



NORTHERN TERRITORY SCREEN INDUSTRY DEVELOPMENT PLAN 2018-2020

Our Vision

A screen industry that is recognised for its creativity, capability and professionalism, producing sought-after content, and driving economic opportunity, innovation, social and cultural value across the Northern Territory.

Our Approach

The Northern Territory Government will work with locally-based screen industry practitioners and businesses to achieve the vision, priorities and actions set out in the *Northern Territory Screen Industry Development Plan*. A partnership approach is the best use of resources, and capitalises on the strengths of all participants. Screen production businesses, both creative and service-providing, lead the creation of screen content, and their engagement on actions is critical to the success of the *Screen Industry Development Plan*.

What success will look like:

- Deliver a suite of high-quality, local productions across film, television and other interactive mediums
- Demonstrated market demand (evidenced by marketplace attachment from a recognised distributor or exhibition platform, box office receipts & other revenue, selection at festivals, awards or prizes) for Northern Territory-produced content
- Increased local production of commercially distributable intellectual property
- Increased annual production expenditure in the Northern Territory
- Increased employment of local talent and crew
- Increased use of goods and services, including post-production, from locally-based production businesses by Screen Territory funding recipients
- Increased scale and profitability among locally-owned screen industry businesses
- Increasing participation by young Aboriginal Territorians in screen culture
- Increased recognition of the Northern Territory's screen industry as skilled, professional, and an important contributor to employment, economic activity, innovation, and the social and cultural wellbeing of Territorians

Charting New Territory

In September 2015 a Ministerial Advisory Council (MAC) was established to provide advice on how government could best support the local screen industry to attract and increase levels of production in the Northern Territory and to increase business sustainability of the NT screen industry.

In December 2015 MAC released its *Charting New Territory* report with recommendations designed to accelerate the development of the Northern Territory screen industry and to increase the contribution of the industry to the NT economy.

Priorities, outcomes and actions

STRATEGIC PRIORITY ONE:

Building a healthy and self-sustaining screen industry

Strategic Priority One aligns with the following recommendations of the *Charting New Territory* report: Recommendation 2 - Increase the level of development, production and marketing funding for Northern Territory screen productions. Recommendation 3 - Implement an enterprise development program for Northern Territory production companies. Recommendation 4 - Increase funding for production attraction and establish an ongoing dialogue across Government to maximise economic and industry benefits.

Outcomes

- Establishment of baseline data to enable long term measurement of the scale and composition of the industry
- Increased local production and ownership of commercially distributable intellectual property
- Increased annual production expenditure in the Northern Territory
- Increased employment of local talent and crew
- Increased use of goods and services from locally-based production businesses
- Production services companies remain and thrive in the Northern Territory

Actions

- 1.1 Provide new enterprise funding to build the capacity of established local practitioners and companies, enable them to expand and grow, and to make the most of emerging opportunities
- 1.2 Support local practitioners to retain more of the intellectual property for the content they produce
- 1.3 Leverage Northern Territory Government policies to maximise opportunities for local screen industry practitioners from government procurement
- 1.4 Develop funding and other program guidelines to support the development and production of high quality, sought after, Northern Territory-produced screen content with demonstrated market demand
- 1.5 Develop funding and other program guidelines to incentivise projects to undertake post-production at Northern Territory-based businesses
- 1.6 Develop funding and other program guidelines to maximise economic opportunity for local screen practitioners and businesses from footloose productions
- 1.7 Undertake baseline mapping of the Northern Territory screen industry to enable long-term measurement of the scale and composition of the industry
- 1.8 Facilitate better linkages between Territory-based screen practitioners and businesses and business innovation support programs, business growth programs and support services offered by the Northern Territory Government

STRATEGIC PRIORITY TWO: Strengthen recognition of local screen industry talent, assets, capabilities and industry contributions

Strategic Priority Two aligns with recommendation 5 of the *Charting New Territory* report: Implement the Film Friendly Program: digital assets and in-house capability to effectively market, promote and service inbound productions.

Outcomes

- Government and the wider community recognise the screen industry's current and potential contribution to employment, economic activity, innovation, and the social and cultural wellbeing of Territorians
- Interstate and international producers increasingly recognise the Northern Territory's screen industry as capable and professional
- Increased interstate and international production investment in the Northern Territory, leading to more jobs for Territorians
- The community's expectations of high quality Northern Territory screen content are met
- More opportunities for regional and remote Territorians to access Australian screen content, and to see themselves reflected in locally-produced content

Actions

- 2.1 Establish a framework for evaluating industry performance, including return on investment, cultural and economic measures
- 2.2 Produce a promotional trailer featuring the Northern Territory's location assets, screen support resources, crew and cast availability
- 2.3 Develop a database of Northern Territory location assets
- 2.4 Develop a directory of industry practitioners' capability and capacity
- 2.5 Promote the capabilities and contributions of the Northern Territory's screen industry locally, nationally and internationally
- 2.6 Develop a "film friendly" strategy across the Northern Territory, as an attractive filming destination for filmmakers, including initiatives to develop relationships with regional service providers and authorities
- 2.7 Establish a new industry-led screen industry awards program
- 2.8 Enhance the Audience Development program to support a travelling film festival for remote communities, featuring a significant proportion of Northern Territory-produced content

STRATEGIC PRIORITY THREE: Invest in strong partnerships and collaborations

Strategic Priority Three aligns with the following recommendations of the *Charting New Territory* report: Recommendation 2 - Increase the level of development, production and marketing funding for Northern Territory screen productions. Recommendation 4 - Increase funding for production attraction and establish an ongoing dialogue across Government to maximise economic and industry benefits. Recommendation 7 - Increase Screen Territory funding for 3 years so that it is resourced to execute its expanded programs. Recommendation 8 - Form a Screen Industry Advisory Council with business and industry representation.

