



Advance Queensland 10-Year Roadmap for the Screen Industry Consultation paper

October 2017



Cover: On the set of 'Unbroken', produced and directed by Angelina Jolie, and shot at Fort Lytton Brisbane. Photo: David James © Universal Pictures.

Right: Crew photo from 'San Andreas'.

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Foreword

Queensland is making its mark in screen—one of the fastest growing global industries.

In recent years, our magnificent landscapes and highly skilled practitioners have attracted international blockbusters such as *Pirates of the Caribbean: Dead Men Tell No Tales*, *Thor: Ragnarok* and *Aquaman*.

We are leading the nation in working with new industry players such as Netflix and Stan to create original and local content, and reaching a global marketplace with our local productions and digital game development. Our production crews are rapidly gaining a worldwide reputation for their skill and professionalism.

The screen industry is a great fit with my government's \$420 million Advance Queensland initiative. The industry is a key player in building the new knowledge economy that is creating jobs and delivering better outcomes for communities across our state.

The skills and expertise developed in the screen industry are readily transferrable to other industries—video production is critical to communications and marketing, interactive games help deliver healthcare and Virtual Reality is transforming education and training.

Through storytelling, the screen industry also plays a vital role in the community. Productions such as *Tidelands*, *Harrow* and *The Second* are great examples of our strong industry ensuring our local stories are told here in Queensland and across the world.

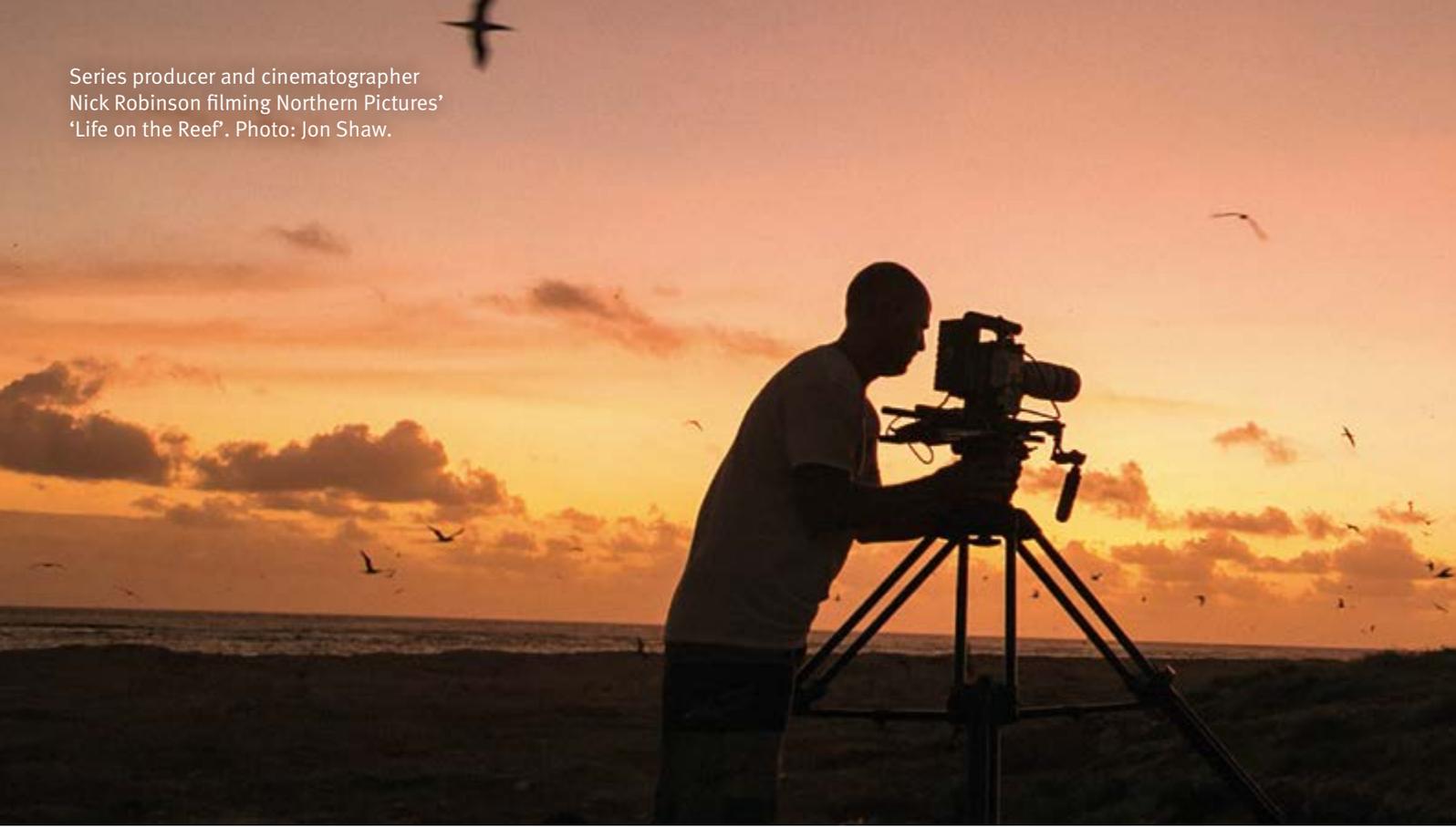
The Advance Queensland 10-Year Roadmap for the Screen Industry consultation paper has been developed to ensure screen industry stakeholders, established and emerging practitioners, and the community have an opportunity to shape our growing and evolving industry.

