



The Hon Tony Burke MP
Minister for the Arts
Parliament House
Canberra ACT 2600

10 November 2025

SCREEN AUSTRALIA STATEMENT OF INTENT 2025-26

Dear Minister

A handwritten signature in black ink, appearing to read 'Tony', written over the words 'Dear Minister'.

Thank you for your letter of 25 September 2025, which included your Statement of Expectations for Screen Australia for the financial year 2025-26.

I have attached to this reply Screen Australia's Statement of Intent, setting out our agency's intentions in response to the Government's strategic priorities and expectations in 2025-26.

Screen Australia remains committed to the five pillars of Australia's National Cultural Policy, *Revive*, which serve as guiding principles for the agency. The *Revive* pillars fully align with Screen Australia's new strategic framework, set out in our Corporate Plan 2025-29.

At the core of Screen Australia's work is our renewed purpose to help 'build a vibrant, viable screen industry that reflects the depth and diversity of Australian stories.'

In 2025-26, Screen Australia will focus on strengthening engagement with government and industry to support Australian screen businesses and creators navigate complex challenges and identify opportunities for growth. We look forward to actively contributing to the development of the next National Cultural Policy, informed by targeted research and cross-sector consultation.

Screen Australia CEO Deirdre Brennan and I are available to meet at your convenience to discuss the agency's plans for 2025-26, as well as broader government priorities.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Michael Ebeid', written over a horizontal line.

Michael Ebeid AM
Chair

Cc. Jim Betts, Secretary of the Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts;
Deirdre Brennan, Chief Executive Officer, Screen Australia.

Encl. Screen Australia, Statement of Intent 2025-26.

Statement of Intent 2025-26

Screen Australia is the Commonwealth Government agency responsible for the Australian screen industry.¹ The agency supports the development, production, promotion and distribution of culturally relevant Australian screen content, across all formats, platforms and genres.

Screen Australia's Corporate Plan 2025-29² outlines our new strategic framework and priorities, underpinned by a renewed purpose to **build a vibrant, viable screen industry that reflects the depth and diversity of Australian stories**. Our strategic framework is grounded in clear organisational foundations, supporting five core pillars: **Empower, Enrich, Enable, Engage and Elevate**.

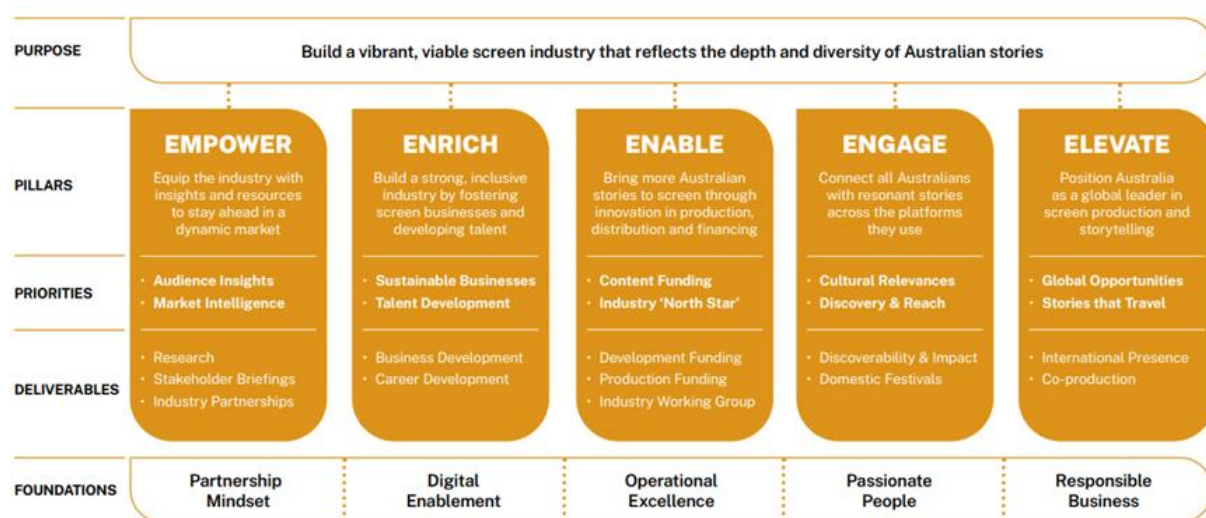


Figure 1: Screen Australia's Strategic Framework.

