



NORTHERN TERRITORY SCREEN INDUSTRY DEVELOPMENT PLAN 2018-2020



Minister's Foreword

The Northern Territory screen industry is highly regarded for its contribution to our cultural wellbeing and creative economy.

While independent Territory filmmakers and talent are recognised nationally and internationally for their achievements, the industry is small in scale and has tremendous unfulfilled potential.

As well as cultural benefits, a vibrant screen industry means economic development and diversification, skilled employment creation and flow-on value to key Territory sectors such as tourism.

The Northern Territory Government recognises that the screen industry, as part of the creative industries, is also an important driver of innovation across our society. Our future prosperity, and ability to generate the jobs of the future depends upon creating a climate now in which innovators and creators can succeed.

No industry understands better than the screen industry, just how the growth of digital technologies across the world is transforming the way we live, work and play.

To grow and strengthen the screen industry, and to enable our screen talent to thrive in this changing world, the Government is making a strategic investment of \$9 million over four years (2016-2020). To maximise the benefits for industry of that investment, this *Northern Territory Screen Industry Development Plan* presents a clear vision and roadmap for how government and industry can work together to create more jobs and increase the sustainability of local screen businesses.

Both the Government's unprecedented funding commitment to the sector and this *Northern Territory Screen Industry Development Plan* owe much to the *Charting New Territory* report produced in December 2015 by the Ministerial Advisory Council for Screen Industry Support.

The report contained recommendations designed to accelerate the development of the Northern Territory screen industry, many of which are delivered in this *Plan*. I acknowledge the authors of *Charting New Territory* and thank the many other screen industry practitioners who have helped to shape this landmark document and inform the development of this *Plan*. Government alone cannot drive the development of the Territory screen industry.

Government and industry must work in partnership to best support current and future generations of screen talent. While the Plan focuses heavily on fostering the talent of local producers and creatives, it also recognises that a mature and healthy

Territory screen industry needs diverse participants including in production services, productive working relationships with authorities and landowners in regions that host filming locations, and cooperation with businesses in enabling sectors such as telecommunications, investment and education.

I look forward with confidence to the continued success of Territory film practitioners, and am excited about the future of this vibrant and unique industry.



Hon. Lauren Moss MLA
Minister for Tourism and Culture

COVER PAGE (TOP TO BOTTOM)

Sweet Country, Bunya Productions, 2017

Nothing left to burn, Chris Tangey, 2016

Filmmaker Nathaniel Kelly, Jesse Thompson/ABC Radio Darwin, 2018

OPPOSITE PAGE

Finke: There and Back, Brindle Films, 2018



Contents

Minister's Foreword	i
Executive Summary	2
Strategic Priority One	4
Building a healthy and self-sustaining screen industry	
Strategic Priority Two	6
Strengthen recognition of local screen industry talent, assets, capabilities and industry contributions	
Strategic Priority Three	8
Invest in strong partnerships and collaborations	
Strategic Priority Four	10
Foster creativity, high production values, innovation and new skills	
Strategic Priority Five	12
Provide efficient and effective services to the screen industry	
Alignment with the 2015 <i>Charting New Territory</i> report	14

Executive Summary

The benefits of a vibrant Territory screen industry are wide reaching. Screen production creates direct economic impact, gives us rich and diverse cultural outputs, raises the Territory's profile nationally and internationally, and embodies the innovation that drives modern economies.

The screen industry can contribute to a range of positive outcomes for the Northern Territory, that align with the Government's ambitions for new employment opportunities, liveability, population growth, tourism visitation, export earnings, and investment attractiveness.

Screen production taking place in the Territory means direct economic benefit, in the form of employment and economic activity; particularly from screen projects that leverage private sector investment and those that attract large production budgets from interstate and overseas.

Screen Territory estimates for every \$1 of Northern Territory Government grant funding, productions spend an average of \$6 in the Territory. This *Screen Industry Development Plan* includes a number of actions designed to significantly increase this ratio, to maximise employment and economic participation for Territorians from future production activity.