I encourage you to have your say. Together, we can map out the best way to capitalise on our state's unique strengths and opportunities.



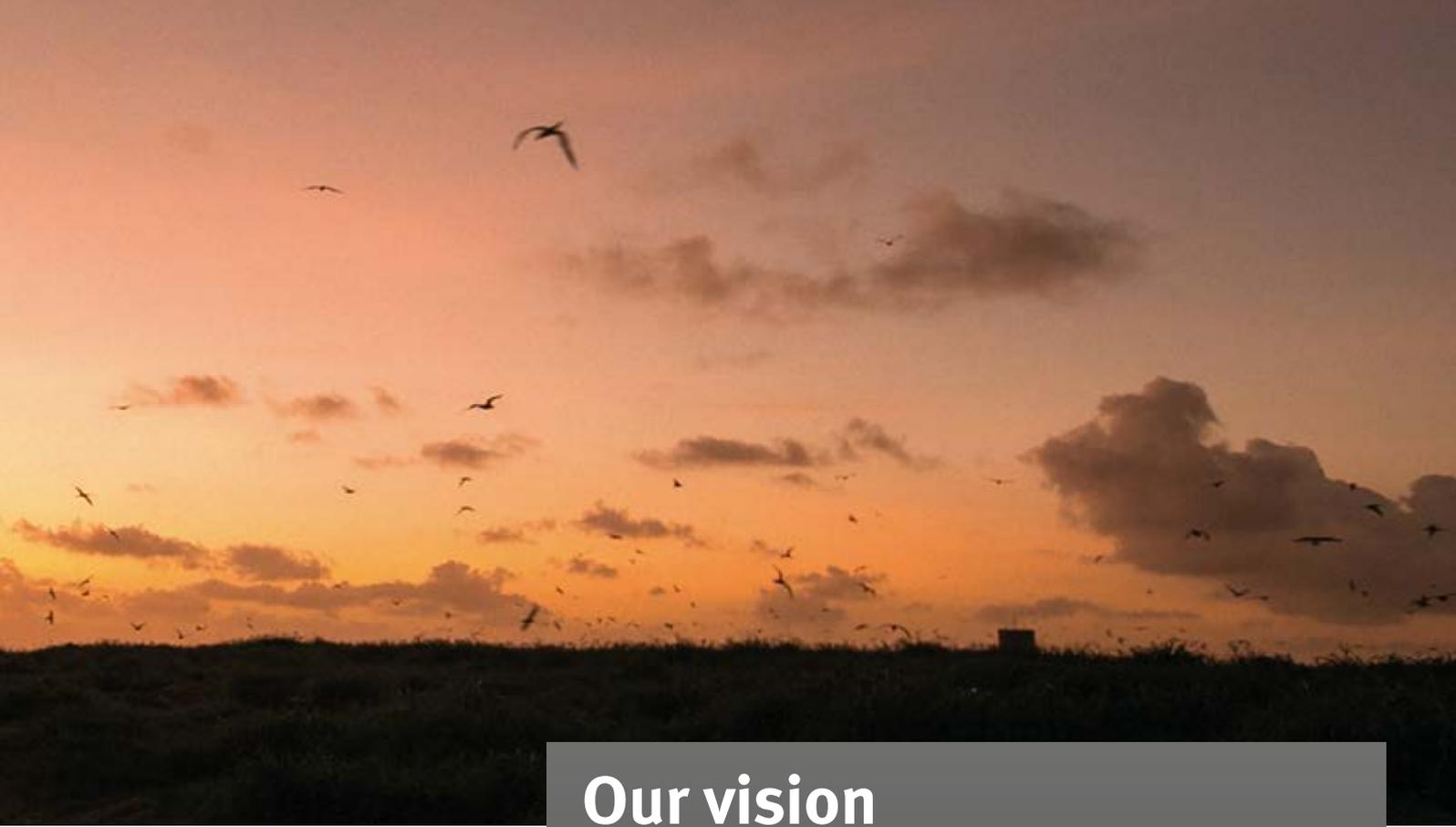
**The Honourable
Anastacia Palaszczuk MP**
Premier of Queensland
and Minister for the Arts





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Our vision

By 2028, Queensland’s screen industry has doubled in value, is positioned globally, and makes a significant contribution to Queensland’s economy and culture.