Screen Australia's *Statement of Intent 2025-26* sets out the agency's intentions in response to the government's priorities outlined in Minister Burke's *Statement of Expectations 2025-26*:

Evolve with the media landscape to remain impactful and innovative, supporting new and emerging platforms, formats and business models

The screen industry is experiencing unprecedented transformation, redefining the ways in which screen stories are created, financed, discovered and experienced. To ensure Australian screen stories resonate both locally and globally, Screen Australia is evolving to future-proof local screen practitioners and businesses, and establish our position as an impactful and innovative force in this dynamic landscape.

Screen Australia's approach is guided by a new strategic framework, outlined in our Corporate Plan 2025-29. This direction aims to scaffold the evolving screen industry with innovation and adaptability, focusing on: audience-first, platform agnostic funding; high-impact investments and streamlined funding pathways; data-driven decision making; enterprise sustainability; and stronger industry alignment.

In 2025-26, Screen Australia will advise industry on a range of matters and provide important career development opportunities. Screen Australia's Market and Audience team delivers a range of advisory services to the sector, including market intelligence and advice on sales and

¹ Screen Australia was established under the [Screen Australia Act 2008 \(Cth\)](#).

² Screen Australia, [Corporate Plan 2025-2029](#).

distribution deals. This year, Screen Australia will develop new programs to support stronger audience focus for feature films and direct-to-audience projects. We will also introduce a new funding stream for creatively ambitious short films and finalise the development of a private investment toolkit to improve access to alternative financing. Screen Australia will support producers of children's content to explore direct-to-audience strategies for new content through the Kids' IP Incubator, and will continue to partner with industry on targeted initiatives, such as Skip Ahead with YouTube Australia, Digital Originals with SBS and NITV, and Credit Maker 2.0 in collaboration with the Australian Cinematographers Society (ACS) and the Australian Guild of Screen Composers (AGSC). To ensure the local industry is positioned for global success, we will strengthen ties with international counterparts and boost co-production partnerships in territories including Canada and Ireland.

Continue to give effect to *Revive* through Screen Australia's programs and priorities, and contribute actively to the development of the next National Cultural Policy, which will commence in early 2026

Screen Australia works closely with government and industry partners to align with, and promote Australia's National Cultural Policy, *Revive*. Crucially, Screen Australia's strategic framework aligns with *Revive* (see: Figure 2), supporting policy ambitions through clearly defined priorities and deliverables. This includes prioritising First Nations investment, focusing on the local digital games sector and programs that reflect the full spectrum of Australia's broad cultural identity.

Screen Australia looks forward to actively contributing to the development of the next National Cultural Policy, informed by targeted research and cross-industry consultation.

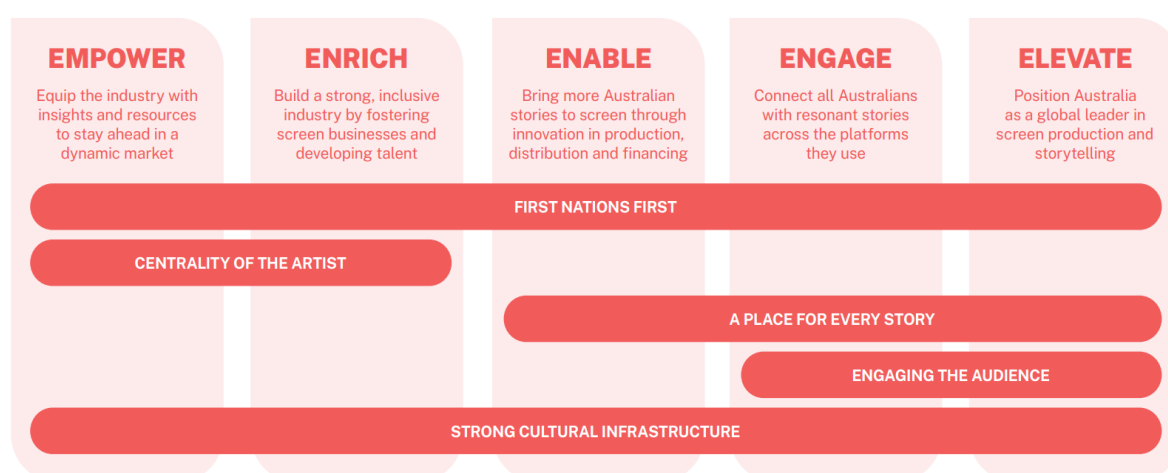


Figure 2: Screen Australia's alignment to the National Cultural Policy, *Revive*.

Champion First Nations voices, through the creation and sharing of First Nations-led stories and strengthening pathways for First Nations practitioners across industry

Screen Australia is committed to supporting First Nations voices through the creation of imaginative, resonant and authentic screen stories. *Revive*'s 'First Nations First' underpins all five Screen Australia strategic pillars (see: Figure 2). Screen Australia's content team actively contributes to the development, production and distribution of First Nations screen stories across diverse platforms and genres, including documentary, narrative content and digital games.

