



Australian Government



SCREEN AUSTRALIA

SUBMISSION TO THE INQUIRY INTO THE
NATIONAL CULTURAL POLICY

OCTOBER 2025

Screen Australia is the Commonwealth Government agency responsible for the Australian screen industry.¹ Screen Australia supports the development, production, promotion and distribution of culturally relevant Australian screen content, across all formats, platforms and genres. We also administer the Producer Offset on behalf of the Australian Government and are the competent authority for administering the International Co-Production Program in Australia.

Screen Industry Challenges & Opportunities

The screen industry is experiencing unprecedented transformation, redefining the ways in which screen stories are created, financed, discovered and experienced. Evolving platform strategies, global market shifts and audience behaviour are influencing traditional business models and intellectual property (IP) development. Global economic conditions continue to impact production costs and drive the consolidation of content businesses. Advancements in Artificial Intelligence and new production technologies present complex challenges – and opportunities – for Australian creatives and screen businesses.

The Australian screen industry is strengthened by an inter-connected system of regulation, direct funding and tax offsets under the Australian Screen Production Incentive (ASPI) and the Digital Games Tax Offset. Screen Australia welcomes the Government’s focus on ensuring this framework is well-calibrated to address sector and social change, incentivising creativity, cultural relevancy and screen industry growth.

The Producer Offset serves as the financial engine for Australian screen production. The value of the Producer Offset reached \$713 million in 2024/25, with 213 final certificates and 187 provisional certificates issued. These figures indicate a strong pipeline of production activity in Australia, creating important cross-sector opportunities for local talent and businesses.

Screen Australia direct funding is highly competitive in the face of increasing demand both in terms of volume and value, with the agency supporting 27% of all applications received in 2024/25. Engagement remains high for Screen Australia’s digital games programs and initiatives – 460 applications received in 2024/25 – supported by the additional \$12 million over four years announced in *Revive*.

While the challenges facing the sector are significant, government support is essential to safeguard a viable and thriving local screen sector that capitalises on the opportunity for evolution. To ensure that Australian stories resonate at home and represent us internationally, Screen Australia is also evolving to establish our position as an innovative, impactful force in the media landscape.

¹ Screen Australia was established under the [Screen Australia Act 2008 \(Cth\)](#), and was created following the merging of predecessor agencies the Australian Film Commission, the Film Finance Corporation Australia and Film Australia Limited.

Screen Australia's New Strategic Framework

Screen Australia's *Corporate Plan 2025-2029*² outlines the agency's new strategic framework to future-proof the industry amidst rapid change and guide the sector in seizing growth opportunities. Underpinning this framework is a renewed purpose for Screen Australia to help 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**. These pillars inform 10 strategic priorities and 12 key deliverables serving as guiding principles for the work of the agency.

Crucially, Screen Australia's strategic framework **closely aligns with the Australian Government's National Cultural Policy**. Each strategic pillar supports the *Revive* ambitions through clearly defined priorities and deliverables.³ Our approach places First Nations stories at the centre of Australia's arts and cultural landscape,⁴ fosters the growth of the local digital games sector and promotes opportunities to reflect the rich diversity of Australia's culture.

1. Empower

Revive emphasises the importance of high-quality data to accurately measure the cultural and creative sectors and their impact.⁵ **Under Empower, Screen Australia will equip the screen industry with quality insights and resources.**

From 2025/26, Screen Australia will prioritise research, stakeholder briefings and industry partnerships to bolster industry insight, engagement and capability. Within our expanded research program, Screen Australia has announced an updated **Screen Currency report to measure the economic, social and cultural value of Australian screen and games production**. First published in 2016,⁶ *Screen Currency* will enable government and related partners to understand and track the public value gained from investing in and supporting the 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 strategic focus. Importantly, the updated *Screen Currency* will correlate with other frameworks including *State of Culture* report⁷ and will provide crucial evidence and insights to support the development of the next iteration of Australia's National Cultural Policy.

Screen Australia has also 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 Ausfilm⁸ and will create a comprehensive dataset and evidence base on the current capacity and provision of Australia's screen production sector. It will also deliver an assessment of the future workforce capacity needs, state-by-state breakdowns and evidence-based 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, and to guide the screen and digital games sectors to more effectively connect with audiences.

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

³ To promote a diverse, vibrant and sustainable Australian screen sector, we are focused on implementing the five pillars of *Revive* through our funding programs and initiatives. See 'Figure 1' for how Screen Australia's strategic framework aligns to *Revive*, and 'Appendix A' for detail on how we aligned with *Revive* in 2024/25.