Questions to consider

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How does the draft vision align with your vision for the screen industry in Queensland?
.....

.....
What do you think a successful Queensland screen industry would look like in 2028?
.....

Queensland’s screen industry is widely recognised for its growing economic and cultural contribution to the state.

The Queensland Government is committed to strengthening the industry, positioning the state as a national and global leader. A 10-year roadmap for the screen industry offers an exciting opportunity to capitalise on success and be a major contributor to Queensland’s growth agenda.

This consultation paper is the first step towards a roadmap. It seeks to identify the opportunities and challenges the industry currently faces and to stimulate further discussion about how we grow the industry.

At its core, the roadmap will provide a shared vision for the Queensland screen industry, government and other stakeholders to strive toward.

Based on the feedback from this consultation paper, the final roadmap will outline a course of action over the next ten years to achieve this vision.



Advance Queensland

Advance Queensland is the government's \$420 million flagship innovation agenda, designed to enhance and develop Queensland's capacity to adapt and thrive in a period of rapid change. Advance Queensland aims to create a stronger economy—to harness our strengths and promote the development of a knowledge-based economy for the future.

Advance Queensland is leading a culture of innovation and entrepreneurship across Queensland, attracting great minds and investment in Queensland and supporting existing and emerging industries to harness new ideas and technologies. Advance Queensland programs are providing the support required to unlock the potential of business to innovate, turn great ideas into investable products and create jobs.

As part of its comprehensive innovation agenda, Advance Queensland is delivering 10-year roadmaps for industries with global growth potential. To date, these sectors have included Advanced Manufacturing, Biofutures, Biomedical, and Mining Equipment, Technology and Services.

Staff member Corey Ruha and customer Ahmad Popal at Holoverse Gold Coast.
Photo: ben vos productions.

Defining the screen industry

Broadly, the term ‘screen’ refers to narrative stories told through screen platforms. Traditionally, these platforms have been limited to film and television and content has been developed for passive consumption.

Digital technology and digital disruption have changed how ‘screen’ is defined.

Today our stories are interactive and consumed through multiple screens, for example smartphones, tablets, laptops and desktop computers. Apps such as Facebook and YouTube, game devices, and visual screen mediums such as Virtual Reality or Augmented Reality all provide new ways of engaging with stories, and ever-increasing choices about when, where and how we consume these stories. The stories may be short in length or long; they can belong to many genres, such as documentaries, drama, animation or comedy.

These changes mean the definition of ‘screen’ is evolving. ‘Screen’ now includes app development, interactive games and content, online digital content and subscription video on demand platforms, such as Netflix and Stan. The definition will continue to evolve with new innovations, technologies and platforms and the re-invention of the traditional platforms of film and television.

The diagram at right illustrates the many components of the screen industry.





National and global environment

Screen is a fast-moving global industry driven by technology and audience demand.

The screen industry is estimated to be worth more than \$653 billion globally and supports more than 6.5 million jobs directly related to television, movies and gaming.

Digital technology and increasing access to the internet are transforming our world. In 2014, smartphones overtook desktop devices as the primary tool for global internet consumption.

In 2015, more than half a billion (563 million) mobile devices and connections were added to the global mobile network and average smartphone usage grew 43 per cent.

Such widespread use of smartphones means demand for screen content is at an all-time high. Australians spend an average of 6.8 hours a day on mobile phones, tablets and computers.

Fifty-nine per cent of respondents surveyed by Deloitte in their Media Consumer Survey 2017 reported

watching television on any device is their preferred entertainment activity.

Fifty-nine per cent of respondents also reported binge watching (watching three or more consecutive TV episodes in a single sitting). In the United States, where streaming services have been available for longer, 73 per cent of survey respondents report binge watching. In Australia, subscription rates for subscription video on demand (32 per cent) surpassed subscription rates for Pay TV (31 per cent) for the first time in 2017.

The interactive game industry is considered one of the fastest growing industries globally. Gaming is expected to grow to more than US\$96 billion by 2018. The Australian video game industry is estimated to be worth \$2.958 billion and 47 per cent of Australians report being involved in some form of gaming.

Globally, Virtual Reality and Augmented Reality are maturing with the development of better devices

...as the industry evolves, Queensland's industry has grown rapidly and Queensland has begun to emerge as a key contributor to the global market.

Above: On the set of 'Unbroken' produced and directed by Angelina Jolie.

Questions to consider

How can Queensland become a leader of the national and global screen industry?

How can the broader economic benefits of a strong industry be realised?

Where does the sector need support and what kind of support is needed?

