

## SCREEN QUEENSLAND ABORIGINAL AND TORRES STRAIT ISLANDER STRATEGY 2019 – 2022

**Screen Queensland is a government-owned company that grows the screen industry to be a significant contributor to the economic and cultural wellbeing of Queensland. An essential element of its work is founded on the deep storytelling traditions of its Aboriginal and Torres Strait Islander First Peoples and their continuing cultural and economic contribution.**



### OUR VISION

**Queensland leads and inspires the world in creating and sharing first peoples screen stories to drive cultural change.**

### VALUES

**Generous**

**Excellent**

**Revolutionary**

### WHAT THIS PLAN SETS OUT TO ACHIEVE

The 2019-22 plan sets out a clear pathway to meet the vision of our Aboriginal and Torres Strait Islander industry and community to be world-leading creators of screen stories that are shared with Australian and global audiences of every platform. Our aim is to make from the courage and creativity of empowered Aboriginal and Torres Strait Islander talent, a new standard that inspires others to invest in the potential of first peoples stories and storytellers.

## OBJECTIVES

1. Create sustainable careers for Aboriginal and Torres Strait Islander storytellers
2. Build a tight-knit and highly skilled community of screen storytellers in Queensland
3. Generate continuing production of first people's screen stories in Queensland
4. Elevate the profile of and pride in Queensland's rich culture
5. Contribute to the cultural economy of Queensland
6. Become a world-leader that inspires global change

## TARGET MARKETS

The 2019-22 plan focuses on connecting with Aboriginal and Torres Strait Islander people living throughout Queensland as:

- Communities that own and protect First Peoples stories, culture and traditions
- Storytellers with great ideas that are supported to grow their skills and professional connections
- Screen businesses that need help to thrive, grow and spread their wings
- Audiences hungry to see themselves, their stories and their perspectives on screen

It focuses on connecting with partners in Queensland, Australia and internationally that will work with Aboriginal and Torres Strait Islander storytellers to shape their stories, make them for the screen, sell them, and ensure they are seen, here and across the world.

## OPERATIONAL ENVIRONMENT

Queensland is home to 221,276 Aboriginal and Torres Strait Islander people who make up around 4.6 per cent of its population. Approximately a third live in major cities with most living in regional areas and a small but significant minority based in remote parts of the state. All are connected to: ancient, traditional stories; rich cultural stories; and significant historical stories, that bring authenticity, truth and unique perspective to the continuing Australian story. Screen Queensland supports Aboriginal and Torres Strait Islander stories and storytellers through its mainstream programs that invest in screen production, game development and screen experiences, for new platforms as ideas are developed, produced and shared with audiences. It also funds a bespoke program of initiatives that aim to build skills, careers and businesses. Funding for screen production and games development in 2018-19 was \$5.7 million and Screen Queensland commits at least 10 per cent of its funding (in 2018-19 this was 22 per cent) to Aboriginal and Torres Strait Islander stories and storytellers.

## STRATEGIC FRAMEWORK

### Priorities

To achieve its objectives, Screen Queensland has the following strategic priorities:

- Supporting the creation and growth of a creative collective (The Black Lens Collective) that creates and shares world-class screen stories for a local and international audience watching and experiencing on all platforms;
  - Steering committee of early, mid and established career professionals
  - Storytelling that reflects the many perspectives of Aboriginal and Torres Strait Islander people and includes but is not restricted to stories that identify and represent cultural heritage
  - IP that remains in the hands of Indigenous production companies, including when working with non-Indigenous partners
  - Alliance of Aboriginal and Torres Strait Islander talent and companies that
    - > Share knowledge and expertise
    - > Grow talent and skills - through training and opportunity
    - > Work together to develop and produce screen stories
    - > Exploit its size and shared connections to connect with partners, financiers and paths to audience

- > Build recognition of the work and the sector with a collective voice
- o Bringing storytellers together in regional hubs
- Creating continuing opportunities that grow sustainable careers in urban, regional and remote areas, including;
  - o Continued skills development
  - o Opportunities for credits
  - o Continuing screen production
- Connecting opportunity to all of Queensland, including its regional and remote areas
- Backing and promoting bold and risky storytelling
- Backing growth in stories that are bold, global and aimed at audiences watching on new and emerging platforms
- Creating world-class screen stories by connecting Aboriginal and Torres Strait Islander Queenslanders with the best in the world, including leaders in FIRST NATIONS storytelling overseas
- Facilitating access to market and creative/commercial partnerships with non-Indigenous collaborators
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- Sharing and enabling access to networks, opportunities and funding
- Demonstrating leadership through increased SQ participation on national bodies that champion inclusion and opportunity
- Showcasing Aboriginal and Torres Strait Islander content at home and on the world stage

## MEASURES OF SUCCESS

Screen Queensland uses the following performance indicators to measure the extent to which it is achieving its objectives:

- Establishment and delivery of The Black Lens Collective
- Increase in opportunities for skills and career development being offered to and taken up by the Aboriginal and Torres Strait Islander people
- Increase in delivery and take-up in regional areas of initiatives, opportunities, and cultural events
- Increase in SQ-supported Aboriginal and Torres Strait Islander screen stories gaining prestige and acclaim
- Increase in numbers of Aboriginal and Torres Strait Islander screen stories developed and produced for new and emerging platforms
- Increase in interstate and international mentorships and partnerships
- Increase in numbers of Aboriginal and Torres Strait Islander people attending Australian and international markets
- Increase in numbers of Aboriginal and Torres Strait Islander screen stories that are screened in SQ-supported and other festivals in Queensland and beyond
- Increase in global impact (sales, reach, festival screenings) of Aboriginal and Torres Strait Islander screen content

## STRATEGIC RISKS

Queensland's Aboriginal and Torres Strait Islander screen sector operates in a highly competitive national and international environment. Key strategic risks include:

- Co-funding and investment from Screen Australia is not available or forthcoming
- Co-funding and investment from Australian and international market-place cannot be secured
- Higher costs of working out of remote and regional locations makes the sector uncompetitive
- A fledgling industry is unable to swiftly and robustly respond to a rapidly changing industry
- Policy changes at a Federal and State level can significantly affect the ability of the screen sector to succeed

These risks will be continuously reviewed and assessed with a view to ensuring improved identification and management of all strategic and operational risks.