In particular, Screen Australia's First Nations Department plays a vital role in driving change in the local screen industry. First Nations screen production has experienced significant growth over recent decades and continues to flourish, reinforced by the Department's essential support. The Department champions First Nations stories by providing significant development and production funding. Titles that will release in 2025-26 include: Warwick Thornton's feature film *Wolfram*; TV

dramas *Mystery Road: Origin* series 2 for ABC and *Reckless* for SBS; and documentaries *Dreaming Big*, *Emily: I Am Kam*, *2.6 Seconds* and *Our Medicine* series 2 for NITV and SBS.

Creating sustainable careers and strengthening pathways for First Nations practitioners are priorities for Screen Australia. In 2025-26, the First Nations Department will provide ongoing opportunities for skills development through internships, travel grants and bespoke First Nations programs. This will include the Proper Loved Up initiative, in partnership with the ABC, NITV and state and territory screen agencies, supporting emerging First Nations filmmakers and mid-career producers in acquiring practical experience, knowledge and credits. In 2025-26, five First Nations romantic comedy short films created through the Proper Loved Up initiative will be released.

Showcase the diversity of Australian stories through the productions, business and individuals supported by Screen Australia, ensuring the screen sector reflects contemporary Australia in all its richness and that stories reach and resonate with wide and varied audiences

Screen Australia's new organisational purpose guides our commitment to building a broad, representative local screen industry, fostering a screen culture that reflects contemporary Australia. We are working to build a strong, inclusive industry by promoting screen businesses and developing talent long-term, focusing on connecting Australians with screen stories across the platforms they use. We will also prioritise funding for creatively distinct and culturally significant screen stories that prioritise audience impact and demand attention globally.

In 2025-26, Screen Australia will deliver targeted programs such as the Audience Design Initiative, to support creators to gain a deeper understanding of audience behaviours, attitudes and trends. Additionally, our Industry Partnerships program will strengthen impactful events that aim to create opportunities to expand networks and reach audiences.

Screen Australia will continue to support key regional, metropolitan and touring film festivals throughout 2025-26 to ensure Australian stories reach diverse audiences nationwide, including the Sydney, Melbourne, Adelaide, Brisbane, CinefestOZ and Darwin film festivals.

Strengthen international engagement, including through co-productions, festival and export activity to support both market outcomes and Australia's cultural diplomacy

Screen Australia is focused on amplifying international engagement and Australia's global presence through co-production, festival participation and strategic co-financing partnerships. Our international programs ensure Australian creators and businesses remain competitive in an increasingly globalised environment. We will elevate Australian stories on the world stage, providing a unique avenue for 'soft' diplomacy, cultural exchange and export, communicating Australian culture, values and perspectives.

In 2025-26, we will advocate for Australian screen content and creators in the international marketplace, maximising their exposure and facilitating partnership opportunities. This includes support for Australians at major global markets such as the Cannes Film Festival, Berlinale, MIPCOM, Toronto International Film Festival (TIFF), SXSW, BitSummit in Japan, and Content London.

We will also continue targeted efforts to connect local creatives with international decision-makers and mentors, such as Talent Gateway and the Global Producers Exchange in partnership with Australians in Film.

Engage collaboratively across government to support major initiatives, including efficient administration of the Producer Offset, cooperation on the Location and PDV Offsets and contributing insights to the Digital Games Tax Offset and broader games sector development

Screen Australia is committed to collaborating across government and industry to support key initiatives and policies that strengthen the Australian screen production and digital games sectors. Under our new Corporate Plan, we are prioritising government alignment through shared objectives and improved, open communication. This includes the efficient administration of the

Producer Offset, ongoing cooperation around the Location and PDV Offsets and contributing market intelligence to the implementation of the Digital Games Tax Offset.

We will provide relevant and informative insights to the Department of Infrastructure, Transport, Regional Development, Communications Sport and the Arts. We will also consult with other key stakeholders, including Creative Australia, Ausfilm, Screen Producers Australia (SPA), the Interactive Games and Entertainment Association (IGEA), the Australian Film Television and Radio School (AFTRS), the National Film and Sound Archive of Australia (NFSA), Australian screen industry guilds and unions, and all state and territory screen agencies.

Build research and industry insights capability to inform understanding of the economic, social and cultural contribution of the screen sector

From 2025-26, Screen Australia will prioritise research, stakeholder briefings and partnerships to bolster industry insight, engagement and capability. Within an expanded research program, Screen Australia has announced a landmark Screen Currency report to measure the economic, social and cultural value of Australian screen and games production. First published in 2016,³ Screen Currency will enable government and affiliated partners to understand the public value gained from investing in and supporting screen and digital games industries. It will also empower the sector to understand the impact of their work and will serve as the foundation for the screen industry's future focus. Importantly, the updated Screen Currency will correlate with other frameworks including the State of Culture report⁴ and will provide crucial insights for the development of the next iteration of Australia's National Cultural Policy.

