

27 June 2018

SCREEN PRODUCTION IN AUSTRALIA REPORT RELEASED

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Today, Screen Producers Australia ('SPA') released the inaugural *Screen Production in Australia* report. SPA engaged Deloitte Access Economics to undertake a study into the current state of the independent film and television sector in Australia and the key issues it is facing.

To gather robust data, Deloitte conducted a survey of production businesses and productions themselves to determine the size and scale of the independent sector in the calendar year 2017. Importantly, *Screen Production in Australia* reports on independent production businesses; that is, not in-house production by broadcasters. Further, the report shines a light on unscripted productions (for example, reality and light entertainment) in a way that hasn't been done before.

Screen Production in Australia shows that in 2017, the independent production sector generated \$1.2 billion in production revenue and supported nearly 20,000 jobs.

SPA partnered with Media Super (Presenting Partner), Film Victoria and Screen Queensland (Key Partners), the Australian Film Television and Radio School ('AFTRS') (Partner) and Create NSW (Supporting Partner) to deliver the report. Media Super CEO, Graeme Russell, chaired a steering committee made up of Film Victoria, Screen Queensland, AFTRS, as well as leading production companies Beyond International, CJZ, EndemolShine Australia, FremantleMedia, ITV Studios, Matchbox Pictures, Roadshow and See Saw Films.

Mr Russell said that there has been an historical tendency to significantly underestimate the value of Australian screen production to our economy, including export income. "Consequently, the sector has often not received the level of attention and public policy support that, on the reality of the numbers, it deserves. This report should help change that," Mr Russell said.

"This report gives us a sober account of our industry. Our industry is big and a significant employer. We're outward facing and competitive in the global market for content; 14 per cent of revenue was export earnings. While some businesses are doing very well, many are not. This gives us pause for thought ahead of any changes to the policy framework." Said Matthew Deaner, CEO of Screen Producers Australia.

Film Victoria CEO Caroline Pitcher said "The report highlights the need to develop commercially successful screen businesses that can compete creatively on the global stage. Film Victoria will continue to design fit for market support mechanisms that help Victorian screen businesses start-up, grow and flourish."

"Digital disruption has impacted the way audiences are consuming content and that change has had massive flow on effects to how production is now and will be financed in the future. That change as demonstrated in the report clearly shows the threat to

our ability to make and share Australian stories not only within our country but also to global audiences,” said Tracey Vieira, CEO of Screen Queensland.

“It is important to regularly take the pulse of this rapidly transforming sector. The study released today explores a vital part of Australian screen practice – film and television production. It reveals some key figures around the changing dynamics of the sector, the impact they are having on business and the importance of promoting Australia to key international markets”, said Neil Peplow, CEO of AFTRS.

[Download the key findings here.](#)

[Download the full report here.](#)

[Download the Screen Producers Australia Media Kit here.](#)

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About Screen Producers Australia:

Screen Producers Australia was formed by the screen industry to represent large and small enterprises across a diverse production slate of feature film, television and interactive content. Our members employ hundreds of producers, thousands of related practitioners and drive more than \$1.7 billion worth of annual production activity from the independent sector.

On behalf of these businesses we are focused on delivering a healthy commercial environment through ongoing engagement with elements of the labour force, including directors, writers, actors and crew, as well as with broadcasters, distributors and government in all its various forms. This coordinated dialogue ensures that our industry is successful, employment levels are strong and the community’s expectations of access to high quality Australian content have been met.