

SCREEN PRODUCERS AUSTRALIA



develops opportunities and strengthens partnerships that create and take great Australian stories to the world.

We are a national organisation that unites the screen industry to campaign for a healthy commercial environment.



We are the home of the skilled and accomplished, the imaginative and passionate, the tireless and determined.

WHAT WE DO

Membership of Screen Producers Australia provides businesses with a number of professional advantages that fall into three core areas:

ADVOCACY

We provide leadership in building strategic alliances and supporting government frameworks. Our working groups assist us in the development of campaigns and submissions.



We negotiate industrial agreements and commercial arrangements, offering members exclusive access to a diverse range of up to date resources and production advice.

INDUSTRY

EVENTS

We host a wide variety of events annually including industry briefings, business classes, mentoring opportunities and the country's leading screen conference, SCREEN FOREVER.



MEMBERSHIP

Join Australia's leading screen content creators as we work to shape the future of our industry. We'll embrace your passion by bringing together like-minded professionals and broadening your network.



Membership is specifically tailored to encourage screen businesses of all sizes and experience to join and benefit from our support:

PRODUCERS

For established producers or production companies with at least one producer credit. Credits must have received a broadcast, theatrical or online release. Broadcast credits must be no less than 30 minutes, and theatrical credits must be no less than 50 minutes.

FACILITIES & SERVICES

For all those businesses that provide the essential services that directly contribute to the production of screen content.

It includes lawyers, accountants, completion guarantors, insurance companies, film distributors, post-production houses and studio facilities. A comprehensive list of member businesses is available on the Services & Facilities page of our website.

ASSOCIATE

For early-career producers that haven't yet earned a full producer credit. Screen Producers Australia Associate members receive access to our mentorship program, the benefits of our wide network

of industry professionals and a range of business and production services and specialist advice.

AFFILIATE

This category is designed specifically for businesses seeking to participate in the wider screen industry. The program provides exclusive opportunities to have meaningful year-round engagement with production companies and screen industry leaders.

Our members have exclusive access to professional advantages.