Screen Australia has announced an updated Production Infrastructure and Capacity Analysis (PICA), offering deeper insight into the challenges impacting the growth of the screen workforce. The report will expand on the 2021 PICA study completed for Ausfilm⁵ and will create a comprehensive evidence base on the current capacity of Australia's screen production sector. It will also deliver an assessment of the future workforce capacity and infrastructure needs, with recommendations to support the sustainable growth of the sector.

Our expanded research program also includes a new Viewfinder series, to deepen understanding of audience behaviours, attitudes and trends, to guide the screen and digital games sectors in responding to a rapidly evolving audience landscape.

Work with state screen agencies to identify challenges and constraints across the sector, including workforce development and production capacity and improve national coordination in support of sustainable screen industry growth

In 2025-26, Screen Australia will continue to work closely with state and territory screen agency partners to identify industry challenges and solutions. This work will be informed by expanded Screen Australia strategic reports released in 2025-26 (Drama Report, PICA), which will include mapping of the sector and a state-by-state breakdown. The findings will play a key role in guiding industry planning and policy engagement, supporting sustained growth and resilience across the Australian screen sector.

We are focused on improving national coordination in support of sustainable industry growth. In this context, a key initiative in 2025-26 will be to commence work on the development of an industry 'North Star' in consultation with screen industry partners and the state and territory screen agencies. With a clearly articulated sector vision, the industry will be united towards a common goal, driving long-term industry collaboration, investment and growth.

³ Screen Australia (2016), [Screen Currency: Valuing our screen industry](#).

⁴ An action out of *Revive*, currently being led by Creative Australia.

⁵ Olsberg SPI (2021), [Production Infrastructure and Capacity Audit](#).

Elevate Australian game developers and interactive storytellers through targeted programs that support industry growth and remain responsive to evolving sector needs

Screen Australia will continue its engagement with the local games development industry in 2025-26, building on its contributions to the sector. Reinforced by an additional \$12 million over four years announced under *Revive*, this support targets digital games developers and small to medium independent studios. Screen Australia's games funding is designed to complement the Digital Games Tax Offset.

In 2025-26, Screen Australia's games funding support includes the Emerging Gamemakers fund and the Games Production Fund. This year's Future Leaders Delegation will support up to eight early-to-mid-career gamemakers to travel to Kyoto to attend BitSummit in May 2026, to connect with international opportunities. To ensure our funding remains responsive and effective, Screen Australia will continue consulting with government stakeholders, state and territory agencies and sector organisations such as IGEA.

Strengthen industry outreach and engagement across the screen sector, maintaining open and constructive dialogue with stakeholders across the screen sector including producers, broadcasters, streamers, guilds and unions, to ensure programs remain responsive and inclusive

Screen Australia is committed to fostering cooperative, collaborative relationships across the sector to ensure that our programs are effective, responsive and inclusive. In 2025-26 we will facilitate open dialogue with sector guilds, unions, and relevant industry stakeholders. As outlined in our Corporate Plan 2025-29, we will assess our impact in building trust and delivering value to stakeholders via an annual screen industry stakeholder survey.

Maintain high standards of governance, probity and integrity, ensuring accountability to government, industry and the public, consistent with the PGPA Act.

Screen Australia's Corporate Plan 2025-29 outlines our commitment to transparency and accountability consistent with the PGPA Act, with progress tracked annually through the Annual Performance Statement. While baseline data is available for many success measures, additional data will be collected over 2025-26 to strengthen the agency's ability to assess impact. Two of Screen Australia's five core organisational foundations, 'Partnership Mindset' and 'Responsible Business', underpin this approach.

'Partnership Mindset' focuses on delivering responsive, transparent service that builds trust and alignment across the screen sector, including producers, guilds, broadcasters, platforms and agencies. Transparent communication at every touchpoint is essential to fostering cooperative investment and cultural impact. To deliver on this commitment, Screen Australia is working to simplify application processes and improve clarity in communications to enhance sector-wide responsiveness, amplified by a new Screen Australia website launching in 2025-26.

'Responsible Business' reflects Screen Australia's foundation of strong governance, risk management and Environmental, Social and Governance (ESG) practices. By upholding the highest standards of compliance across all business areas, the agency ensures integrity, sustainability and public trust thereby delivering value to the Australian public while upholding ethical and community standards.