

AUSFILM

STRATEGIC BUSINESS PLAN

2022 - 2023



VISION & VALUES

Australia will be a leading destination of choice for international film and television content makers, attracting a continuous pipeline of activity to support screen growth across the country, and for the sector to be recognised by Government as a critical driver of job creation, skills development and economic growth.

PASSIONATE

We are dedicated in supporting our membership and clients, tenacious in our goals, continuously working to improve the screen ecosystem.

COLLABORATIVE

We proactively share knowledge and information to find solutions for the collective interests of Ausfilm's community.

IMPACTFUL

We strive for excellence in all that we do and are driven by delivering outcomes and results.

ACCOUNTABLE

We maintain the highest of standards in our commitment to deliver to our stakeholders.

OUR PURPOSE

Ausfilm's purpose is to maximise the amount of international production spend in Australia.

ORGANISATIONAL STRATEGIC DIRECTIONS

1. Secure opportunities & enable sustainable industry growth

1.1 Identify, market, secure and grow opportunities for Australia
1.2 Influence & impact industry & policy settings to enable sustainable industry growth

2. Support Ausfilm members to enable their business to flourish

2.1 Ensure members are engaged & supported

3. Ensure an operationally sound and effective organisation

3.1 Ensure policy and systems compliance
3.2 Ensure our communications and brand identity aligns with the organisations vision
3.3 Ensure staff are supported and enabled to be effective and productive