Are there actions the government can take to assist industry with developing the workforce for the screen industry?

and more meaningful software. One in four Australian homes is expected to have a Virtual Reality device by 2021, which equates to roughly 2.4 million units in just a few years.

Augmented Reality was behind the phenomenal take-up of Pokémon GO, which reached 50 million users in 19 days upon its release in 2016. Progressive businesses are now looking to identify how both Virtual Reality and Augmented Reality can be used to improve customer experiences, ensuring a growing market for the gaming sector.

To meet this demand, screen content is now generated at a rapid rate, requiring a highly skilled and adaptable workforce. The screen industry is well-positioned to meet this challenge. It is highly creative, intensely technical and characterised by constant innovation.

The skills in demand in the screen industry, such as technical skills, problem solving, critical thinking, creativity, innovation, verbal communication and interpersonal skills, will also be in high demand across the broader workforce by 2030. As businesses look to improve or re-invent their customer experience, the screen industry will play a critical role in developing the broader workforce of the future.

Screen already merges with other sectors of the economy beyond entertainment. Interactive screen platforms are being used to address the social challenges in a diverse range of areas including health, education and urban planning.

For example, *Rumble's Quest* is an interactive video game that measures child wellbeing and was developed by Griffith University. The game helps schools to measure the wellbeing of students, run particular interventions to give support and then take measurements to see if wellbeing has increased. The game is being trialled in Queensland schools.

There is also a growing interest in film and television locations as holiday destinations, enhancing the tourism sector. In Australia, 230,000 tourists visit or extend their stay each year as a result of viewing Australian film and TV content, generating around \$725 million in spending.

Recognising the screen industry's economic and cultural value, governments provide a range of policy frameworks to facilitate its growth. These policy frameworks vary significantly between countries and states, often reflecting the maturity of the industry in different jurisdictions and the priority given by the respective government. Differences in policy frameworks can also reflect the competitiveness of each country in the global industry.

Whilst still relatively small on a global scale, the value of the Australian industry has continued to grow in recent years. It is estimated the Australian screen industry contributes \$3 billion annually to the economy.

Historically, the industry has predominantly been based in Victoria and New South Wales with a particular focus on domestic film and television production and interactive games. However, Queensland's industry has grown rapidly and has begun to emerge as a key contributor to the global market.



Queensland industry snapshot

Queensland has a well-established, thriving screen industry that encompasses film, television, subscription video on demand and interactive platforms.

More than 340 film and video production businesses, post-production businesses and digital game businesses are in Queensland, employing more than 3000 people.

In 2016–17, Screen Queensland funded 37 screen productions that will generate an estimated \$214 million in Queensland Production Expenditure (QPE).

The 37 projects included 33 domestic productions (including 28 Queensland-based screen entities and five interstate screen entities working in Queensland), and four international productions.

Queensland is at the forefront of production on new screen mediums, producing Australia's first television series in Virtual Reality, the first to secure an Australian-made series for Netflix Originals and the first to partner with Stan to produce a full-length feature.

International blockbusters, film productions and television are regularly produced in Queensland. These generate much of the state's production expenditure and have flow on benefits to our local screen industry including permanent film infrastructure, equipment and opportunities for local practitioners.

Queensland's domestic industry is characterised by diverse and talented cast and crew. Our local talent and crews have been recognised with Academy Awards, Emmy Awards, British Academy of Film and Television Arts Awards (BAFTAs) and other international awards for their multi-platform content.

Queensland's interactive game industry specialises in online games and games for mobile devices that have been downloaded all around the world. There is also a growing interest

in the use of interactive games to address issues in other sectors including education and health.

Screen infrastructure and businesses are largely located in South East Queensland, however talented and skilled practitioners and companies based across the state have created smaller screen hubs that have attracted national and international productions.

The Queensland Government and local government councils are significant investors in the Queensland screen industry. The sector also seeks independent and private support.

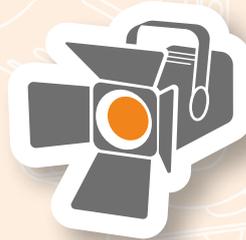
Above: On the set of 'Secrets and Lies', filmed and produced by Brisbane-based production house, Hoodlum.

Queensland's screen industry

37 productions funded by Screen Queensland in 2016–17, generating an estimated **\$214 million** in Queensland Production Expenditure (QPE)

There are **341** film and video production and post-production businesses and digital game businesses in Queensland

In 2016–17, hosted **33 domestic productions** (including 28 Queensland-based screen entities and five interstate screen entities working in Queensland), and **four international productions**



Home to the **largest sound stage** in the southern hemisphere and the largest purpose-built **water tank** in Australia

37 film-friendly councils



First **Netflix Originals** series and **Stan** feature in Australia



More than **35 film festivals** across the state

12 international blockbusters in the past five years

\$573 million direct Queensland Production Expenditure in the past three years



Opportunities

Queensland's screen industry provides a solid foundation to build the 10-year roadmap and pave the way to achieving its vision. This foundation provides a number of opportunities to explore and translate into actions for inclusion in the roadmap.

