

A photograph of a man with a mustache, wearing a khaki military-style uniform, embracing a young Indigenous Australian child. The child has their arms around the man's neck. They are standing in a natural, wooded area. The image is partially overlaid by an orange vertical bar on the left and a dark blue horizontal bar at the bottom containing text.

**SCREEN TERRITORY**

**STRATEGIC PLAN 2022-2026**

# An overview of our strategic plan

## VISION

An innovative, creative and commercial screen sector contributing to the NT economy and showcasing the Northern Territory's culture, talent and unique locations to the world.

## MISSION

To support Northern Territory screen projects of scale and ambition; distinct stories told by bold, creative Territorian voices while encouraging innovative content for all platforms.

## STRATEGIC OBJECTIVES AND STRATEGIES

1. Generate great stories	2. Bolster the commercial opportunities of the Northern Territory's screen sector	3. Ensure a continuing legacy of Territorian storytellers	4. Partner strategically to create advocacy for the NT screen sector	5. An efficient, effective and responsive organisation
<ul style="list-style-type: none"><li>• Develop and invest in a range of high-quality, engaging and distinctive Territory content across all genres and platforms through our Screen Funding Program.</li><li>• Support practitioners that display bold, distinctive voices and the creation of engaging content.</li><li>• Develop and build capacity of the post-production sector of the Northern Territory.</li></ul>	<ul style="list-style-type: none"><li>• Scope a Northern Territory production studio.</li><li>• Scope a Revolving Film Finance Fund.</li><li>• Support the promotion and marketing efforts of Territory projects and practitioners, both domestically and internationally.</li><li>• Encourage industry to explore new pathways to audiences.</li><li>• Attract interstate and international productions to the Northern Territory.</li></ul>	<ul style="list-style-type: none"><li>• Develop and invest in the Northern Territory's emerging screen practitioners to ensure there are new generations of storytellers.</li><li>• Work with specialist screen training institutions; National Institute of Dramatic Art (NIDA) and the Australian Film, Television and Radio School (AFTRS) along with other institutions in servicing the Northern Territory's screen sector.</li><li>• Facilitate collaborations with specialist screen training organisations and CDU to develop the screen and film education offering in the NT to increase employment opportunities.</li></ul>	<ul style="list-style-type: none"><li>• Promote the Northern Territory screen sector to other Government agencies and businesses.</li><li>• Work collegiately with relevant NTG agencies and wider commercial sector.</li><li>• Develop meaningful relationships, partnerships and consultations with the sector.</li><li>• Advocate for increased funding for the NT screen industry.</li></ul>	<ul style="list-style-type: none"><li>• Ensure an efficient and effective Screen Territory agency.</li><li>• Maintain a rigorous governance structure.</li></ul>

# Vision and purpose

## OUR PURPOSE

### VISION

An innovative, creative and commercial screen sector contributing to the NT economy and showcasing the Northern Territory's culture, talent and unique locations to the world.

Screen content delivers tremendous cultural and economic value; it informs our sense of who we are, offers unique forms of cultural expression and provides culturally relevant experiences shared and valued by millions. Quality local content can travel and sell across the globe, shape the collective worldview of the Northern Territory, influence the way we see ourselves, and provide a valuable contribution to the Territorian economy.

The Northern Territory, with its spectacular and unique landscapes, is home to some of Australia's most highly regarded filmmakers, with the Territory widely recognised as a world leader in First Nations content. The NT screen sector plays an important role in sharing our traditional knowledge and heritage with a wider audience.

Screen production jobs are of strategic value to the Northern Territory because they are highly skilled and difficult to automate. As such, many of these roles require unique expertise and dynamism, so are considered less at risk from artificial intelligence and robotics than other careers.

However, to maximise these benefits we need a vibrant, resourced and highly skilled screen industry with an appetite for innovation. Screen Territory encourages quality, innovation and cultural value through programs that increase the ambitions, risk tolerance and diversity of screen-based storytelling.

## WHAT WE DO

### MISSION

We support Northern Territorian screen projects of scale and ambition; distinct stories told by bold creative Territorian voices while encouraging innovative content for all platforms.

Screen Territory is the Northern Territory Government's screen agency within with Department of Industry, Tourism and Trade, tasked with developing and promoting the screen industry in the Northern Territory. It does this by supporting screen projects, practitioners and businesses. Acting as the partner of choice with stakeholders in the NT, Screen Territory is committed to creating a thriving and unique screen

industry through provision of advice, funding of development and production of screen content, supporting industry placements and coordinating industry events and partnership activities.

Screen Territory supports projects and businesses working across all content delivery platforms through a broad range of genres including fiction, documentary, children's, and gaming screen content.

## WHY SCREEN IS IMPORTANT

The Northern Territory Screen Industry is on a growth trajectory and is set to increase economic and cultural benefits to the NT economy. On average, for every dollar the Northern Territory Government invests, four dollars of direct spend is generated. Between 2020 and 2022, this totalled \$10.21 million of direct spend into the NT economy through screen production.

Around the globe, there is unprecedented expansion in screen production and audience demand. The scale and global nature of modern screen production presents a major opportunity for countries and regions to service demand by investing in production capability, capacity and creation.

The convergence of media platforms and rapid growth of new competitors to traditional models of distribution have created a broader marketplace for the financing and monetisation of content; with audiences now demanding consistency of access to a pipeline of newly released content.

In Australia, the cultural and audience value of the screen production industry has been estimated at over \$18 billion, with an annual contribution to the GDP of \$3 billion. It is imperative the Northern Territory has access to this lucrative marketplace to continue the NT screen industry's contribution to the NT Government's commitment to achieve a \$40 billion economy by 2030.

The importance of the screen sector's value to the broader Australian economy is

demonstrated by the Australian Government's commitment to the industry. The Australian Government continues to provide offsets for filming and production to incentivise the local and global screen industry to work in Australia. Australian content quotas, as well as sub-quotas for children's content, documentaries and Australian drama productions have also been introduced to ensure that a minimum quantity of Australian screen content is produced and broadcast.

In this ever-expanding marketplace, the significance and unique value of culturally relevant local content is greater now than ever. Well-told Australian stories are vital to our local cultural identity and to our sense of place in the world, and provide a distinct point of commercial and cultural difference in an increasingly globalised content space with an insatiable appetite for new product.

## SCREEN TERRITORY BELIEVES IN

- ▶ Commitment to Service
- ▶ Collaboration
- ▶ Entrepreneurship and Innovation
- ▶ Ethical Practice
- ▶ Mutual Respect
- ▶ Accountability
- ▶ Diversity