⁴ Australian Government (2023), [Revive: A Place for Every Story, A Story for Every Place](#). 'First Nations First', pg 21.

⁵ Ibid, 'Strong Cultural Infrastructure', pg 71.

⁶ Screen Australia (2016), [Screen Currency: Valuing our screen industry](#).

⁷ An action out of *Revive*, currently being led by Creative Australia.

⁸ Olsberg SPI (2021), [Production Infrastructure and Capacity Audit](#).

2. Enrich

Revive commits to the growth of Australia’s creative economy, with a focus on encouraging sustainable business models,⁹ skills development programs and strengthening career pathways.¹⁰

Under *Enrich*, Screen Australia will build a strong, inclusive industry by fostering screen businesses and development talent.

In recognising the economic challenges faced by production businesses, *Enrich* focuses on long-term outcomes by supporting the growth of sustainable screen businesses and enabling career progression. Initiatives under this pillar will include the development of a private investment toolkit to help access alternative financing and programs such as Credit Maker and the Emerging Gamemakers Fund. It will also encompass new programs to scale-up production businesses and provide career development opportunities such as funding for creatively ambitious short-film that serves as a springboard for first features or long-form commissions.

3. Enable

Revive emphasises leveraging innovation to help creative industries grow, adapt to global shifts and connect with audiences.¹¹ **The *Enable* pillar will guide our efforts to bring more Australian stories to screen through innovation in production, distribution and financing.**

Screen Australia is focused on identifying ways to increase our support, maximise impact and promote ambition and innovation. We are simplifying and streamlining our programs, prioritising those that deliver meaningful, systemic change – particularly around First Nations, children’s and documentary. Screen Australia resolutely aims to maintain the momentum around Australian digital games development; the \$12 million over four years announced in *Revive* supports our games funding for emerging games producers, complementing the Digital Games Tax Offset which focuses on more established players.

Revive also encourages collaboration across government and industries to strengthen the sector.¹² Screen Australia is committed to fostering cooperative and collaborative relationships across the sector. We consistently consult with industry bodies, guilds, distribution platforms and relevant stakeholders including: the Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts; the Department of Foreign Affairs and Trade; Creative Australia; Creative Workplaces; Ausfilm; and all state and territory screen agencies. Under *Enable*, we will collaborate with partners in a cross-industry effort to deliver a screen sector ‘North Star’ – a clearly articulated, shared industry vision to drive long-term growth.

4. Engage

Revive emphasises improving access to arts and culture for all Australians, particularly for regional and underrepresented communities.¹³ **Under our *Engage* pillar, Screen Australia will connect all Australians with resonant stories across the platforms they use.**

Engage will guide Screen Australia’s efforts to foster deeper cultural connections and support the discoverability of Australian stories by ensuring they are positioned to connect with audiences across platforms, regions and communities. Targeted Screen Australia programs, including the Audience Design Initiative, will support creators to gain a deeper understanding of audiences within a competitive and crowded media market. To ensure Australian screen content engages with diverse

⁹ Australian Government (2023), [Revive: A Place for Every Story, A Story for Every Place](#). ‘Strong Cultural Infrastructure’, pg 73.

¹⁰ Ibid, ‘Centrality of the Artist’, pg 52.

¹¹ Ibid, ‘Engaging the Audience’, pg 79.

¹² Ibid, ‘Strong Cultural Infrastructure’, pg 66.

¹³ Ibid, ‘A Place For Every Story’, pg 38.

audiences across the country, we continue to support key regional, metropolitan and touring film festivals including Sydney, Melbourne, Adelaide, Brisbane, CinefestOZ and Darwin festivals.

5. Elevate

Revive articulates Australia’s strategic potential to emerge as a global cultural powerhouse, fostering stories that resonate domestically and internationally.¹⁴ **Under our *Elevate* pillar, Screen Australia will help to position Australia as a global leader in screen production and storytelling.**

Elevate focuses on strengthening Australia’s international presence through increased co-production, festival participation and global partnerships. Maximising the international exposure of Australian screen talent and expanding international creative partnerships will ensure that Australian screen stories are able to compete in a highly globalised screen environment. Screen Australia has created an industry-facing advisory role on Producer Offset and Co-productions, allowing producers to access expert early advice on applications. We are also prioritising Australia’s presence and visibility within global territories such as Canada, UK, France and India through key international festivals and markets.