Competitive advantage

Queensland has a strong domestic screen production sector producing high quality, culturally valuable content including animation, documentary, drama, comedy and interactive content across a range of digital platforms.

Queensland is home to the southern hemisphere's largest sound stage (3716 square metres or 40,000 square feet) and purpose-built water tanks. Located on the Gold Coast at the Village Roadshow Studios, the facilities have attracted international blockbusters including *Pirates of the Caribbean: Dead Men Tell No Tales*, *Thor: Ragnarok* and *Aquaman*.

Queensland's landscape includes a mix of desert, agricultural land, tropical rainforest, secluded beaches, small towns and sophisticated urban

environments that have featured in international and domestic screen productions.

This diverse environment, coupled with world-class facilities and a skilled professional workforce, provides Queensland with a competitive advantage when it comes to attracting new productions to the state.

To maximise our strengths of screen infrastructure, film locations and skilled practitioners, Queensland could explore what tools are required to translate our competitive advantages into a consistent production flow.

Education and skills

Queensland boasts award winning and talented creatives including producers, directors, cinematographers, writers, production designers, animatronic engineers, prosthetic artists, game programmers and designers, editors, talented cast and experienced crew who are multi-skilled, creative and professional with a range of international credits and awards.

Building on the industry's growing reputation of excellence, having an education and careers system that inspires and supports the next generation is a key opportunity for the next ten years.

To do this, we could look to increase our engagement with Queensland universities, vocational education and training providers and other institutions to ensure there are a range of qualification options available to students seeking to enter the screen industry.

We can also engage with education providers, along with emerging practitioners, to ensure our industry provides opportunities for Queenslanders from diverse backgrounds.

We can consider ways to showcase the range of roles and variable pathways into the screen industry to potential participants in the industry.

We can also consider how to engage our school-aged children as our future digital storytellers and creative minds.

Queensland's landscape includes a mix of desert, agricultural land, tropical rainforest, secluded beaches, small towns and sophisticated urban environments that have featured in international and domestic screen productions.

New screen platforms and technology

Queensland has been the first Australian jurisdiction to develop partnerships with YouTube, SBS and streaming service, Stan. World-class sound, post productions, Virtual Reality and interactive games studios and companies call Queensland home and have gained national and international recognition for their work. This places the Queensland screen industry at the forefront of investment in emerging technology and platforms through support and partnerships.

Through these partnerships and investment in screen integrated experiences, such as Virtual Reality and drones, Queensland is embracing changes in the screen industry.

This diversification has increased the type of content available for distribution, provided wider employment opportunities and developed a bigger audience for Queensland-produced content.

The growth in digital platforms presents an opportunity to examine new platforms and consider innovative approaches to participate in the evolving screen industry.

In embracing continuing change in platforms, Queensland could also assess the best mechanisms of support, to enable our industry practitioners to position themselves at the forefront of these new platform opportunities.

Drones are increasingly being used in the production of screen content. Used by Queensland production crews for a number of productions including blockbusters such as *Pirates of the Caribbean: Dead Men Tell No Tales*, *Thor: Ragnarok*, *Pacific Rim 2* and *Aquaman*, drones have made previously difficult shots much easier to accomplish.

Drones also present a variety of opportunities for independent screen makers. The size and affordability of

drone technology make them a viable tool for use in screen productions of all sizes. Building capability in the use of drones for screen production will continue to position Queensland screen practitioners favourably in the global market.

Strong industry partnerships

Collaboration and partnerships with established and emerging industry stakeholders and government agencies are supporting better outcomes for the screen industry and community through access to the best expertise, resources and networks.

Strong industry relationships have seen international events and conferences hosted in Queensland, bringing screen practitioners to the state, building Queensland's reputation as a screen hub and increasing tourism. Networks and new partnerships are also attracting business to the state, as well as supporting the export of Queensland content globally.

Continuing to develop partnerships like those with YouTube and Stan will enable our industry practitioners to connect with the platforms with the greatest reach. This enables our stories to gain new audiences and for our partners to see that Queensland is ready to deliver content to their audiences.

Promoting the diversity of Queensland

The telling of stories through film, television and other media is a key part of a community's way of representing itself, to itself and to others. While Queensland's competitive advantage has attracted numerous international productions to the state, the production of local screen content presents a unique opportunity to tell Queensland-specific stories, and represent Queensland's cultural diversity.

Above left: Series producer and cinematographer Nick Robinson filming a sea fan at Osprey Reef for Northern Pictures' 'Life on the Reef'. Photo: Jon Shaw.

Screen content can be a great catalyst for increasing tourism and promoting Queensland as a tourism destination.

