

PRODUCTION ATTRACTION STRATEGY FRAMEWORK

Screen Queensland's (SQ) Production Attraction Strategy (PAS) allows the Queensland Government to efficiently leverage screen investment to benefit both the screen industry and the wider community. The PAS framework facilitates this by targeting the four priority areas of Industry, Tourism, Community and Economic, together with other marketing requirements and deliverables.

Set out below is a summary of the requirements for productions that receive an incentive through PAS:

Industry

- Building local industry capacity through hiring Bona Fide Queensland residents as crew, cast and extras on the production. A full breakdown of recruitment particulars and protocol is set out in the production incentive agreement.
- The Production Company shall provide the required number of attachment opportunities for the project's Estimated QPE to Bona Fide Queenslanders for a minimum period of six (6) weeks each, paid at least at MEAA award Level 1 minimum rates for 50-hour weeks (at the Production Company's cost) in departments to be approved by Screen Queensland in skills shortage areas. The required number of attachment opportunities shall be, where the Estimated QPE is:
 - a) up to \$10 million - 2 attachments;
 - b) over \$10 million and up to \$25 million - 4 attachments;
 - c) over \$25 million and up to \$75 million - 6 attachments;
 - d) over \$75 million - 8 attachments.
- The Production Company shall deliver one (1) of the following: a Masterclass, an "In-conversation", or a "Q&A" panel presented by a key head of department (such as a director, producer, showrunner, production designer or head writer) with Queensland screen practitioners.

Tourism

- The Production Company agrees to offer to at least one (1) high profile cast member, the opportunity to undertake a tourism experience at a key Queensland destination during breaks in filming or shortly after the production period. The cast tourism experience shall be at the cost of the Queensland Government body, TEQ. If accepted, cast will be required to share the experience on their social media platform(s).

Community

- If there is an Australian premiere of the project it shall take place in Queensland ("**Premiere**"). If there is no Australian Premiere, there will be a good faith discussion between the parties around a special screening in Queensland ("**Special Screening**"). A full breakdown of requirements that apply to the Premiere and Special Screening is set out in the production incentive agreement.

Economic

- The Production Company shall comply with the reasonable requirements of Screen Queensland to enable Screen Queensland to undertake an Economic Impact Study (if requested and to be conducted at Screen Queensland's cost).

Marketing Requirements

- The Premier of Queensland and/or Screen Queensland shall be entitled to make an announcement confirming that Queensland has secured the production of the Project, with such announcement to be made on a date and time to be mutually agreed. No media announcements to be made prior with the exception, where applicable, of the Federal announcement.

- Following the Queensland Announcement, Screen Queensland shall be entitled to distribute media releases in relation to the project, subject to the prior approval of the Production Company (such approval not to be unreasonably withheld or delayed).
- The Production Company will provide the opportunity for two (2) set visits during filming of the project, at such location and time as mutually agreed, involving Queensland Government and Screen Queensland representatives with at least one (1) principal cast member and one (1) of the Principal Personnel in attendance (subject to their availability). Any set visits must be conducted in accordance with the COVID-19 Safe Work Plan.
- The Production Company grants consent to the use of the name of the project and references to the filming of the project for the purposes of promoting and marketing Queensland and the Queensland screen industry.
- The Production Company shall acknowledge (and shall procure that the Studios acknowledge) the role of Screen Queensland in all announcements and media releases for the Project.

Deliverables

- Errors and Omissions insurance certificate with Screen Queensland named as an additional insured.
- An electronic (non-PDF) copy of the full production cast list and crew list.
- Evidence of the project's registration with [The Everyone Project](#) (TEP).
- A set of twenty-five (25) different full colour, high-resolution production stills. A full breakdown of requirements is set out in the production incentive agreement.
- Access to one (1) key cast or crew member for one (1) video testimonial (filming to be organised by Screen Queensland) and two (2) key cast or crew members for written testimonials.
- Australian release trailer and the EPK for the project, together with any 'bonus material' and publicly released "behind the scenes" footage.
- Release poster of the project in PDF format.
- A complete list of Queensland locations used during the filming of the project, including the destination it was doubled for.
- An appropriate legacy item from the project (either key prop or key dressing) to be gifted to Screen Queensland, unless otherwise agreed by Screen Queensland.

In addition, Screen Queensland's credit requirements are set out in the production incentive agreement.

The above lists are not exhaustive and a full breakdown of all outcomes, requirements and deliverables are set out in Screen Queensland's production incentive agreement. Screen Queensland reserves the right to make changes to this framework document from time to time.

The QPE definition is available online [here](#) (please note changes as of July 2019).

Program Contact

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