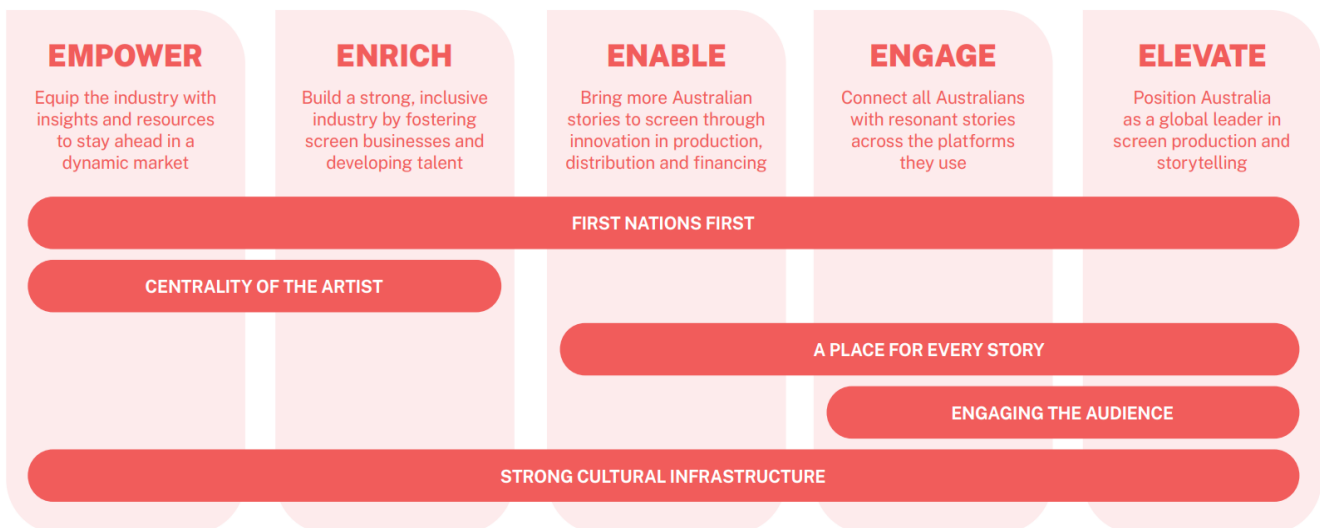


Figure 1: Screen Australia's alignment to the National Cultural Policy, *Revive*.

Screen Australia’s newly established baseline measures are grounded in findings from extensive industry consultation, market analysis and our *2025 Screen Industry Survey*. We will continue to engage with the Australian and international screen sectors to ensure Screen Australia remains responsive to the industry’s evolving needs.

Screen Australia looks forward to working with Government on the ongoing implementation of *Revive* and the development of the next National Cultural Policy, informed by targeted research and cross-industry consultation.

We welcome the opportunity to further contribute to this Inquiry, either in writing or in person to the Environment and Communications References Committee.

¹⁴ Ibid, 'Engaging the Audience', pg 79.

APPENDIX A – Screen Australia actions aligned with *Revive* in 2024/25

In 2024/25, Screen Australia aligned with the five pillars of the National Cultural Policy through targeted funding programs and industry initiatives.

1. First Nations First

Screen Australia is committed to supporting First Nations voices through the creation of First Nations imaginative, resonant and authentic screen stories.

Screen Australia's First Nations Department plays a vital role in driving change in the local screen industry through their support for First Nations stories and championing of creative talent. In 2024/25, the Department's released projects included the horror feature *The Moogai* and revelatory documentary *Emily: I Am Kam*. Titles that entered production in 2024/25 included factual series *Dreaming Big* for NITV, and Warwick Thornton's feature *Wolfram*.

The Department provides ongoing opportunities for skills development through internships, travel grants and funding for bespoke First Nations programs. In 2024/25, the Department launched a ground-breaking, romantic comedy short film initiative Proper Loved Up 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 addition to the work of the First Nations Department, Screen Australia's broader content funding also supports the development and production of First Nations stories across a range of platforms and genres, including documentary, narrative and digital games.

2. A Place for Every Story

We integrate the principles of equity, diversity, inclusion and accessibility into all Screen Australia processes and activities.

Screen Australia welcomes and encourages applications from people of all backgrounds, cultures and lived experiences. In particular, we welcome applicants from underrepresented groups.