In year one of *the Plan* Screen Territory will work to establish baseline data and evaluation frameworks to enable long term measurement of the scale and composition of the Northern Territory screen industry and to set realistic and measurable targets to evaluate industry outcomes and the success of this Plan.

In 2014-15 the Australian screen production industry contributed over \$3 billion in value add to the [Australian] economy and over 25,000 full time equivalent jobs.

Screen Currency Valuing our screen industry: Screen Australia 2016

Also central to this Plan are actions to increase the creation and retention of intellectual property by local industry practitioners. The Northern Territory Government, industry and professional advisors all have a role to play in this transformative shift.

The creation of intellectual property has helped filmmakers in other jurisdictions to move from a transactional client-based revenue model, to one in which they retain ownership of footage that can generate ongoing revenue, and a slate of in-production projects that can eventually become a library of film products to be sold internationally.

As well as providing the financial foundation from which to take on more ambitious projects, creating and retaining intellectual property increases the capacity of Territory production companies to become value-adding exporters, a goal of the *NT International Engagement, Trade and Investment Strategic Plan 2018-21*.

A vibrant local screen industry offers skilled and rewarding employment for Territorians. Film production is a collaborative activity with many contributors. Primary content-creators such as writers, directors, script editors and producers work with actors, camera operators, lighting experts, sound engineers, sound composers, costume designers, set designers, makeup artists and post-production editors to deliver a finished project.

To expand the opportunities for Territory practitioners and to provide more local career advancement opportunities for our talent, this *Screen Industry Development Plan* features actions to boost the scale of the local industry, targeting the pipeline of production activity and the sustainability of key local businesses.

In a society increasingly connected to video content, an energetic screen sector can enable more Territorians to participate in content creation, not just as content consumers.

Creative industries such as screen can drive innovation to the broader economy and to the community at large. There is growing recognition worldwide that the skills that drive creative industries, including complex problem-solving, agility, entrepreneurialism and risk-taking, will be needed by many of the jobs of the future, important to a prosperous and maturing Territory economy.

This *Plan* to develop the Territory's screen industry, aligns with the Government's *Turbocharging Tourism* action plan. Research has shown that an active screen industry offers flow-on benefits to cornerstone Territory economic sectors like tourism.



Sweet Country, Bunya Productions, 2017



Occupation: Native, Brindle Films, 2017

Film tourism ranges from visitors extending their stay in a particular place to see sites featured in a movie or television show, to purposeful visits to past filming locations, and even travelling to see where a production is currently filming.

Raising awareness of the Territory's urban amenities and natural beauty on screen also builds the Territory's positive profile among the broader interstate and international audience of potential migrants, investors and trading partners.

Screen content attracts around 230,000 international tourists to Australia each year, driving an estimated \$725 million in tourism expenditure.

Source: Screen Currency: Valuing our screen industry: Screen Australia 2016

The Territory's screen industry is small in scale compared with other Australian jurisdictions. Nationally, the structure of the industry ranges from several large, multi-national owned production companies to mid-sized television entities and many smaller and freelance operators. Victoria and New South Wales account for 75% of the industry's participants.

The Territory industry comprises a small number of producers, production companies, production houses, local television broadcasters, and offices of national broadcasters. The proportion of Territorians employed by the industry roughly matches the Territory's share of Australia's population (~1%), but lags that share on earnings and income measures.

