

#### A MESSAGE FROM THE PRESIDENT

I'm delighted to present Film Victoria's Corporate Plan for 2010–2013.

Since re-establishment of Film Victoria in 2002, the Victorian screen industry has increased output from below \$90 million to record-high achievements above \$260 million.

The industry has generated more than \$1.5 billion dollars in production expenditure over eight years, and Film Victoria's programs and initiatives have leveraged more than \$1 billion of this spend. The past few years in particular have been outstanding – with the state achieving its highest and second highest production expenditure on record since 2007/08.

The challenge, of course, is to build on these results year after year.

Film Victoria leads and supports the Victorian screen industry's important role in the state's social, cultural and economic development, and the result of our activity is a sustainable film, television and digital media industry that can demonstrate growth over time. This ultimately means great screen content that local and international audiences want to watch.

Our new Corporate Plan is the result of extensive analysis of government objectives, our existing programs, and the global marketplace, as well as discussions with key industry stakeholders.

Over the next three years we will continue to consolidate our activities and objectives, and to respond to an ever-changing landscape to ensure a sustainable, innovative and resilient industry that performs strongly over time.

Our plan also considers the challenges and exciting opportunities, both global and local, which will likely have an impact on the Victorian screen industry.

We look forward to building on past successes and forging a strong future for the industry.

OUR
PRACTITIONERS'
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THE LEADING
STATE FOR
SCREEN ACTIVITY.



## A MESSAGE FROM FILM VICTORIA

A screen industry the calibre of Victoria's deserves a screen agency with ambitious goals and a clear purpose.

Our overall aim is to cultivate a world leading screen economy and culture in Victoria – it's at the core of everything we do.

And to support a screen industry that is diverse and constantly evolving, we need to provide services and programs with the same qualities.

The Victorian screen industry has experienced significant change and success over the past decade. In response, we've broadened our focus from stimulating a burgeoning industry to building on continued growth as an established, recognised and competitive player on the national and international scene.

That the industry has come so far is testament to the energy and talent of our screen practitioners.

We're here to nurture and champion talent both here and overseas, and to support sustainable screen businesses. We're here to support local projects and attract international production to the state, so our practitioners can get experience, skills and professional fulfilment right here in Victoria.

We must continue to create an environment in which the industry can flourish and provide a flexible structure that lets us respond to change.

The financial support we provide is fundamental to these aims. It enables the film, television and digital media industry to create entertaining, diverse, culturally significant and innovative content that engages audiences, creates jobs and generates a substantial boost for the local economy.

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We've developed strong industry partnerships, and we've led and shaped policy projects for the benefit of the industry. But we've also moved beyond our funding agency roots to offer a range of services and information that will ultimately assist practitioners to make great content.

And with new platforms continuing to affect traditional methods of producing, marketing and distributing, our audience focus has broadened beyond increasing box office sales and ratings; to supporting practitioners and businesses to reach audiences in new ways.

Our practitioners' creative vision and high-calibre projects have made Victoria the leading state for screen activity.

As the Victorian screen industry advances and strengthens, we're working hard to do the same, supporting the industry to face some tough challenges.

Are we up for it? We are. The Victorian industry is passionate, energetic and resilient, and we're proud to support it. And besides, anything worth doing is always a bit of a challenge.

#### WHO WE ARE

Film Victoria is the State Government agency that provides strategic leadership and assistance to the film, television and digital media sectors of Victoria. We invest in projects and people, and promote Victoria as a world-class production destination nationally and internationally.

We work closely with industry and government to position Victoria as a leader in the Australian knowledge and ideas economy through the growth and development of the screen industry.

#### OUR VISION

Our vision is for Victoria to have a world leading screen economy and culture.

- AMBUSH PLAYER WHILE OPEN THE LID.

As a statutory authority, our functions are defined in the *Film Act 2001*: film.vic.gov.au/about

#### OUR BOARD

We are governed by a Board, whose members bring extensive experience from the film, television and digital media industry, and the business and finance sector.