In implementing the Australian Government's *Equity: the Arts and Disability Associated Plan*, in 2024/25 we collaborated with Creative Australia and the Office for the Arts in industry consultations to ensure that the screen and digital games sectors' unique challenges and opportunities were addressed.

In 2024/25, Screen Australia provided a range of funding support for disability focused and led projects. This included investment in Bus Stop Films' first feature, *Boss Cat*, offering an inclusive production pathway and creating distinctive on-screen and production roles for young adults living with disabilities.

Targeted initiatives included the Digital Originals program, in partnership with SBS and NITV, which champions emerging screen creatives who are under-represented in the industry. We launched Credit Maker 2.0 in collaboration with the Australian Cinematographers Society and the Australian Guild of Screen Composers, to provide career-defining opportunities for women and gender diverse practitioners to secure credit on scripted television productions.

3. Centrality of the Artist

We are focused on empowering screen professionals and businesses with opportunities and resources to thrive in an increasingly competitive global market.

In January 2025, Screen Australia launched an Australian Screen Industry Survey to provide direct feedback on Screen Australia's activities and identify key priorities for the industry. Economic viability, market and audience insights and global distribution opportunities were identified as the future focus for the sector. Respondents were optimistic about the future diversity of stories and storytellers, but expressed anxiety about job security and project funding availability. The extensive results have given Screen Australia an invaluable performance baseline and have fed into the new strategic framework to support the industry into the future.

In 2024/25, programs that supported capacity building and skills development for screen practitioners and their businesses included the BTL Next Step program, the Skills Development Fund and the Advanced Workshop for Intimacy Coordinators.

In 2024/25, Screen Australia launched the innovative Kids IP Incubator, in partnership with the Australian Children's Television Foundation (ACTF), supporting eight creative teams to develop new Australian children's content for release on digital platforms and beyond.

In 2024/25, we collaborated with the sector to deliver a range of talent development initiatives connecting Australian creators with global markets and industry leaders, including Talent Gateway and the Global Producers Exchange with Australians in Film (AiF). Screen Australia coordinated delegations to attend international markets, such as the Australian International Screen Forum through the Talent USA: New York program, and the Game Developers Conference through the Future Leaders Delegation. We also hosted targeted co-production events at the Australian/Indian Co-production Day at Film Bazaar in Goa and the Australian/Canadian Co-production Day at the Toronto International Film Festival.

4. Strong Cultural Infrastructure

We are committed to fostering collaborative relationships with government departments, state screen agencies and other industry organisations to strengthen creative partnerships and promote a vibrant and viable screen ecosystem.

In 2024/25, Screen Australia continued to inform and provide relevant insights to the Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts. We also consulted with key bodies and stakeholders, including the Department of Foreign Affairs and Trade (DFAT), Ausfilm, Creative Australia, Creative Workplaces, the Australian Bureau of Statistics, Service and Creative Skills Australia (SaCSA) and all state and territory screen agencies.

The agency proudly promoted local stories and connected audiences through support for key film festivals in 2024/25, such as the Sydney, Melbourne, Adelaide, Brisbane, CinéfestOZ and Darwin film festivals. Screen Australia also supported nationally significant industry events including Screen Forever, the Australian International Documentary Conference (AIDC), Flickerfest and the AACTA Festival.

Screen Australia facilitated a strong Australian presence at major global markets in 2024/25, such as the Cannes Film Festival, SXSW Austin, the Sundance Film Festival and Berlinale.

5. Engaging the Audience

We aim to secure and strengthen pathways to audiences by supporting bold, world-class and innovative Australian stories.

Screen Australia is continually focused on connecting Australians with stories that resonate, across the platforms they use. In 2024/25, we moved towards a platform agnostic approach to funding, supporting ideas regardless of the format or platform. We are dedicated to maximising support for creatively distinct and culturally significant screen stories that prioritise audience impact and demand attention globally.

To better equip the Australian screen industry and affiliated partners with greater insights on audience engagement, Screen Australia announced an expanded research program in 2024/25. The program includes a new *Viewfinder* series, to deepen our understanding of audience behaviours, attitudes and trends, and to guide the screen and digital games sectors to more effectively connect with audiences. An updated *Screen Currency* report will be produced, measuring the economic, social and cultural value of Australian screen and games production. Additionally, a refreshed *Production Infrastructure & Capacity Analysis* (PICA) will empower industry and related partners to respond to the ever-evolving media landscape through trusted market intelligence and more relevant, industry-specific data.