

## **Statement of Expectations by the Minister for the Environment, Heritage and the Arts, for Screen Australia**

This statement outlines the expectations of the Government and enhances the communication framework between Screen Australia, myself and the Department of the Environment, Water, Heritage and the Arts (DEWHA) for the period 1 July 2008 to 30 June 2009.

The Australian Government recognises the value of the arts in contributing to the development of Australian culture and identity. Screen Australia plays an important role in achieving this goal.

### **Priorities**

In the first year of its establishment, I expect Screen Australia to:

- provide strong leadership to the industry whilst maintaining a balance between cultural objectives and encouraging growth of a more competitive screen industry.
- review its programs that carried over from the merger of the three former film agencies before 31 December 2008 with a view to adopting a more strategic and innovative approach to industry support. As part of the review, examine the balance between support for development, production, marketing and distribution and consult the industry.
- in relation to the Producer Offset, to provide supplementary funding to Offset projects of cultural merit only with a maximum cap on Australian Government funding of 75 per cent of the total production budget. Screen Australia is to monitor this cap over the next twelve months and to provide Government with an assessment of the effectiveness of this arrangement.
- be responsible for the development of areas of particular public interest and cultural merit, such as the National Interest Program, but expanded to be much broader than documentaries. However, funding for documentaries should be maintained at least at the levels of support previously provided by the three merged agencies.
- in keeping with the Government's election commitment, to ensure that any efficiency gains from the merger are used to increase support for the industry, including support for documentary film makers and first time film makers.
- foster innovation both in content creation and in building sustainable screen businesses across the audiovisual sector to improve engagement with new technologies and audiences; to develop creative talent and create new business models.
- take an active role as Australia's designated competent authority for the purposes of co-production arrangements made under the International

Co-production Program. Administer the Program, report to Government on the operation of Australia's co-production arrangements and provide expert advice to Government during the negotiation of new arrangements.

It is also my expectation that Screen Australia will:

- be responsive to Government and to the Parliament while fulfilling Screen Australia's functions as outlined in its enabling legislation, including:
  - support and promote the development of a highly creative, innovative and commercially sustainable Australian screen production industry
  - support or engage in the development, production, promotion and distribution of Australian programs and the provision of access to Australian programs and other programs, and
  - support and promote the development of screen culture in Australia.
- manage the affairs of Screen Australia with diligence and in compliance with all relevant legislative requirements and applicable Government policies; including the *Screen Australia Act 2008* and the *Commonwealth Authorities and Companies Act 1997* and the *Public Service Act 1999*.
- work cooperatively with DEWHA and other portfolio agencies to effectively fulfil Screen Australia's role as being the key direct funding body for the Australian screen production industry.
- keep DEWHA and myself fully informed in a timely manner of Screen Australia's activities and of any significant events relating to its business.
- respond to requests from my office and DEWHA in a timely manner, and work with DEWHA as my primary source of advice.
- develop and maintain effective relationships with key stakeholders, in both the public and the private sectors.
- take active steps to secure revenue from sources other than Government, in order to increase the revenue base for Screen Australia.
- effectively implement and maintain the highest standards of corporate governance, including the development of effective strategic planning documents containing relevant and measurable performance indicators, risk management strategies and a performance monitoring framework.
- ensure that board members are aware of their roles and responsibilities and are participating in ongoing professional development and self-assessment.
- provide for my approval a Statement of Intent (SOI) in response, wherever possible, within two months of this SOE. The SOI should state how Screen Australia proposes to meet the expectations of Government, including identifying key performance indicators.
- provide a brief governance report for discussion at the formal biannual governance meetings.