Queensland's screen industry already has a strong regional presence with many regional locations used for filming, regional festivals and a growing gaming sector. Investments by councils, universities and private enterprise have already led to the creation of local screen hubs in regional communities.

Growing our regional capacity is key to telling our unique stories to share our cultural diversity. Exploring opportunities to develop and produce content locally is central to a sustainable statewide industry. These opportunities also include sharing Queensland's unique Aboriginal and Torres Strait Islander stories.

Convergence of screen with other industries

Screen industries have the potential to support other industries through skill transfer and innovation. There are multiple opportunities where screen can be used to benefit other industries and sectors including:

- using interactive games to help address issues such as health and wellbeing, education and training. Collaboration already exists with industry, health professionals, universities, government and schools
- Virtual Reality in providing rehabilitation for patients or low impact training to athletes or safety training for construction industries.

Tourism

Screen content can be a great catalyst for increasing tourism and promoting Queensland as a tourism destination, as great stories have a strong pull that can draw visitors to locations. Queensland can capitalise on the academic research on screen tourism to increase major economic benefits that film-induced tourism can bring through:

- establishing tourism campaigns based on screen locations
- working with producers early in pre-production, through to production, release and post-release to ensure Queensland locations are maximised for marketing potential
- enhancing visitor experiences by encouraging producers of interactive and immersive screen technologies to make their content available at major tourism locations.

Questions to consider

What other opportunities are there for the screen industry in Queensland?

How can the screen industry capitalise on Queensland's diverse environment, world-class facilities and skilled workforce?

How can we support emerging practitioners to gain experience and build their creative portfolios?

How can we build capability in new technology for screen practitioners?

How can we continue to establish new and innovative partnerships within the industry?

What are the broader cultural benefits from the screen industry that need to be realised or explored over the next ten years?

How can we support the convergence of the screen industry with other industries and support cross-fertilisation of ideas and innovation?

How can we support the industry in regional Queensland?

How can we maximise opportunities for Queensland startups and small-to-medium enterprises (SMEs) to participate in supply chains for the global screen industry?

What is the potential for 'spill-over' benefits from the development of technologies in the screen industry to other industries in Queensland (and vice-versa)?



Retaining and continuing to develop a skilled and adaptable workforce will be critical to Queensland's success.

Above: Sunset at the Royal Theatre, Winton. Photo: Maree Azzopardi.

Challenges

Queensland is well-positioned to build on its industry strengths and take advantage of opportunities. However, to do this the challenges experienced by the industry need to be addressed.

Maintaining competitiveness

Across the globe, there are thousands of talented creative content developers vying for business in an exceptionally competitive market. Hundreds of screen funding bodies compete to attract, secure and develop screen content. To remain competitive, Queensland needs to play to its strengths and continue to provide investment and support to gain a competitive edge over other jurisdictions.

Skilled and diverse workforce

Retaining and continuing to develop a skilled and adaptable workforce will be critical to Queensland's success. Both emerging and experienced practitioners will need access to opportunities within

the industry and pathways will be needed to provide practitioners with opportunities to diversify their skills and bring new perspectives to existing platforms.

New screen platforms and technology

As the definition of 'screen' continues to evolve with the introduction of new technologies, the size and scope of the screen industry will increase. Whilst this provides exciting opportunities for the sector, it may also lead to increased competition for limited resources, resulting in the need to prioritise opportunities (including inability to pursue all options).

Investment and incentives

Queensland and Australia have a large range of incentives and investment funds to attract and support the development of screen content. However, incentives and investment must keep pace with changes in global incentives and emergence of new technology.

The Australian Government has one of the lowest Location Offsets globally, making Australia less competitive in the attraction of international and high-value television. Incentives and funding vary significantly between screen mediums with limited support for newer and emerging mediums such as subscription video on demand and interactive games.

Infrastructure

Queensland is the second largest state in Australia, covering a total area of 1.73 million square kilometres. However, the vastness of Queensland geography means that the level and type of infrastructure available, cost to transport crew and access to skilled crew presents a challenge when it comes to working in the regions.

A growing screen industry may require additional infrastructure to sustain a constant pipeline of domestic and international work that can be dispersed across the state.

Protecting intellectual property

Online copyright infringement is a key concern for the screen industry globally and Australia has one of the highest rates of internet piracy of films and television shows.

While the Australian Government has recently introduced site-blocking legislation to address the issue, it is expected internet piracy will continue to be a challenge to screen practitioners' earnings.

There are also growing concerns in the screen industry around cyber-attacks by hackers. Recent high-profile cyber-attacks on Netflix and Disney highlight the need to address this evolving threat.

Questions to consider

What other challenges does the screen industry face in Queensland and how can they be overcome?

How can the state maintain competitiveness in a rapidly growing global industry?

How do we provide career development opportunities for both emerging and established practitioners?