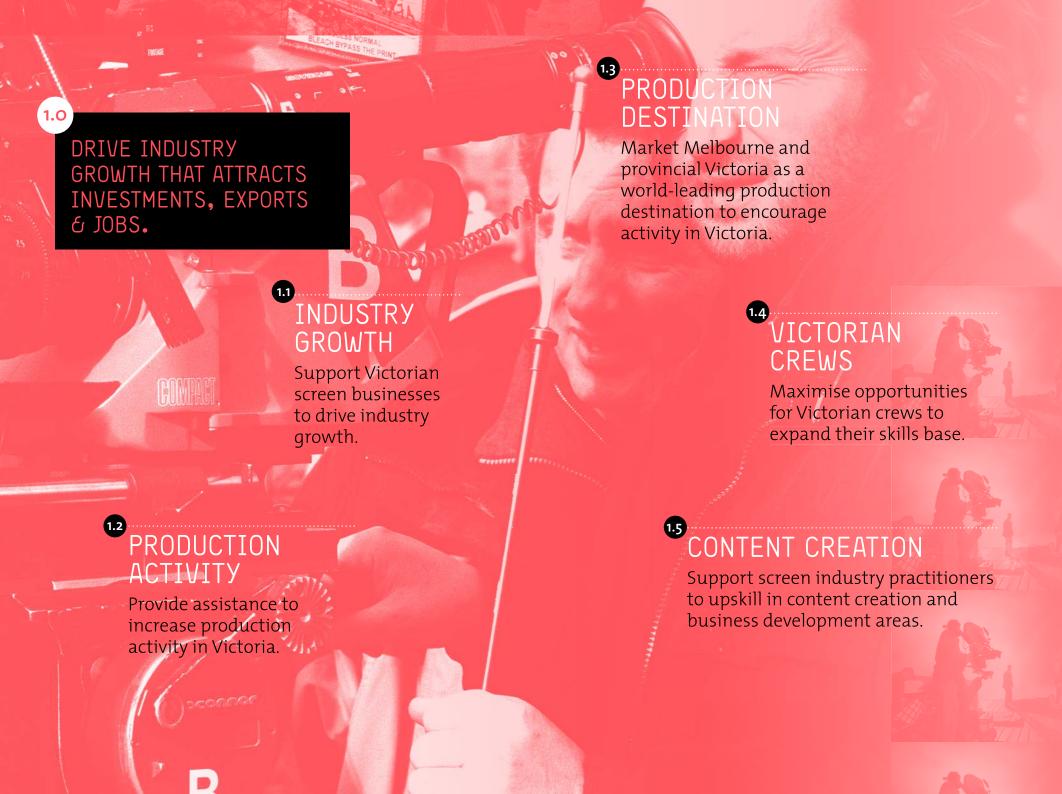
OUR MISSION IS TO LEAD AN INNOVATIVE SCREEN INDUSTRY TO DELIVER ENGAGING, WORLD CLASS CONTENT THAT ENRICHES OUR CULTURAL LIFE, AND GENERATES JOBS AND CREATIVE OPPORTUNITIES.

#### **OUR STAFF**

- » support the creation and production of original screen content, encourage audience engagement, provide professional and business development support, and foster a skilled workforce
- » market and develop the State as a world-class production destination, provide locations advice and facilitate productions
- » develop industry policy and strategy, market and communicate industry achievements, host and facilitate industry events and work with the Board and Government
- » manage the organisation's governance and financial, legal, recoupment, human resources and information technology requirements.







2.0

INCREASE AND BROADEN AUDIENCE ENGAGEMENT WITH VICTORIAN & AUSTRALIAN SCREEN CONTENT.

### NTERNATIONAL RECOGNITION

Support local content that reflects Australian perspectives, resonates with local audiences and can achieve international recognition.

> AUDIENCE **ENGAGEMENT**

> > Support organisations that increase and broaden audience engagement in screen culture.

3.0

SHAPE **POLICIES** & PRACTICE TO ACHIEVE **INDUSTRY** GROWTH.

# STRATEGIC POLICY

Lead advocacy or strategic policy projects for the industry in identified areas of need.

**ENHANCE** ORGANISATIONAL CAPABILITY TO **DELIVER THE** ORGANISATION'S CORPORATE PLAN.

OUR STAFF

Value our staff and enhance their skills and capability to the benefit of the individual and the organisation.

CORPORATE **GOVERNANCE** 

Maintain corporate governance through policies, procedures, relevant legislation and Departmental standards and improve organisational efficiency.

COMMENTS? QUESTIONS?

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#### **FOCUS**

OUR VISION IS FOR VICTORIA TO HAVE A WORLD LEADING SCREEN ECONOMY AND CULTURE.