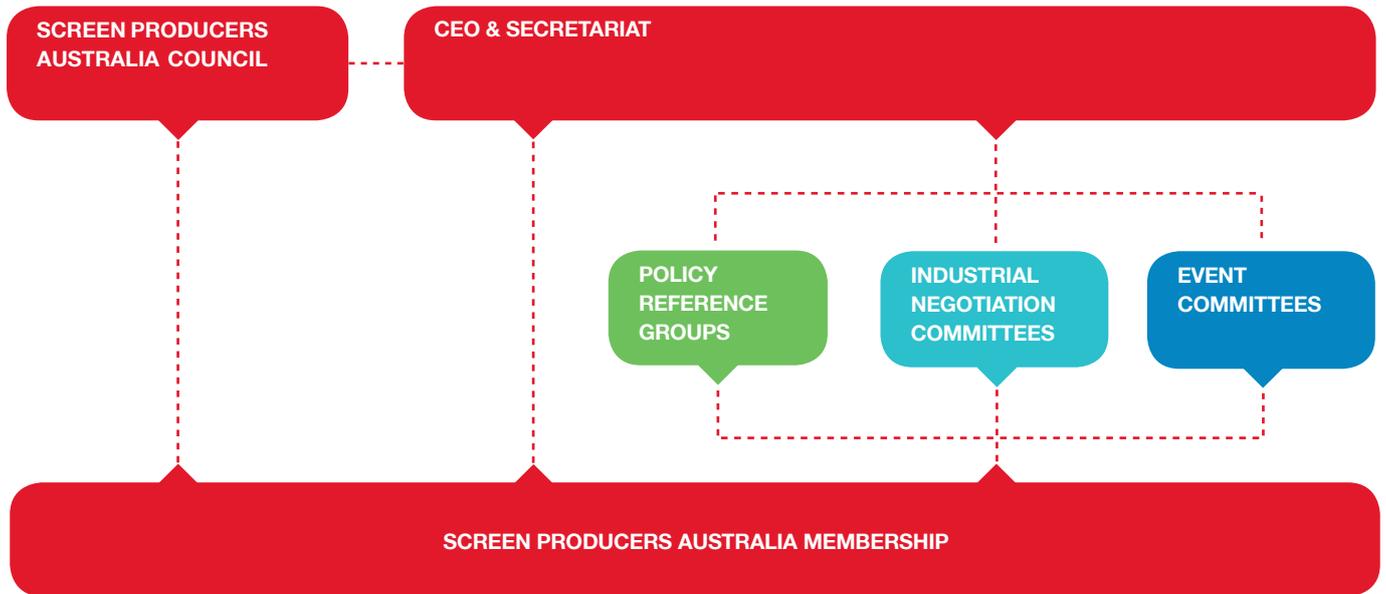
PROFESSIONAL ADVANTAGES

In supporting our members we offer a wide range of negotiated agreements with industry stakeholders and template contacts that are available under licence to members. These provide certainty in your commercial transactions. They are regularly updated and are supported by expert advice, troubleshooting and assistance with dispute resolution.

HOW YOU CAN WORK WITH US

We have developed strategic and engagement plans that will internally strengthen our organisation and membership, and help to drive the successful outcome of our external agenda.

AND HOW YOU CAN MAKE A DIFFERENCE



Our reputation is built on the work of our members. Together we are a positive force for change in our industry.

COMMITTEE AND REFERENCE GROUP ELIGIBILITY

We encourage all members to engage with our policy, industrial and events issues. Members may be eligible for our committees and reference groups, participants are selected from a diverse range of production companies with recent commercial releases. Eligibility is reviewed, and expressions of interest sought, in conjunction with our annual membership renewal process.



Winston Steinburger & Sir Dudley Ding Dong, Sticky Pictures

ABOUT OUR MEMBERS

We welcome production businesses, emerging producers, service providers and screen industry supporters. We encourage all screen businesses to join and team with Australia's leading screen content creators as we work to shape the future of our industry.

TESTIMONIALS



"Being a Producer is lonely. Screen Producers Australia is our version of the 12-step program. They're also great at defending our interests, being on the end of the phone in times of conflict and providing invaluable resources. Very important."

Laura Waters, Princess Pictures

Open Slather, The Divorce, 8MMM Aboriginal Radio, Jonah From Tonga, Ja'mie: Private School Girl, It's A Date, Angry Boys, Summer Heights High, We Can Be Heroes

"I've been extremely impressed with the pro-active way in which Screen Producers Australia researched member priorities and acted on these. Producers need to come together to improve the state of the industry and Screen Producers Australia is the ideal vehicle for this."

Jason Burrows, Jungle

Here Come The Habibs!, No Activity, The Moodys, Review With Miles Barlow



"It's important to have access to other producers to share information and ideas. It's great that Screen Producers are able to provide the opportunity for this."

Jan Chapman, Jan Chapman Films

Bright Star, Lantana, The Piano, The Daughter

"By being a member, I am able to focus on my job as a producer knowing that Screen Producers Australia is campaigning for the best possible conditions for my productions."

Emile Sherman, See-Saw Films

Lion, Macbeth, Life, Tracks, The King's Speech, Shame, Oranges & Sunshine, Dead Europe, Mr Holmes, Banished, Top Of The Lake



"In a fast moving environment Screen Producers provides essential services for our business: an interface with government decision makers, a coordinated approach to television networks, and an experienced and well researched voice in the industrial matters."