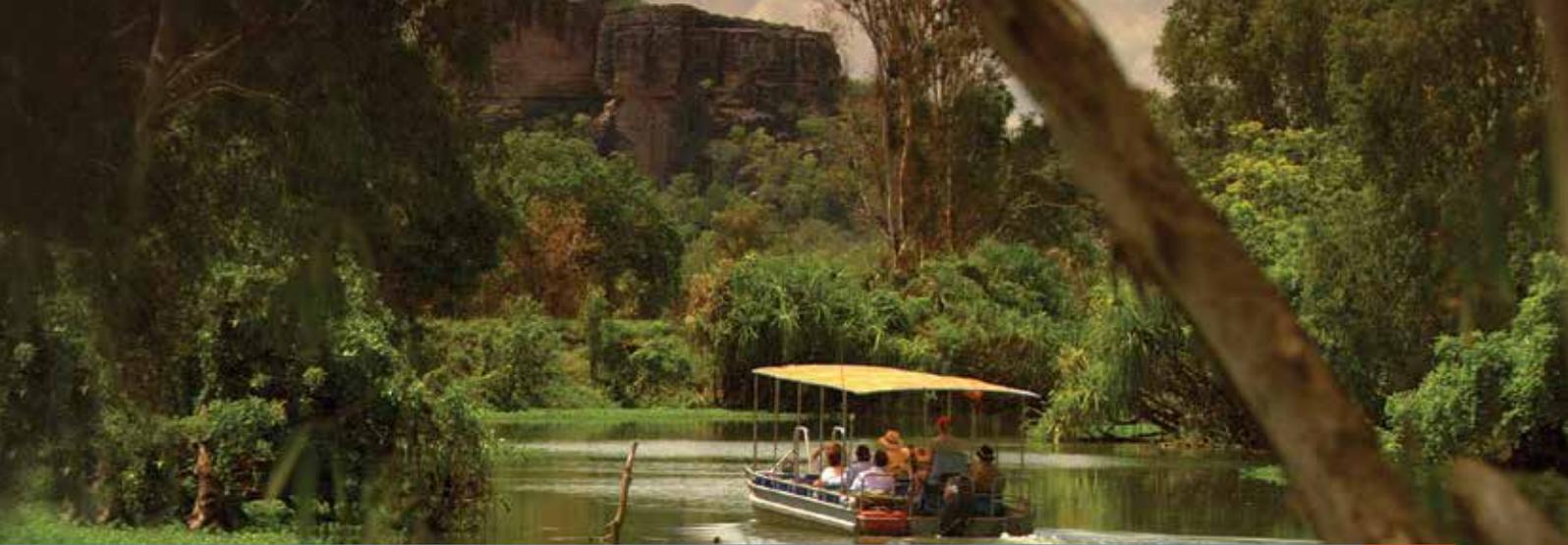
The global screen industry produces content for film, television, games, digital online platforms and interactive content. Territory industry participants produce a mix of commercial and creative content, and provide services to such projects, which are still mostly destined for traditional film and television platforms.

The marketplace for screen content is national and international, highlighting isolation as the main challenge facing the local industry beyond lack of scale. The Territory is geographically isolated from expertise, networks and markets in the rest of Australia and overseas.

Compounding this disadvantage is the rapid change in technology, audience choices and screen platforms taking place worldwide. This *Plan* recognises that unique disadvantage, with measures to boost national and international partnerships, improve links between the Territory screen industry and the government's innovation agenda, encourage travel by market-ready practitioners, and to ensure that industry skills keep pace with changing technologies and content markets.

Most importantly, locally created screen content is essential for the Territory's cultural vitality. Video is the primary means of communication within society, and the stories people watch affect how they view their lives, themselves and each other.

Territorians make uniquely Territory stories, and local storytelling allows people from diverse and often underrepresented groups to see themselves on screen, exploring identity and environment in a way that non-Territory films cannot.



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.

Rogue, Emu Creek Pictures, 2007

Growing a vibrant Territory screen industry means boosting the sustainability of key local businesses, helping Territory businesses to create and retain more intellectual property, acknowledging and supporting the contribution of all elements of the screen ecosystem, and maximising employment and economic access for Territorians from all screen activity.

A significant new enterprise funding scheme will give Northern Territory companies the room to develop a slate of commercially distributable intellectual property. This funding will underpin innovation, enabling established production companies or new joint ventures to build audiences, create new distribution avenues, develop access to new financing sources, and undertake more ambitious domestic and international collaborations.

While independent filmmakers worldwide rely on commercial and client-driven work to provide baseline funding for their broader business activities, more can be done to support local practitioners to retain a greater share of the intellectual property from their day to day revenue-generating work. This includes improvements in government procurement practices and support from professional advisors.

