

## Screen Australia launches Credit Maker program for female directors, cinematographers and composers

**Tuesday 8 March 2022:** Screen Australia is thrilled to announce the new Credit Maker program, a high calibre initiative that will support 12 female practitioners across directing, cinematography and composing to attain a career defining credit on a scripted production; to elevate their career trajectory; and, to bring change in female HoD representation in the sector. Supported through the agency's Gender Matters umbrella in partnership with the Australian Directors Guild, the Australian Cinematographers Society and the Australian Guild of Screen Composers, who will deliver the program.

Credit Maker will support 12 female practitioners across directing, cinematography and composing to shadow an established practitioner on a scripted project in production. This will enable them to attain a credit that will elevate their consideration for future lead positions and accelerate their career pathway in their given field.

**Joanna Werner**, Chair of the Gender Matters Taskforce said, "There is still a long way to go for gender parity in Heads of Department roles. Credit Maker aims to improve this, building on the success of the ADG's Shadow Directing program supported through Screen Australia's Gender Matters: Brilliant Careers funding scheme which helped twelve women gain credits in directing. Credit Maker is an exciting beginning, and we hope that this initiative brings real impact and change. The Gender Matters Taskforce will continue to work strategically to plan for other under-served areas of female representation in the sector."

**Louise Gough**, Head of Development at Screen Australia said, "We know that female Heads of Department are under-represented in roles in scripted projects due to credit requirements and career access and progression opportunities. Screen Australia is committed to helping increase the representation of women across all areas of our industry and fostering an equitable sector. We are proud to support the guilds to deliver the program and provide these opportunities within the production sector for women to gain credits at the calibre that will allow them to secure their next role."

The Australian Directors' Guild Senior Development Manager, Belinda Button said, "Having seen first-hand the career-changing opportunities provided to 12 female directors participating in the predecessor program *DirectOne*, the ADG are now thrilled to be involved in *Credit Maker* also. We commend Screen Australia on this critical *Gender Matters* initiative. With our Guild colleagues, we look forward to helping more women realise success in HoD roles across the screen industry."

The Australian Cinematographers Society said, "Credit Maker is a career and life changing scheme and it's a dream come true for the ACS, particularly for those who served on the ACS Women's Advisory Panel for the last decade. Data has long shown the loss and attrition of talented female cinematographers who did not make it through to shoot high level productions because they did not get the opportunity.

The ACS recently commissioned a world-first survey specifically of the Australian camera workforce, which will soon be launched and the results continue to highlight the shocking paucity of women's participation and engagement as cinematographers across the Australian Film & Television Industry. The impact of the Credit Maker scheme on the careers of female cinematographers will last for generations to come."

The Australian Guild of Screen Composers said, "The AGSC enthusiastically welcomes the Credit Maker program, marking the potential for a fundamental shift in the careers of mid-tier female composers. The Gender Equity Committee has done ground-breaking work in the analysis of and support for female screen composers and the Credit Maker program will provide a credit that will be recognised throughout the industry and will have ongoing significance."



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MEDIA RELEASE

## APPLY FOR CREDIT MAKER

Up to four participants will be selected to participate in Credit Maker in each field. Expressions of Interest are now open. For more information and to register your interest please visit the relevant websites below:

- [Australian Directors Guild](#)
- [Australian Cinematographers Society](#)
- [Australian Guild of Screen Composers](#)

## ABOUT GENDER MATTERS

Gender Matters is the umbrella name of Screen Australia's efforts to address the underutilisation of female talent in key creative roles in the Australian screen industry.

In August 2019 Screen Australia set a new Gender Matters KPI based on a headcount system: to have 50% of the key creatives across all projects that receive Screen Australia development and production funding to be women, across a three-year-average. For the purposes of the KPI, the key creatives are directors, writers and producers and the tracking period is 2019/20 to 2021/22. The 2020/21 KPI update is available [here](#).

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