

## SPA RELEASES SCREEN PRODUCTION IN AUSTRALIA INDUSTRY SURVEY

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Screen Producers Australia today released the inaugural Screen Production in Australia Industry Survey.

SPA has engaged Deloitte Access Economics to conduct a survey of production companies that will inform *Screen Production in Australia*, a national report delivering key insights on the health of the production sector, employment, trade and investment trends.

The goal of *Screen Production in Australia* is to provide, on an annual basis, reliable information on the production sector for production business, policy makers and key decision makers. *Screen Production in Australia* is hoped to become the key report for evidence-based decision making relating to the screen production sector. *Screen Production in Australia* will complement existing industry reports in providing a complete picture of the size and scale of the industry and how screen businesses compete globally. The survey is open to all production companies in the industry, whether SPA members or not.

“The engine room of our industry is the small businesses that tell and sell great Australian content domestically and internationally. *Screen Production in Australia* will give us the tools to tell and sell this trade story better to governments, industry and Australian audiences. I strongly encourage all Australian producers to complete the survey.” Mr Deaner said.

SPA has joined with Presenting Partner Media Super to deliver the report. The \$5.3bn industry fund is a major financier to the sector, having provided more than \$150m in cashflow funding for over 100 projects. Media Super CEO Graeme 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 often doesn’t get the government attention and public policy support that, on the reality of the numbers, it deserves. This report should help change that,” Mr. Russell said.

Film Victoria and Screen Queensland have joined as Key Partners.

Film Victoria CEO Caroline Pitcher said “Film Victoria is delighted to be involved in this research. The data will provide valuable information to help monitor the health and growth of each state’s screen sector and how they contribute to the Australian screen sector.

Screen Queensland CEO Tracey Vieira said “Evidence based data is what we as an industry need to continue to learn and evolve our business. Screen Queensland believe this will be an asset for the whole industry and an important part of ongoing storytelling about our industry and its place globally.”

AFTRS has come on board as a Partner.

“AFTRS was established up to support Australian storytelling; our role is to find and develop great talent and support a thriving local industry. It’s vital to have good data to track the health of our sector, and we see the SPA survey as offering a valuable new benchmark for tracking our progress.” AFTRS CEO Neil Peplow said.

Upon completion of the survey, the production company obtains a right of entry in the draw for a Gold Pass to SCREEN FOREVER 2018 (20-22 November in Melbourne).

[Production companies can complete the survey at the following link.](#)



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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.