What kinds of investment and incentives are required to support the industry?

What kind of infrastructure is needed to support Queensland's screen industry?

How can we protect the intellectual property of screen practitioners from internet piracy?

How can we ensure screen content produced in Queensland is safe from cyber-attacks?



Queensland Government support for the screen industry today

The \$30 million *Production Attraction Strategy* has attracted a pipeline of ‘blockbuster’ international screen productions and high-end television productions to Queensland...

The Queensland Government has invested in a range of initiatives and programs to support and grow the screen industry in the state.

The \$30 million *Production Attraction Strategy* has attracted a pipeline of ‘blockbuster’ international screen productions and high-end television productions to Queensland, including *Thor: Ragnarok*, *Aquaman*, *Tidelands* and *Harrow*.

The productions have significantly contributed towards the \$375 million Queensland Production Expenditure target, created employment and provided tourism and community benefits.

The world-exclusive *Marvel: Creating the Cinematic Universe* exhibition at Queensland Art Gallery | Gallery of Modern Art (QAGOMA) ran from 27 May to 3 September 2017. The exhibition attracted 269,000 visitors, making it QAGOMA’s most successful international exhibition and contributing to a record-breaking year (2016–17) for the gallery in terms of visitor numbers.

From 2018 to 2022, Australian television’s premiere event, the TV WEEK Logie Awards, will be held on the Gold Coast.

Above: Concept art for *Iron Man 2008: Iron Man study, flight with jets* by Adi Granov. Artwork featured in ‘Marvel: Creating the Cinematic Universe’, organised by the Queensland Art Gallery | Gallery of Modern Art. Image: © 2017 MARVEL.



These programs have the potential to support and grow the Queensland screen industry by creating new opportunities for innovators and firms to develop new technology and products for screen and strengthen regional capabilities.

Film festivals and events hosted in Queensland include:

- Brisbane International Film Festival
- Asia Pacific Screen Awards
- Gold Coast Film Festival
- Heart of Gold Film Festival
- Port Shorts Film Festival
- Queensland Touring Film Festival
- Travelling Film Festival
- Vision Splendid Outback Film Festival
- CILECT (The International Association of Film and Television Schools) Congress
- Asian Animation Summit
- interactive screen conference *Game On*.

Screen Queensland delivers a number of programs to support the Queensland screen industry including:

- the *Queensland Originals Program* partnership with ABC, SBS and Stan to provide production and development support for short films from new directors

- an attachment program to support early career Queensland-based screen professionals to work on large-scale film productions
- *Incubait*, which develops writing talent and strong scripts that will appeal to fans and financiers
- the *Gender Parity Program* to ensure appropriate female representation in key creative film roles
- the *Screen Queensland Aboriginal and Torres Strait Islander Strategy 2016–19* aims to advance the distinct storytelling voice of Indigenous Queenslanders
- *Screenworks*, which will work with local industry members in Far North Queensland to identify current and upcoming opportunities and make recommendations on future screen initiatives and programs
- short fiction funding, which is awarded to Queensland filmmaking teams providing the opportunity to develop, produce and market a seven-minute short film aimed at prestigious Australian and international festivals.

Above: Village Roadshow Studios on the Gold Coast. Photo: Neil McGregor.



Advance Queensland

Since 2015, the \$420 million Advance Queensland initiative has been driving innovation and economic growth in Queensland through a range of programs and partnerships designed to build capability, foster collaboration, attract investment, stimulate jobs growth and encourage an entrepreneurial culture.

These programs have the potential to support and grow the Queensland screen industry by creating new opportunities for innovators and firms to develop new technology and products for screen and strengthen regional capabilities.

Programs of interest to the Queensland screen industry include:

- The Advancing Regional Innovation Program, which is supporting regional innovation by lifting the capability of local businesses, connecting local efforts and leveraging key regional strengths
- The Business Development Fund, which provides early stage co-investment funding

to Queensland-based businesses that are commercialising research, or innovative ideas, products or services

- Hot DesQ, which attracts international and interstate entrepreneurs to broaden Queensland's global connections and grow the state's entrepreneurial sector
- Create Queensland, which provides creative YouTubers with funding, production resources and expert support to develop high-quality digital content, and reach new global audiences.

The Advance Queensland Ignite Ideas Fund supports startups and SMEs to commercialise market-ready innovative ideas. The fund has supported several innovative screen initiatives:

- The V2i Real-time platform is a next-generation virtual reality technology capable of visualising environments in a highly immersive way. The V2i platform has already found powerful applications in the real estate

industry and through ongoing improvements, the platform will offer new opportunities to develop immersive content and engage new audiences.