In addition to making it possible for practitioners to retain more intellectual property for future revenue generation, the Northern Territory Government's Buy Local Plan gives local screen businesses greater opportunity to tender for and win government work.

The Buy Local Plan also extends to incentivise and support greater use of local creatives, crew and services by recipients of all Screen Territory funding programs.

Incentives to encourage projects to not only undertake production in the Territory, but also post-production, have proved successful in other jurisdictions and will be trialled here.

To be able to understand the current Northern Territory screen industry capacity, the scope and size of local businesses, the level of local participation and production it is necessary to undertake a baseline assessment to build credible and reliable data.

This is a priority of this Plan to set measurable targets, to enable long term measurement of the scale and composition of the industry and to inform ongoing planning, skills and capacity building activities for the industry.



The Song Keepers, Brindle Films, 2017

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.

Something Somewhere Film Festival, 2017, Alice Springs

While Northern Territory Government funding and policy support are fundamental to growing the local screen industry, it is important to promote externally the industry's current capabilities and contributions.

Globally, Australia is regarded as an attractive option for footloose international productions, due to its comparatively low production costs, Commonwealth tax incentives, and in recent years, a favourable exchange rate. Australian states and territories, particularly those with large scale studio facilities, also compete with each other to offer extra ad-hoc financial incentives to attract productions.

While most footloose international productions choose filming locations based on cost, the Territory's unique natural landscapes have seen a succession of both interstate and international productions filmed here. Footloose production taking place in the Territory represents direct external investment, creating employment and skills development opportunities, and providing local businesses with revenue opportunities.

Action 1.6 of this Plan commits Screen Territory to introducing new measures to improve outcomes for the local industry from the presence of footloose productions.

Screen Territory will step up its efforts to make the Territory an attractive filming environment, with a new "film-friendly" strategy that will benefit all filmmakers - local, interstate and international.

A new industry directory will enable producers to search for professional crew and services based in the Territory. Screen Territory will raise awareness of local industry capability, through a new promotional trailer, and a new industry-led awards program will recognise excellence in the Northern Territory screen industry.

All Territorians should be able to see themselves reflected on screen, to engage with and participate in screen culture. Screen Territory's Audience Development program will continue to bring quality screen content to Territorians in remote communities, with a greater emphasis on locally produced films and the work of Aboriginal screen practitioners.

Screen Territory will work with a Screen Industry Advisory Council to establish a framework for evaluating industry performance and to measure the outcomes of the Plan, including realistic and relevant targets for return on investment as well as social and cultural outcomes.



The Voice, Chris Tangey, 2018

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.

Gun Ringer, Ronde, 2018

A productive working relationship between Government and the local screen industry is essential to the success of this Northern Territory Screen Industry Development Plan. A new Screen Industry Advisory Council (SIAC), majority comprised of Territory-based screen practitioners will be formed to provide advice to Government for the development of the industry.

The SIAC will play a crucial advisory role to Government, both in the oversight of the delivery of the Plan, and on key policy matters. One of the SIAC's responsibilities will be to provide advice to Screen Territory to assist with the establishment of baseline data and an evaluation framework that sets specific and measurable performance targets by which to evaluate the success of this Plan.

Partnerships and collaboration underpin the Northern Territory screen industry. With most audiences, and all distributors and markets located interstate and overseas, and filmmaking being an intrinsically collaborative activity, successful producers must manage a wide range of contributors to bring a project to completion.

The Territory's isolation from partners and established industry networks puts local screen practitioners at a disadvantage. Screen Territory will continue to provide funding for practitioners to attend national and international markets, with enhanced efforts to ensure

that early career recipients receive assistance with conference preparation to maximise the benefits for them and the local industry from their supported travel.

Screen Territory will work to link local practitioners with industry networks, funding agencies, broadcasters and commissioning entities interstate. We will support Northern Territory-based Aboriginal film practitioners with applications to Australian broadcasters and other commissioning entities, to capitalise on the increasing demand for their work.

The scale of the local screen industry has so far precluded it from self-organising an independent, fully representative association to advance its interests.

