



**Queensland
Government**

SCREEN QUEENSLAND 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 Purpose

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

Objectives:

- 1.1 A strong and robust representation of Aboriginal and Torres Strait Islander voices as a priority
 - 1.2 Valuable and innovative Queensland screen content
 - 1.3 More under-represented voices in all screen content
 - 1.4 High impact from Screen Culture funding
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2. Strengthen and expand the Queensland screen industry ecosystem to support sustainable growth

Objectives:

- 2.1 Fit for purpose and sustainable infrastructure
 - 2.2 A strengthened and expanded screen business ecosystem
 - 2.3 A highly skilled screen workforce to meet demand
 - 2.4 Maximised production attraction to Queensland
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3. Be a strong voice and advocate for the benefit of the screen industry in Queensland and Australia

Objectives:

- 3.1 A respected advocate for the screen industry
 - 3.2 Strategic partnerships that benefit the industry
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4. Develop an engaged and skilled team in a values-driven, high performing culture

Objectives:

- 4.1 A skilled organisation of industry experts
 - 4.2 Strong and thoughtful leaders
 - 4.3 One team and one culture
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5. Continue to evolve the organisation to respond to the future

Objectives:

- 5.1 Strong governance
 - 5.2 Sustainable funding model
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