- Queensland software company Shorthand has received funding to develop a digital storytelling platform. Shorthand's tools for creating multimedia stories, without coding, provide anyone with a story to tell with the means to engage audiences in today's digital landscape.
- Children's storytelling app, KINDERGO is developed by Like a Photon Creative, and provides a reader-driven experience using different modes of reading with multiple levels of interaction. The app allowing kids to improve over multiple books and is already gaining momentum in the marketplace, including on Virgin Australia's inflight entertainment system.

Above: The largest purpose-built film water tank in Australia at Village Roadshow Studios.



The way forward

Our proposed 10-year vision for screen is that:

By 2028, Queensland's screen industry has doubled in value, is positioned globally, and makes a significant contribution to Queensland's economy and culture.

To support this vision, **three key objectives** are proposed:

- expanding the global reach of Queensland's screen industry
- supporting Queensland's diverse local screen practitioners
- building capability in the Queensland screen sector.

Questions to consider

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What other objectives could be included to achieve the vision?
.....

.....
What other actions could the government take to support the Queensland screen industry?
.....

Above: 'From Film to Fashion', a Manifold Media production. Original concept by Katie Orlowski and Adam Fowler.

A range of actions to ensure we meet these objectives and achieve the vision will be developed for inclusion in the final roadmap. These actions will allow the Queensland screen industry to build on its strengths, take advantage of opportunities and address existing and emerging challenges. Possible actions for each objective are tabled below:



Expanding the global reach of Queensland's screen industry

- Continue to build strong partnerships with international studios to support official co-production agreements and secure in-bound productions.
- Work with the Australian Government to ensure federal incentives and investment are competitive and support the needs of the Queensland screen industry.
- Work with the Australian Government to identify incentives and investment opportunities for the digital gaming industry in Queensland.
- Review investment mechanisms for the screen industry and explore new models to drive growth and returns to Queensland.
- Partner across the Queensland Government and with other levels of government to facilitate the convergence of screen with other industries and sectors.
- Explore social media and other promotional opportunities to position Queensland as a tourist destination through links to current and previous screen productions.
- Explore opportunities to attract further cinematic exhibitions to Queensland.



Supporting Queensland's diverse local screen practitioners

- Identify ways to support new Queensland screen content arising from interactive and immersive technology (including interactive games, Virtual Reality and Augmented Reality).
- Partner with new content creator platforms to provide further opportunities for Queensland practitioners to distribute their content nationally and globally.
- Explore opportunities to develop Queensland screen-specific industry events in association with existing events that support related industries.
- Work with distributors and exhibitors to identify ways they can support emerging screen practitioners to gain marketing and distribution experience and opportunities for the commercial screening of their works.
- Investigate ways to drive growth in Queensland's gaming industry.
- Facilitate improved dialogue between Queensland Government and the local digital gaming industry to explore service delivery opportunities.



Building capability in the Queensland screen sector

- Seek out opportunities to showcase the range of roles and variable pathways into the screen industry to potential participants.
- Explore available qualification options, in conjunction with education providers, to ensure there are a range of suitable options for students seeking to take part in the film industry.
- Develop regional strategies and initiatives to grow statewide capability in Queensland's regional screen industry.
- Continue to support Queensland practitioners and businesses to build their knowledge and gain experience in the screen industry.
- Ensure the screen industry reflects the diversity of Queensland's community through diversity initiatives, such as programs to support female practitioners and Aboriginal and Torres Strait Islander Queenslanders.
- Continue to attract key screen industry practitioner events and conferences to Queensland to build relationships, sector capability and attract investment.
- Work with industry to enhance access to government programs.
- Identify ways to support emerging practitioners and graduates to gain production credits.
- Increase industry engagement with Queensland universities to support emerging practitioners.
- Work with the Department of Education and Training to ensure school-aged children develop skills in digital storytelling and creative thinking.
- Support for Queensland startups and small-to-medium enterprises (SMEs) to research, develop and commercialise innovative products and services to supply the global screen industry.



Have your say

The Queensland Government is committed to collaborating with industry and other key stakeholders to develop a 10-year roadmap for the screen industry in Queensland.

A number of questions have been asked throughout this consultation paper to inspire your thoughts and ideas. In providing your feedback, you're welcome to answer some or all of these questions, depending on your interest and involvement in the industry.

You can have your say via:

Online: www.getinvolved.qld.gov.au

Email: screen@premiers.qld.gov.au

Post: Advance Queensland 10-Year Roadmap
for the Screen Industry Consultation

Strategic Policy
Department of the Premier and Cabinet
PO Box 15185, CITY EAST Q 4002

Consultation closes 8 December 2017.

By 2028, Queensland's screen industry has doubled in value, is positioned globally, and makes a significant contribution to Queensland's economy and culture.

Above: On the set of 'Our stories Our way', NITV.



Above: Actor Matthew Le Nevez, cast and crew on the set of 'Australia Day' starring Bryan Brown. Photo: Vince Valitutti.