenous content
- Continue to work with stakeholders to create ready access to WA Indigenous content for the widest possible audience.

The sector is contributing strongly to the growth of Indigenous career and presence on screens nationally and internationally.

ScreenWest will benefit the development of Indigenous artists, actors and producers who are making significant career progress, attract and support them through bespoke funding, training programs, mentoring and to develop a pipeline of emerging talent.

ScreenWest will partner with relevant organisations to develop Indigenous filmmakers, actors and producers who are making significant career progress, attract and support them through bespoke funding, training programs, mentoring and to develop a pipeline of emerging talent.
Background

The ScreenWest Indigenous Film Policy and Strategy Framework 2003-2008 and the ScreenWest Indigenous Screen Strategy 2010-2015 have helped the Western Australian Indigenous screen sector develop and grow. Key outcomes include:

- Highly regarded skills development and production initiatives;
- Increased national and international awareness and exposure of Western Australian Indigenous stories and talent;
- National and international recognition;
- The ongoing commitment to an Indigenous position on the ScreenWest Board; and
- The ongoing employment of a full-time ScreenWest Indigenous Manager.

In February and March 2015, ScreenWest sought input into the development of the 2016-2020 strategy with a comprehensive consultation process involving individual interviews and a visioning workshop with representatives of broadcasters, Indigenous and non-Indigenous producers, screen practitioners, relevant Government agencies and training organisations.

In reflecting on the evolution of the WA Indigenous screen sector over the past few years, stakeholders have praised the unwavering support ScreenWest has given Indigenous filmmakers. They also remarked that although excellent progress was made, the sector seems to have reached a plateau in its growth and mid-career practitioners find it hard to break through past the short film stage.

The ScreenWest Indigenous Screen Strategy 2016-2020 is aiming to take the sector to the next level in a sustainable manner. In an ever more challenging environment, sustainable growth in the WA Indigenous filmmaking sector will require targeted strategies and a fundamental re-evaluation of funding programs towards a core program of talent escalation and support.

Furthermore, focussed collaboration with Screen Australia, broadcasters, production companies, distributors, industry professional organisations and online platforms will help determine proven pathways for WA screen practitioners and promote WA Indigenous filmmaking globally.

At all times, storytelling remains at the centre of the strategy and, to that effect, ScreenWest resources will be deployed strategically to guide and assist writers, directors and producers to succeed and drive the growth of the whole sector.

ScreenWest is extremely proud of the progress that has been made and the achievements of local Indigenous practitioners over the past five years. ScreenWest continued to support the Western Australian Indigenous screen sector and helped further develop and grow the WA Indigenous screen sector and stories that by 2020, WA Indigenous films are highly valued and celebrated by the public.

ScreenWest would like to thank the Indigenous and non-Indigenous producers and screen practitioners, and representatives of the broadcasters, Government agencies and training organisations who assisted in the development of the ScreenWest Indigenous Screen Strategy 2016-2020.

ScreenWest looks forward to continuing to work with WA’s Indigenous screen practitioners and industry partners to ensure the sector continues to go from strength to strength.

Ian Booth
Chief Executive

ScreenWest Indigenous Screen Strategy 2016–2020