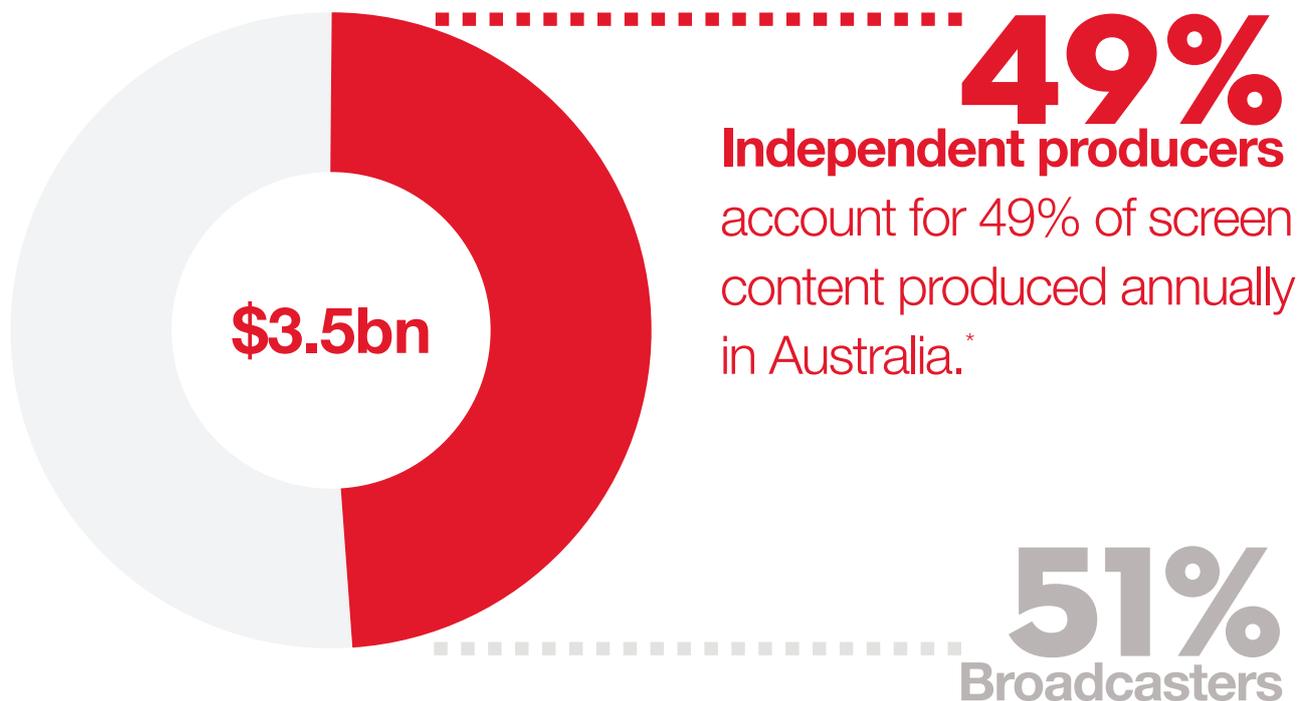
Bob Campbell, Screentime

The Secret Daughter, Janet King, How Not To Behave, ANZAC Girls, Underbelly

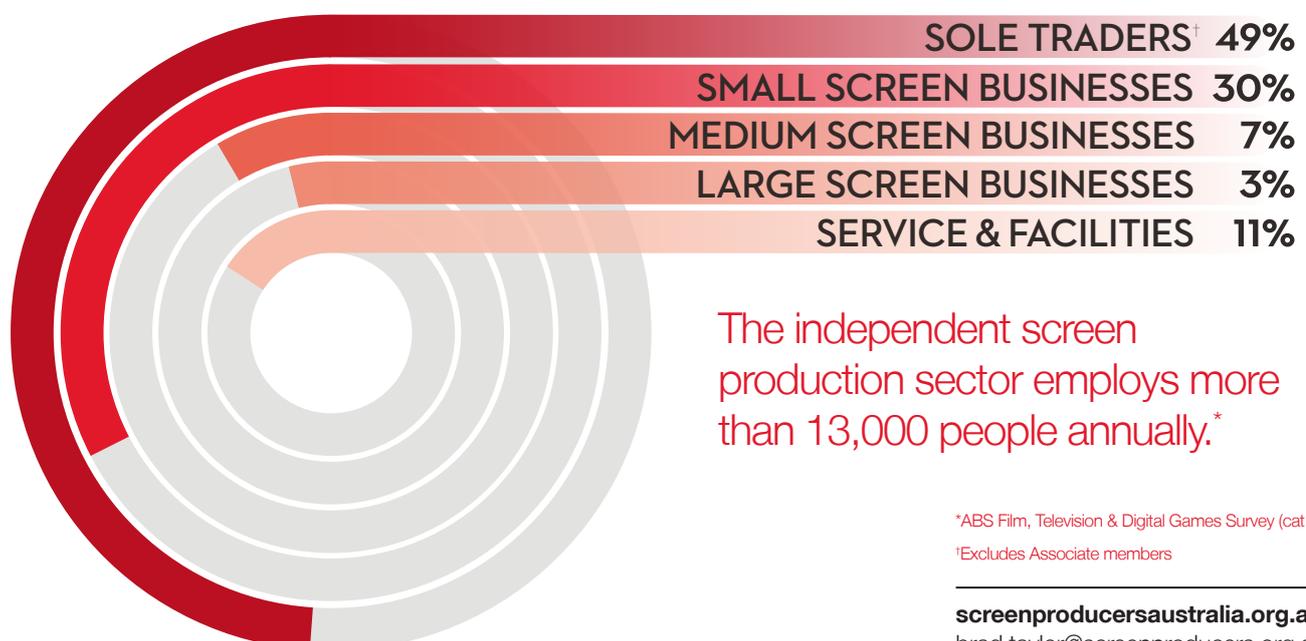
ABOUT OUR MEMBERS

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 production industry that balances cultural and commercial diversity.