Outcomes

- A productive working relationship between Screen Territory, industry participants, other local and national government agencies, and other stakeholders
- The Minister and Government are informed of issues, opportunities and impediments affecting the successful growth of the Northern Territory screen industry
- The Northern Territory screen industry's views are present when government is developing policies, guidelines and initiatives directly affecting the industry
- Key performance Indicator targets are established to evaluate the success of this *Plan*
- Opportunities for cross-industry collaboration such as film tourism are maximised
- Northern Territory-based producers have access to key markets for attracting finance and slate advancement

Actions

- 3.1 Establish a Screen Industry Advisory Council to co-own and participate in the delivery of this *Plan*, and provide strategic advice to government
- 3.2 Establish measurable Key Performance Indicator targets to evaluate the success of this *Plan*
- 3.3 Use existing innovation and business support frameworks to encourage the establishment of an industry-convened representative body
- 3.4 Provide funding to enable practitioners to attend national and international markets
- 3.5 Improve links between screen industry participants and relevant Northern Territory and Commonwealth Government support programs
- 3.6 Work closely with broadcasters and peak bodies to encourage policymaking that reflects the specific needs of the Northern Territory screen industry
- 3.7 Support Northern Territory-based Aboriginal film practitioners with applications to Australian broadcasters and other commissioning entities
- 3.8 Create an operating environment that enables local producers to attract significant leveraged investment from outside the Northern Territory

STRATEGIC PRIORITY FOUR:

Foster creativity, high production values, innovation and new skills

Strategic Priority Four aligns with the following recommendations of the *Charting New Territory* report: Recommendation 4 - Increase funding for production attraction and establish an ongoing dialogue across Government to maximise economic and industry benefits. Recommendation 6 – Enhance the existing mentor program to establish career pathways for emerging practitioners.

Outcomes

- Completion of a diverse production slate of high quality, sought-after film, television, and interactive locally-produced content
- Demonstrated market demand (evidenced by marketplace attachment from a recognised distributor or exhibition platform, box office receipts and other revenue, selection at festivals, awards or prizes) for Northern Territory produced content
- Wherever possible, professional development for entry level and emerging industry participants is delivered by Northern Territory-based screen industry businesses
- Local practitioners are aware of, and responding appropriately to, technological, platform and other external changes that affect the market for their work
- Increased access, participation and career development opportunities in screen for all Territorians

Actions

- 4.1 Deliver a range of grant-funding programs designed to increase the level of development, production and marketing of high quality, sought-after, Northern Territory-produced screen content with demonstrated market demand
- 4.2 Identify the skills required by entry level and emerging content creators in an environment of emerging business models, technologies, platforms and formats
- 4.3 Deliver professional development programs and focussed initiatives to develop the pool of talented local producers; using Northern Territory-based screen industry businesses and practice based approaches wherever possible
- 4.4 Provide access for practitioners to mentors, internships and skills development; using Northern Territory based screen industry businesses wherever possible
- 4.5 Actively facilitate access by entry level and emerging Aboriginal screen practitioners to Screen Territory's professional development and grant funding programs
- 4.6 Work with Aboriginal media organisations to encourage young people in remote communities to participate in screen culture

STRATEGIC PRIORITY FIVE:

Provide efficient and effective services to the screen industry

Strategic Priority Five aligns with recommendation 1 of the *Charting New Territory* report: Adopt a strong whole-of-government approach to developing the Northern Territory screen industry.

Outcomes

- The level of service and funding for the local screen industry is maximised
- Screen Territory is regarded by industry as responsive and knowledgeable with programs that support industry development outcomes and priorities
- Screen Territory's governance, grant administration and procurement practices reflect community expectations regarding the responsible use of public funds, while avoiding unnecessary red tape for recipients
- Competing demands on Screen Territory's resources are balanced to reflect the priorities in this *Plan*

Actions

- 5.1 Screen Territory will represent the industry to other Northern Territory Government agencies to ensure that the outcomes of this *Plan* are maximised
- 5.2 Screen Territory will maintain close working relationships with other Northern Territory Government agencies and raise awareness within government of local screen industry capability, to maximise local screen industry access to government audio-visual procurement
- 5.3 Review funding and program guidelines to ensure that assessment criteria and processes are not unduly onerous
- 5.4 Comply with the highest standards of financial accountability, risk management and governance