The SIAC will play a vital advisory role to Government as a co-owner and participant in the delivery of this Plan. The SIAC, will enable greater information sharing, strategic industry advice and a partnership approach between Government and industry to ensure shared responsibility in the delivery of the Plan and the development of the screen industry. In its dealings with interstate and Commonwealth screen agencies, the Northern Territory Government will advocate for funding programs and policies that meet the unique circumstances of local practitioners.

Screen Territory will also collaborate with other Northern Territory Government agencies involved in investment attraction, to build closer relationships with distributors, private investors and alternative funding entities, to identify ways to attract more non-government funding to the sector.



NT Nomad, Global Headquarters, 2016

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.

Deckchair Cinema, Darwin

Offsetting the challenges of scale and isolation are the Territory's recognised creative talent, a wealth of unmatched locations, unique flora and fauna, rich Aboriginal culture, multicultural makeup, capacity to generate unique frontier stories and proximity to Asia.

Under this **Plan**, the Northern Territory Government's strategic investment of \$9 million to 2020 will enable the delivery of a refreshed and enhanced range of grant programs. Funding will support production across a variety of formats, platforms and genres, with room for forward-looking projects that address new technologies and bold, market-focussed ideas.

Grant programs will balance support for established practitioners and businesses, with opportunities for talented innovators and emerging practitioners.

Creative risk-taking and storytelling are the drivers of growth in the screen industry. The Territory has a history of producing talented screen practitioners, and offers avenues to careers in the screen industry through high school and studies at Charles Darwin University.

As the December 2015 *Charting New Territory* report stated: 'Insufficient scale at both the industry and individual business levels manifests in a small absolute number of positions and a lack of continuity of work ... While it is desirable that practitioners spend time in other jurisdictions gaining skills and experience and exposure to mentors, this is not the same as leaving the Territory simply because there is a lack of opportunities.'

Going forward, Screen Territory's professional development options will have a greater emphasis on just-in-time methods, designed to provide skills close to the moment when practitioners will have an opportunity to put those skills into practice.

Recognising the wealth of expertise present in the Territory, wherever appropriate, experienced local practitioners will be engaged to deliver professional development to new entrants and emerging talent. The new SIAC will play a key advisory role in shaping both the refreshed suite of development and production grant programs, and an annual program of practical learning that fosters the talent of practitioners.

Together, new Government investment into STEAM (Science, Technology, Engineering, Arts and Mathematics) infrastructure in Territory high schools, screen production career pathways through Charles Darwin University, and the initiatives in this **Plan** to grow local screen industry employment in the Territory, will encourage greater take-up of screen careers by new entrants. Yet, more needs to be done to ensure that young Aboriginal people in remote areas share in these opportunities.

"There has been a national screen industry push for voices and perspectives that represent Australia's diverse cultural and social make-up. This is great news for those groups who have traditionally been under-represented within our mainstream entertainment media. It is increasingly becoming a global marketplace and diverse stories matter."

Dr Aurora Scheelings, Lecturer in Digital Media, Charles Darwin University

Until the early 2000s, Australian film production largely avoided Aboriginal issues or positive representations of Aboriginal people. Since then, a vibrant and rich body of work by Aboriginal writers, directors, producers and actors has entered mainstream Australian screen culture, and gained audiences worldwide.



Westwind: Djalu's Legacy, Jonnie & Kate Films, 2017

Many of the Aboriginal stories, cultures, issues and languages unique to the Territory have yet to find a place on screen. Half of the Territory's Aboriginal population is aged under 25 years, and more than half live in very remote regions.

Screen Territory will work with Aboriginal media organisations to encourage young people in remote communities to create stories and content for the screen. Screen Territory will actively facilitate entry-level and emerging Aboriginal screen practitioners across the Territory to access its development and funding programs.

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.

TransBlack, Nick Martinelli / No Coincidence Media, 2018

Screen Territory is the Northern Territory Government's screen funding and development agency.

