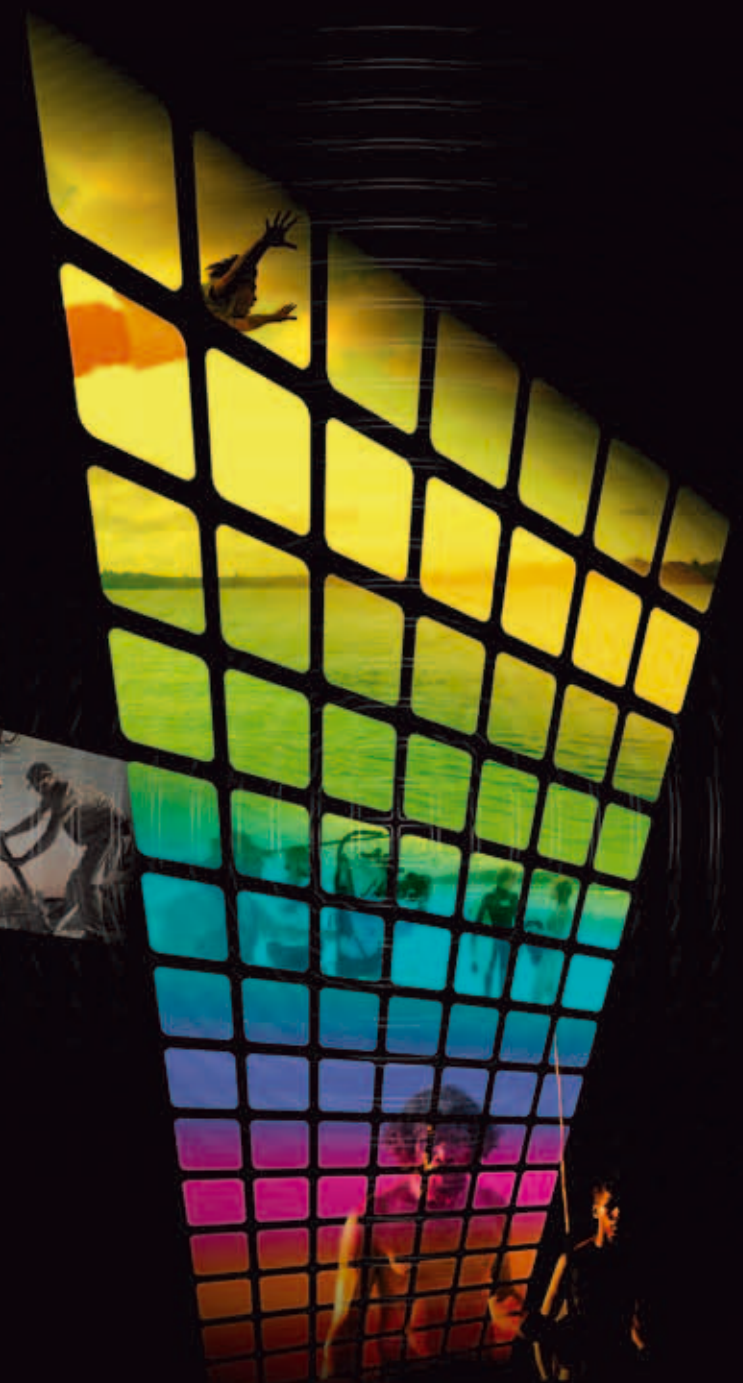


SCREENWEST

STRATEGIC PLAN

2011 – 2016



VISION

SCREENWEST IS THE PARTNER OF CHOICE,
ENABLING A THRIVING, DISTINCTIVE AND WORLD-CLASS
WESTERN AUSTRALIAN SCREEN INDUSTRY

We aim to be the partner of choice with stakeholders in Australia and abroad to underpin the growth and success of the Western Australian Screen Industry; an industry with flexible, entrepreneurial companies and distinctive, innovative, world-class screen content, recognised nationally and internationally.

MISSION

ScreenWest exists to partner with the Screen Industry to produce and promote quality storytelling that delivers multiple cultural and economic benefits to the Western Australian community.

VALUES

INNOVATION
PARTNERSHIP
ACCOUNTABILITY

STRATEGIC OBJECTIVES

Within the context of a rapidly evolving industry in terms of digital production, distribution and changing audiences, ScreenWest will, in partnership with the Screen Industry:

- 1 ENHANCE THE INDUSTRY'S CAPABILITY
- 2 INCREASE FUNDING TO THE INDUSTRY
- 3 STRENGTHEN THE POSITIONING OF THE INDUSTRY
- 4 OPERATE AS A LEADING BEST PRACTICE AGENCY

STRATEGIC
OBJECTIVE

1 ENHANCE THE INDUSTRY'S CAPABILITY

1 SUPPORT THE DEVELOPMENT OF WORLD-CLASS PRACTICE AND CRAFT EXCELLENCE ACROSS DEVELOPED AND EMERGING PLATFORMS

ScreenWest will partner the Industry in implementing best practice, market-relevant project development processes and initiatives, connecting practitioners with the market and offering targeted opportunities.

2 FACILITATE THE SCREEN INDUSTRY TO TAKE ADVANTAGE OF INNOVATION AND TECHNOLOGY DEVELOPMENTS

Take a leadership position in developing practitioners' skills to take advantage of innovation, making knowledge available and encouraging linkages with technology-savvy members of the wider creative industry.

