

# STRATEGIC PLAN

## 2023–25

---

### Our Vision

A diverse, inclusive and sustainable industry with dynamic screen creatives achieving economic, cultural and social benefits for Queensland

### Our Mission

Enable and grow a thriving Queensland screen industry that creates valuable screen content in Queensland

### Our Values

**Authenticity**

**Boldness**

**Collaboration**

**Integrity**

**Innovation**

**Inclusion**

### Our Strategic Directions

---

1. Invest in diverse screen stories and experiences that reach and engage audiences
2. Strengthen and expand the Queensland screen industry ecosystem to ensure sustainable growth
3. Be a strong voice and advocate for the benefit of the screen industry in Queensland and Australia
4. Develop an engaged and skilled team in a values-driven, high performing culture
5. Continue to evolve the governance and financial capacity of the organisation to respond to the future