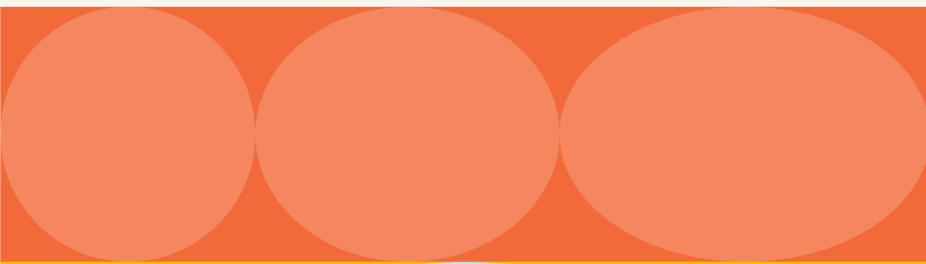


SCREENWEST STRATEGIC PLAN 2025 2028



CONTENTS

Introduction	4
Our Vision	6
Our Values	8
Our Strategic Priorities	10
Our Strategic Initiatives	12
Our Targets	14



ACKNOWLEDGEMENT

Screenwest acknowledges all Traditional Owners of Country across the State of Western Australia and pays respect to their Elders, past, present and emerging. We recognise and respect their cultural heritage, spiritual beliefs and relationship to land and waters and acknowledge that they are of continuing importance to the people living today.

We extend this respect to all First Nations language groups.

OF COUNTRY



screenwest

INTRODUCTION

Screenwest is Western Australia's screen funding body.

Our purpose is to drive the growth in Western Australia's screen industry, amplifying its cultural and economic impact.

Through our initiatives we are fostering a diverse and sustainable industry that not only reflects the unique stories and talent of Western Australia but elevates them onto the global stage.

We work with the Western Australian Government and industry partners to achieve mutual screen industry goals and outcomes.

Together, we are building a brighter future for Western Australia's screen industry, one that is bold, creative and uniquely Western Australian.



OUR

“Western Australia: Compelling screen stories, world-class talent, inspiring global audiences”

Screenwest as the connector, innovator, advocate and supporter of the Western Australian screen industry.

Western Australia becomes a widely recognised and preferred choice for high quality screen productions, both large and small.

Local talent is retained and can build long lasting careers in the Western Australian screen industry.

With Screenwest support, Western Australian screen stories help define our culture.

VISION



OUR VALUES

Our values are the foundation of everything we do. They drive us to create an environment where Western Australia's screen industry can shine on the world stage.

AMBITIOUS

With industry, we create opportunities big and small, that build momentum for the Western Australian screen industry.

PROACTIVE

We move quickly at the forefront, to lead and support the Western Australian screen industry in times of rapid change.

CONNECTED

We walk arm-in-arm with stakeholders to achieve mutual goals.

ACCOUNTABLE

We are open and upfront about what we do and why, to maintain the trust of all in the screen industry.



screenwest

OUR STRATEGIC PRIORITIES

Our strategic priorities are about creating a legacy. We want to see Western Australian screen stories, talent and companies excel. Driving greater diversity, inclusion and equity in the Western Australian screen industry will be at the forefront of all we do.



PRIORITY 01

Grow the scope and profile of Western Australian production

We are focused on seeking out and supporting new productions, partnerships, infrastructure, and funding to push Western Australia's cultural footprint further onto the world stage.

PRIORITY 02

Build local talent, crew and production companies

By investing in local talent, crew, and production companies, we are helping to build a vibrant Western Australia-based screen industry, from city centres to regional communities.

PRIORITY 03

Expand focus on digital storytellers

We are deepening our support of digital games and online storytelling, whether it's through traditional media or emerging platforms, helping Western Australian screen creatives reach wider audiences.

OUR STRATEGIC INITIATIVES

Our strategic initiatives are about unlocking potential across production companies, talent, and storytelling and making sure Western Australia's voice is heard on screens worldwide.

We will work alongside the Western Australian Government, the Perth Film Studios and other industry partners to deliver our strategic initiatives.



PRIORITY 01

Grow the scope and profile of Western Australian production

Grow levels of Western Australian-generated intellectual property, for cultural and economic impact.

Promote the Western Australian screen industry and the State, building Western Australia's reputation as the place for screen production.

Create complementary sources of funding, focusing on philanthropy, corporate sponsorship, and securing new government support.

Attract national and international productions to a film friendly Western Australia, to ensure our local industry remains dynamic and competitive.

PRIORITY 02

Build local talent, crew and production companies

Help pave clear career pathways for key roles in the screen industry, fostering talent at every level.

Build thriving Western Australian production companies.

Deliver our First Nations Screen Strategy (2024-2028), amplifying First Nations storytelling, talent and businesses in all areas of the screen ecosystem.

Maintain Western Australia's standing as a leader in documentary filmmaking.

PRIORITY 03

Expand focus on digital storytellers

Develop a Digital Games Strategy to set a future course for Western Australia's digital games industry.

Support Western Australia's screen creatives to explore bold ways to reach new audiences.

OUR TARGETS

We aim to deliver measurable results that elevate Western Australia's standing, increase its output, and foster diversity and innovation.

Our vision for 2028 isn't just about numbers, it's about transforming the Western Australian screen industry into a thriving, dynamic force.



AMPLIFIED ECONOMIC IMPACT

By 2028 we will grow Qualifying Western Australian Expenditure (QWAE) across all formats from \$66M per annum today to an aspirational target of \$300M per annum.

RETENTION AND DIVERSITY

By 2028 we will increase the number of full-time roles on Screenwest-supported projects annually from 350 FTE¹ to 1,000 FTE and triple the hours of Western Australian First Nations-led productions from 10 hours to 30 hours per annum.

EXPAND WESTERN AUSTRALIAN CONTENT OUTPUT

We will support Western Australian production companies to produce at least five commercially distributed scripted productions and over 100 hours of documentary content annually.

¹Full-time equivalent (FTE) represents the workload of one full-time employee. It converts part-time and casual hours into FTE units.

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