



# Film Australia

Leaders in Australian Documentary

A strategic framework for a digital future

# Our Vision

Film Australia aims to support the development of a creative and highly skilled documentary industry in Australia through collaborative working relationships, funding initiatives and the provision of services and facilities.

Documentary production is one of the most important means of creating a considered national record that extends beyond the reportage of news and current affairs. Good documentary programs interpret and contextualise; they promote understanding and provoke dialogue.

Developments in digital technologies and markets for audio-visual content are changing the landscape in which documentaries are produced and distributed, and the manner in which audiences find and connect with factual content. In a cluttered digital environment, preserving an Australian documentary perspective is critically important.

This strategic framework is for 2007-2008 and the lead up to the establishment of Screen Australia.

## DISTINCTIVENESS

### Producing outstanding documentaries

Film Australia is internationally acclaimed as a leading producer of documentaries.

We aim to curate and deliver a diverse and high-quality slate that reflects the interests and concerns of the nation at a particular point in time. We provide a space to develop projects of lasting value, including large-scale, high impact, intellectually and technically demanding programs.

Film Australia provides a unique infrastructure for development, commissioning and production of documentaries. We provide access to the main national and international broadcast markets, expertise in investment and project management, and the support of an executive producer on all projects.

We work with a broad cross-section of the Australian documentary production sector in all states. Through sub-contracts and co-productions with independent companies or directly with individual filmmakers if preferred, we support excellence and nurture creativity in the sector.

## APPEAL

### Connecting and engaging with audiences

All Film Australia productions are made to communicate with an audience, whether through television broadcast, online access or mobile phone.

In the immediate future, free-to-air television will continue to be the primary outlet for Film Australia documentaries, with more ambitious projects financed through international partnerships. We will continue to produce programs for a range of time-slots, broadcasters and distribution mechanisms.

We will identify new markets in online, mobile and digital services and will develop strategic partnerships in order to position Australian documentary in the digital environment and increase access to our content.

## INNOVATION

### Providing a pathway into the digital future

The demands and commercial opportunities of the digital environment are still emerging. Film Australia aims to provide an integrated space where new products and services can be developed and brought to market with minimum risk.

We will provide resources, assets and expertise to develop content for new technologies and markets, encouraging experimentation in documentary content for digital platforms. We will provide investment and target alternative sources of funding to finance development and production.

New products and services will provide increased sustainability for Film Australia and associated filmmakers, extending craft and technical skills, identifying alternative partnerships and sources of revenue.

## GROWTH

### Targeting commercial opportunities

Film Australia is committed to growth in documentary production in Australia through increased investment.

The strategy for growth targets appropriate sources of third-party investment, leveraging Film Australia's position in local, international and emerging markets.

Film Australia also aims to maximise returns to the company from the sales of goods and services through its library, distribution service, Lindfield site and facilities hire.

The cost to Film Australia of providing our services to the community is underwritten by government funding. Film Australia strategically invests assets and resources to provide opportunities for the independent sector, especially in enterprise development.

## LEGACY

### Shaping a cultural and social record of Australia

Film Australia aims to create content of lasting value: a record of Australia and its region. We ensure access for future generations to quality Australian documentary through a specialised and integrated system of rights management, digitisation and preservation.

We will continue to develop the Film Australia Library as a specialist service for documentary makers, providing high quality digitised material suitable for broadcast and online use.

Film Australia will continue to promote the cultural value of Australian documentary in the local and international community, growing the profile of Australian documentary in the digital environment and building our collection of digital documentary assets for specific education use.

The backbone of this is Film Australia's comprehensive rights management process which provides long-term access to archive materials for future production and distribution.

## Distinctiveness

### Producing outstanding documentaries

#### OUTCOME

Recognised for excellence, creativity and integrity

#### STRATEGY

Deliver an outstanding body of work

Develop, commission and produce within a strategic editorial framework

Nurture creativity and support production excellence in the independent sector

## Appeal

### Connecting and engaging with audiences

#### OUTCOME

Maximum audience reach and share

#### STRATEGY

Maintain appropriate audience share and reach on free to air television as primary outlet for Australian documentaries

Ensure ongoing presence and accessibility of Australian documentaries in local and international market

Promote cultural value of Australian documentaries

## Innovation

### Providing a pathway into the digital future

#### OUTCOME

New products and services for digital environment

#### STRATEGY

Provide leadership in development of strategies for Australian documentary in digital future

Apply resources and expertise as appropriate in development of digital ready documentary makers

## Growth

### Targeting commercial opportunities

#### OUTCOME

Increased revenue for production

#### STRATEGY

Target appropriate sources of third-party revenue

Maximise return to Film Australia from sales of goods and services

Invest (discount) goods and services to increase opportunities for independent production

## Legacy

### Shaping a cultural and social record of Australia

#### OUTCOME

Curated audio-visual record with unique Australian perspective

#### STRATEGY

Continue strategic editorial approach from development to distribution

Continue digitisation strategy to ensure maximum stability and access to Film Australia's audio-visual content

Continue development of integrated rights policy and documentation process for long term access to collection

# Company Profile

Film Australia is one of the nation's leading producers of documentaries and educational programs.

An Australian Government-owned company, Film Australia's mission is to create an audio-visual record of Australian life.

Film Australia produces programs under the National Interest Program: a contract with the Australian Government to devise, produce, distribute and market productions that deal with matters of national interest or illustrate and interpret aspects of Australian life.

Additional funding for a ten-part series on Australian History was provided by the Government in 2005. In May 2007 it was announced that funding would continue.

Film Australia is the executive producer and producer of these productions, drawing on the creative and technical talent of Australia's independent documentary production industry.

We also provide support to the Australian documentary and independent production sector through a range of services and facilities, under our Community Service Obligations.

The Film Australia Library manages over 5000 titles and 100,000 photographs, reflecting a century of Australia's history. This unique archive of footage and stills is made available to the production industry, and to documentary makers through its zero-fee licence program.

Film Australia Digital Learning creates projects targeted to the developing market for educational resources, primarily for delivery online. It draws largely on the materials in Film Australia's Library, and creates opportunities for documentary filmmakers and multimedia producers in education and new media production.

Film Australia Distribution markets both National Interest Program productions and independently produced documentaries to Australian and international broadcasters, and to libraries, schools, universities and community groups.

Film Australia's Studios in Sydney is a purpose-built film and television production facility and provides screening venues, a sound stage, sound post-production facilities, a film laboratory, production offices, editing and transfer suites. These are used by many Film Australia and low-budget independent film and television productions, and by long-term tenants who operate production facilities and service companies.

The site is also the basis of Film Australia's Hothouse industry development scheme.



FILM AUSTRALIA

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