PRODUCTION INDUSTRY SNAPSHOT



MEMBER BUSINESS PROFILE



*ABS Film, Television & Digital Games Survey (cat.no. 8679.0)

[†]Excludes Associate members

INITIATIVES

We host a wide variety of events, including industry briefings, business classes, mentoring opportunities and the country's leading screen conference.



The Wizards of Aus, LateNite Films

ONES TO WATCH

Ones To Watch is a mentor program for emerging producers from around Australia who create content for big and small screens. The program connects successful participants with a leading screen industry mentor and provides unparalleled career opportunities.

PRIVATE BRIEFINGS

Briefs for producers, CEOs and executives from small to medium sized production companies, focusing on providing commercial insights from a range of screen industry and business leaders.

TRADE DELEGATIONS AND INTERNATIONAL ENGAGEMENT

Relationship building and enhancing opportunities for engagement and co-production internationally extends well beyond the our negotiated Memorandum's of Understanding

(MOU) with CMPA (Canada), PACT (UK) and CFPA (China) At locations including Cannes, Berlin, London, Austin, New York, Hong Kong, Los Angeles and Shanghai (to name a few) we organise member-only initiatives and forums at the major markets and festivals targeted at enhancing opportunities in the international market. Membership of Australian and international associations has provided further exclusive opportunities for future collaborations.

CELEBRATING AUSTRALIAN SCREEN STORIES

Screen Producers Australia aims to raise awareness of local screen industry, both as a major employer and as a contributor to the cultural landscape, amongst federal politicians. Our annual forum at Parliament House, Canberra creates dialogue between key industry representatives and talent with

participants including Federal Parliamentarians and advisors, Department Representatives, Screen Producers Australia Council members, Screen Australia representatives and State Funding Agency CEO's.

THE PRISM - PERSPECTIVES, POLICY, PRODUCTIVITY

An invitation only event, The Prism is a thought leadership forum for Australia's screen industry. Dr. Simon Longstaff AO, Executive Director St James Ethics Centre, hosted the 2015 discussions in a round table format attended by over 100 screen industry leaders from around the country.

SCREEN FOREVER 2016

15-17 November in Melbourne, SCREEN FOREVER is one of the largest congregations of media and entertainment professionals in the Southern Hemisphere. Conference delegates include leading Australian and international industry practitioners involved in all aspects of producing, creating, distributing and financing screen content. Delegates have unparalleled access to innovative thinkers, industry leaders and the industry's biggest party of the year at the SCREEN FOREVER Gala Party and the Screen Producers Australia Awards. Find out more at screenforever.org.au.

OUR EXTENSIVE RANGE OF INDUSTRY EVENTS ARE DESIGNED TO ENGAGE ALL INVOLVED IN THE INDUSTRY AND INCLUDES:

THE NATIONAL ROADSHOW:

Provides an opportunity to engage each state with our industry, to sit down with local screen agencies to discuss local issues and shed some light on the policy agenda.

They also provide updates on Screen Producers Australia's current industrial negotiations.



The Katering Show, Katering Productions

PROFESSIONAL DEVELOPMENT:

Designed to educate and train producers on key aspects of the business of screen production, our **Master Classes** and **Business Essentials** program includes:

International Sale of Tape and Formats Master Class

Top Offset Issues and What To Do About Them Master Class

Top Tips on Employment and Industrial Matters Master Class

Crowdfunding: The Wisdom of The Crowds Seminar

Preparing for Market: Developing Market Strategy Business Class

Low Budget Film Making in The UK Case Study

Distribution and Marketing: How Does The Money Flow? Business Class

Format Licensing Business Class

Are You Employing People in the Screen Industry? Master Class

Live streams and downloads are regularly available to members and industry.