Its aims and priorities align with the *Department of Tourism and Culture Strategic Plan 2017-20*, which includes these relevant measures of success:

- growth of our industry sectors
- increased non-Northern Territory Government revenues for our clients and partners
- strengthened capability and capacity of our partner organisations
- increased client and stakeholder satisfaction, and
- strong corporate governance

Through its programs, Screen Territory supports the industry to make quality projects that create jobs and grow stable businesses in the Territory. Screen Territory also supports audience development opportunities to ensure that Territorians have access to a variety of film screening programs.

Screen Territory works closely with other screen agencies and organisations to identify and create opportunities for Territory practitioners. It takes an advocacy role on behalf of industry within government, to maximise access for local practitioners from procurement activities, and to increase awareness of the screen industry's contribution to the Territory's cultural, social and economic spheres.

These foundation roles will continue, alongside the many new initiatives to be delivered under this *Plan*.

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*



Rogue, Emu Creek Pictures, 2007

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



Filming at Bass in the Grass, Global Headquarters, 2018

Alignment

with the 2015 *Charting New Territory* report

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.

While extensive industry consultation has taken place to shape this Screen Industry Development Plan since the release of *Charting New Territory*, the MAC report's recommendations remained highly influential in informing government's plans to increase the scale and sustainability of the Northern Territory screen industry.

The following table indicates the extent to which this Screen Industry Development Plan was guided by the recommendations in the MAC *Charting New Territory* report.

TriCaster 8™ operated in outside broadcast (OB) facility at *Bass in the Grass*, Global Headquarters, 2018





Rogue, Emu Creek Pictures, 2007



Darwin International Film Festival

Charting New Territory report recommendations

1. Adopt a strong whole-of-government approach to developing the Northern Territory screen industry

2. Increase the level of development, production and marketing funding for Northern Territory screen productions

3. Implement an enterprise development program for Northern Territory production companies

Screen Industry Development Plan actions

- 1.2 Support local practitioners to retain more of the intellectual property for the content they produce
- 1.3 Leverage Northern Territory Government Buy Local policies to maximise opportunities for local screen industry practitioners from government procurement
- 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
- 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
- 3.4 Provide funding to enable practitioners to attend national and international markets
- 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
- 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



Gun Ringer, Ronde, 2018



TransBlack, Nick Martinelli / No Coincidence Media, 2018

Charting New Territory report recommendations

4. Increase funding for production attraction and establish an ongoing dialogue across Government to maximise economic and industry benefits

5. Implement the Film Friendly Program; digital assets and in-house capability to effectively market, promote and service inbound productions

Screen Industry Development Plan actions

- 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
- 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
- 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

Charting New Territory report recommendations

Screen Industry Development Plan actions

6. Enhance the existing mentor program to establish career pathways for emerging practitioners

- 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

7. Increase Screen Territory funding for 3 years so that it is resourced to execute its expanded programs

The Northern Territory Government has allocated \$9 million over four years (2016-2020) for Screen Territory to enhance and grow the local screen industry through the implementation of this *Plan*.

8. Form a Screen Industry Advisory Council with business and industry representation

- 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
- 3.5 Improve links between screen industry participants and relevant Northern Territory and Commonwealth Government support programs

Acknowledgement and thanks

This *Northern Territory Screen Industry Development Plan 2018-2020* could not have been developed without the support and contributions of many dedicated and passionate industry practitioners. Importantly the plan is co-developed with industry which ensures shared responsibility in supporting and growing the screen sector across the Northern Territory.

Our thanks goes to the members of the 2015 Ministerial Advisory Council (for Screen Industry Support) who delivered the report *Charting New Territory, December 2015*, highlighting recommendations designed to accelerate the development of the NT screen industry following their consultations with screen practitioners across the NT.

Our thanks also goes to the 2016 and 2017 Industry Reference Group who supported the promotion and engagement of the screen industry, providing advice and leadership in this space.

A final thanks goes to out to all industry participants who committed the time to provide written and verbal feedback on draft versions of this *Plan* to the Department of Tourism and Culture.

Thank you.

Contact

Screen Territory
Department of Tourism and Culture

T 08 8951 5136

E screenterritory@nt.gov.au

www.screenterritory.nt.gov.au