3 ENSURE AVAILABILITY TO THE INDUSTRY OF RELEVANT INFRASTRUCTURE

Lack of infrastructure, be it people or other assets, could become a major impediment to the Industry's growth. The implementation of a Strategic Asset Plan will help establish the current and future Industry needs and requirements at a time of transition to new technologies, media and business models.

4 ADVANCE THE INDUSTRY'S BUSINESS CAPABILITY

To move the Industry to the next level, ScreenWest will assist practitioners to gain expertise in:

- › Strategic and business planning;
- › Pursuing a variety of private and public sector funding avenues;
- › Structuring their businesses to best enable their strategy; and
- › Entering partnerships.

5 IMPLEMENT THE *SCREENWEST INDIGENOUS SCREEN STRATEGY 2010-2015*

ScreenWest is deeply committed to Indigenous filmmaking and the implementation of a strategy designed to focus on the specific needs and requirements of this burgeoning sector.

STRATEGIC OBJECTIVE

3

STRENGTHEN THE POSITIONING OF THE INDUSTRY

1 SECURE INCREASED BASE FUNDING FROM TREASURY AND LOTTERYWEST

Achieving buy-in from Government with respect to the Screen Industry's vision and its benefits for the Western Australian community is needed to secure greater certainty of base funding and potential for increased funding, thereby enabling ScreenWest to focus its attention on the implementation of its vision and strategy.

2 AUGMENT INTERNATIONAL ALLIANCES AND PARTNERSHIPS

Further develop ties and foster the creation of mutually beneficial partnerships within the Asia Pacific region and also the established markets of Europe, Canada and the USA to attract finance, sales, co-productions and productions to Western Australia.

3 DEVELOP PARTNERSHIPS WITH ADDITIONAL AND DIVERSE FUNDERS

Enhance linkages with relevant government agencies, local business leaders and entrepreneurs, and national and international organisations to increase the diversity and quantum of funding available to the Industry.

1 IMPROVE SCREENWEST'S PROFILE AS A TRUSTED AND INFLUENTIAL ADVISOR

ScreenWest will focus on increasing its position of influence, providing advice on policy as well as advocating on behalf of the Western Australian Screen Industry to the State and Federal Governments.

2 INCREASE AWARENESS OF THE WA SCREEN INDUSTRY

ScreenWest will work with the Western Australian Screen Industry to define its collective identity, build its image and leverage off its reputation as a State with highly talented, entrepreneurial, innovative, "can-do" people and companies.

3 IMPLEMENT A SCREENWEST BRAND STRATEGY

Building ScreenWest brand awareness is an important component of increasing its influence with potential partners and relevant authorities nationally and internationally.

4 FORM PARTNERSHIPS TO DEVELOP A VIBRANT SCREEN CULTURE IN WESTERN AUSTRALIA

A vibrant screen culture in Western Australia will generate demand for screen content and build a following for the Western Australian Screen Industry and increase industry identity and ScreenWest brand awareness.

INCREASE FUNDING TO THE INDUSTRY



STRATEGIC INITIATIVES

1 ESTABLISH SCREENWEST AS A STATUTORY AUTHORITY

Establishing the agency as a statutory authority will clarify and strengthen our position within Government.

2 ATTRACT AND RETAIN THE BEST PEOPLE

ScreenWest aims to build on its values to be the first choice of high quality Board members, executives, managers and staff committed to the agency's and the Industry's success.

3 DEVELOP SCREENWEST STAFF'S KNOWLEDGE IN NEW TECHNOLOGIES, INDUSTRY TRENDS AND LEADING PRACTICES

ScreenWest will stay abreast of new developments and explore innovation in partnership with the Industry.

4 BED-DOWN A BEST FIT STRUCTURE

ScreenWest's structure will be designed and implemented to optimise the efficiency and effectiveness of resources deployed towards achieving strategic plan objectives.

5 IMPLEMENT OUTCOME-FOCUSED PROCESSES AND PRACTICES

ScreenWest will streamline and regularly review its processes and practices to align with market trends and needs, new business models and the regulatory environment.

STRATEGIC OBJECTIVE

4 OPERATE AS A LEADING BEST PRACTICE AGENCY





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FRONT COVER: *RED DOG*, Woss Group Films; *BRAN NUE DAE*, Robyn Kershaw Productions;

Tim Winton's *CLOUDSTREET*, A Screentime Production for SHOWTIME Australia. Photography by David Dare Parker;

LOCKIE LEONARD - SERIES 2, Goalpost Pictures;

JANDAMARRA'S WAR, Wawili Pitjas and Electric Pictures

INSIDE PAGES: *WHO DO YOU THINK YOU ARE?*, Artemis International and Serendipity Productions;

SAS - THE SEARCH FOR WARRIORS; Prospero Productions; *3 ACTS OF MURDER*, Taylor Media;

The Kimberley region, Western Australia, Tourism WA;

3 ACTS OF MURDER, Taylor Media

BACK PAGE: Tim Winton's *CLOUDSTREET*, A Screentime Production for SHOWTIME Australia. Photography by David Dare Parker;

DOGSTAR 2, Media World Pictures; *JANDAMARRA'S WAR*, Wawili Pitjas and Electric Pictures,

MAL.COM, Animazing Productions