BUSINESS NETWORKING:

Our **Breakfast Briefing** series provides an informal forum for the industry to meet, network, stay connected and be inspired. Recent briefings include:

ABC, Managing Director, Mark Scott AO

BBC Worldwide, Global Editorial Director, George Dixon

Game of Thrones, Director, Jeremy Podeswa

HOYTS Group, CEO, Damian Keogh

OzTAM, CEO, Doug Peiffer

Pirates of the Caribbean: Dead Men Tell No Tales, Executive Producer, Joseph Caracciolo Jr

SBS, Director TV & Online Content, Marshall Heald

The Shadow Attorney-General and Shadow Minister for Arts, Mark Dreyfus QC MP

Stan, Director of Content and Product, Nick Forward

UM Australia, Chief Executive Officer, Mat Baxter



Family Feud, FremantleMedia Australia

Our events, meetings and business classes are popular with members and non-members alike. In 2016 the number of industry professionals attending our informative and educational events continues to build significantly on previous years.



The Daughter, Jan Chapman Films

THE TOP Q&A OF MEMBERSHIP

01

I have some serious concerns about the future of Australian production across the board. How do I get my opinions and ideas heard?

We have a bunch of soapboxes and megaphones to ensure every voice has the opportunity to be heard. There is our elected Screen Producers Australia Council as well as our appointed *Policy Reference Groups*, *Industrial Negotiation Committees* and *Events Advisory Committees*, plus the *Annual Business Survey*, the *National Roadshow* and *Member-Only Briefings*. If you do want to join one of our *Policy Reference Groups*, make sure you tell us when renewing your membership.

02

But, no one understands my business better than me...

This industry relies on collaboration and partnerships and we would never ask you to hold hands and share tricks. However, our strength is our unity and we need every member to work with their peers to face and fight the same issues we all share. We need to fight together if this industry stands any chance in succeeding locally and internationally.

03

And, my business is constantly evolving and circumstances can change.

As they say, from little things big things grow...and shrink...and

grow...and fall apart completely and then are reborn! The truth is we represent and support every scale and size of business and understand the diversity of business types within our industry. Just consider the 2015 finalists for the Screen Producers Australia Awards: 50 projects from 35 businesses across 10 genre-based categories representing large, medium and small businesses as well as sole traders.

04

I get the impression you guys are just interested in large-scale drama production.

Not true. Yes, we are active in campaigning for feature film and television drama production, but we are also across many issues facing documentaries, children's programming, light entertainment and interactive production. Feature film and television does not maketh the industry, we get that. The industry is made up of lots of businesses that work across lots of screens and each screen is an important part of the sustainability of the whole production community. We work with all businesses to ensure that every part of our industry is commercially sustainable and that all productions are accessible to audiences.

05

Your focus is government funding. What about alternative funding models and the commercial cash money I'm trying to secure for my projects?

Good point. We do focus on government funding, but for

good reason. Our industry relies on a range of direct and indirect government subsidies and regulations and so a lot of our work is focused on ensuring that those policy settings are in place and protected to the benefit of all producers. But we know that's not the full story.

Producers are reaching into the pockets of commercial stakeholders, from broadcasters and financiers to distributors, and that means we're working more closely with the commercial sector to ensure that these partnerships are squeaky clean. We want our sector to grow, so if you have a new way of financing your project, we want to hear about it and assist and support you through the process.

06

Government policies and industrial matters, do they really matter?

Like it or not, every Australian production is impacted by government settings. From the amount of Australian content that is shown on television, to international trade arrangements, to local government support for location shoots, there is no escaping the fact that our industry is inherently linked to government policies.

As a producer you are the driving force of a production community of more than 15,000 skilled and unskilled workers that contributes 100's of millions to the local economy. Without the producers input into the industrial framework, how will there be a fair and balanced approach to the employment conditions for all productions?

07

And the world's getting smaller...

We are very aware that local production businesses are increasingly looking overseas for investment/co-production opportunities and to improve the chance of format sales. Our international engagement program provides outstanding opportunities to build bridges and open doors. In 2015 alone we have supported official delegations to Hong Kong, mainland China, the USA and Canada with further opportunities coming up in the second half of the year in London, Edinburgh and on the Continent. We already have membership affiliations with a number of producer associations around the world that provide our members with on-the-ground support within their individual territories. In addition our members receive discounted pricing to festivals, markets and conferences and invitations to private networking events.

Screen Producers Australia also works closely with federal and state government agencies to co-ordinate delegations and advertise the benefits of partnering with Australian producers as well as highlighting the strength, depth and talent within the local industry.

08

How does my membership assist the wider industry?

Never before has the expression 'there's no 'i' in team' been more relevant. When our members band together over issues affecting our industry you can see the impact they can make.



Brilliant Creatures, Mint Pictures

But it's not enough. We still need you, and every producer for that matter, to actively work with other businesses to drive our sector forward. We all need to think about the bigger picture, the sustainability of the entire ecosystem of our industry.

09

That all makes sense, but why a membership fee, then the levy? What's it for anyway?

We understand times are tight so we've made our annual membership fees affordable, between \$429 and \$951.50 (inc. gst) per year depending on the size of your business, and don't forget this fee is tax deductible. If your business is not earning a lot then this may seem like a huge chunk of your turnover, but if you're actively

producing then you might need to have a think about whether you can afford not to be a part of your industry organisation.

As you already know, the levy is 0.25% percentage of your production budget (that is 0.25% or \$250 for every \$100,000) and is capped on an annual basis. It is a standard production expense, forming part of your Qualifying Australian Production Expenditure for the Producer Offset and, for example, is factored into Screen Australia's A-Z budgets.

So our levy may not cost-prohibitive as some think. Plus, remember all the industrial resources (that can save your production literally thousands) you will have access to including in-house commercial and contractual advice, the negotiated agreements and template contracts and our dispute resolution assistance, should it come to that. Money in the bank right there!

In a nut shell the money we receive from levies directly supports the ongoing health of the industry by funding the work we do for you and in turn supports the future of your business.

We all need to think about the bigger picture, the sustainability of the entire ecosystem of our industry.

FAST FACTS

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.

CULTURAL IMPACT

The Australian people are proud of their screen content, with nine in ten people believing that it is important for Australia to have a film and television industry producing local content.

Overall, 91 per cent of people believe it is quite important or very important that Australia has a film and television industry producing local content.

This sentiment is similar across all age groups. Even among people classified as 'low' consumers of Australian content, 87 per cent felt it was important.

The single most important benefit of having a film and television industry is to make sure that Australian culture isn't overwhelmed by American culture on account of the amount of movies and television series that Hollywood produces.

This is reinforced by the vast majority of people agreeing that Australian screen stories are vital for contributing to our sense of Australian national identity. (Source: Screen Australia)

ECONOMIC CONTRIBUTION

The film and television sector operates in a highly dynamic environment, particularly in relation to changing technology. In 2012/13, film and television sector directly contributed

\$5.8 billion to Australian gross domestic product and about 46,600 full time equivalent employees. Of this, the independent production sector contributes \$1 billion to gross domestic product and more than 13,000 jobs.

In particular, production of feature films, television drama and documentaries generated \$709 million worth of investment annually, including \$124 million in overseas finance. This level of investment in narrative production positively contributes \$331 million to GDP, taking into account the direct and indirect impacts of production activity on the overall economy. (Source: Deloitte Access Economics, PricewaterhouseCoopers, Screen Australia)

PRODUCTION CHARACTERISTICS

In 2011/12, businesses involved in the creation of film, television and interactive content incurred production costs of \$2,974.1 million.

Television programs and feature films accounted for 71 per cent (\$2,099.5 million) and 18 per cent (\$540.4 million) respectively. These costs were inclusive of development, pre-production, shoot and post-production expenses.

In terms of commercial television production, there were 78,622 broadcast hours for first release

programs. News and current affairs programs accounted for the largest proportion of these hours at 46 per cent with an average cost per hour of \$14,000. This contrasts with television drama and documentary programs that accounted for just over 1,000 hours and the highest costs per hour: adult drama at \$560,700, children's drama at \$550,400 and documentaries at \$280,200.

At the end of June 2012, there were 15,760 persons employed across 2,773 businesses. Employment among businesses independently producing film and television content (i.e. excluding broadcasters) was 13,414, up 23 per cent from 2006/07. Softer growth occurred among commercial free-to-air broadcasters (12 per cent) and there were employment falls in post-production, digital and visual effects and games development as a result of structural change in their sectors.

The operating profit margin in the independent film and television production sector remained steady at 8.2 per cent. This contrasts with commercial free-to-air broadcasters who recorded an increase in income, and a decrease in expenses, seeing their profit margin rise from 19.2 per cent to 21.5 per cent. (Source: Australian Bureau of Statistics)

