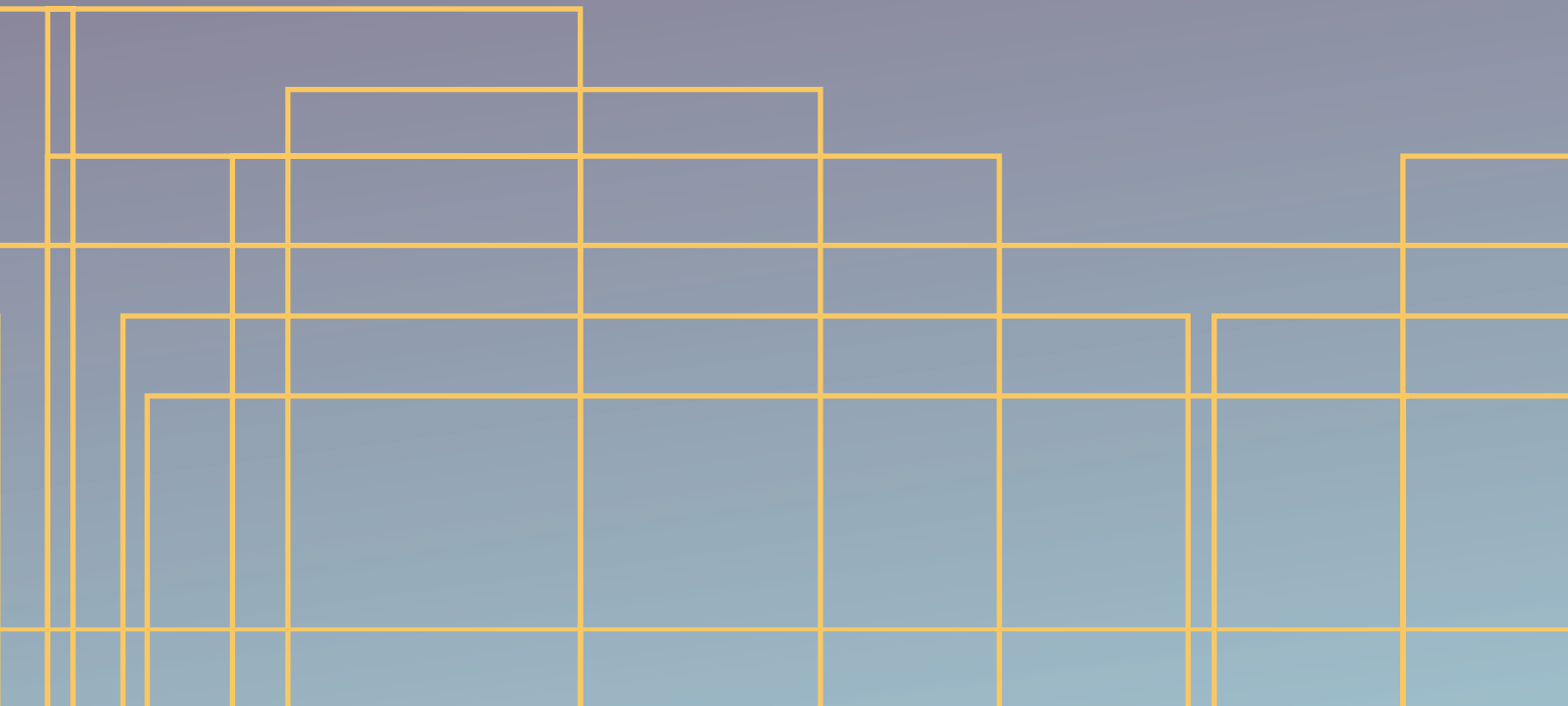


# AUSFILM

2022/23  
Annual Report



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2022  
2021  
2020

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## WHAT WE DO

### OUR PURPOSE

# To maximise the amount of international production spend in Australia

### OUR STRATEGIC DIRECTIONS

- 1\_ **Secure opportunities & enable sustainable industry growth**
- 2\_ **Support Ausfilm Members to enable their business to flourish**
- 3\_ **Ensure an operationally sound & effective organisation**

### WHAT WE DO

For more than 30 years, Ausfilm has supported international filmmakers to help them find what they need in Australia to bring their productions to life and to facilitate connections to Ausfilm Corporate Members; Australia's Commonwealth, State and Territory Government screen agencies; crew and talent.

Ausfilm's purpose is to maximise international production in Australia and enable Ausfilm member businesses and the Australian screen industry to grow. All of Ausfilm's activities are motivated by this purpose.

Ausfilm is a unique partnership between private industry and government. This partnership comprises Australia's Commonwealth, State and Territory Governments, major studio complexes, production service providers and leading post, visual effects, animation and sound/music studios.

Ausfilm markets Australia's Screen Production Incentive Scheme, which in 2022/23 was comprised of the Location Offset; the Location Incentive; the PDV (post, digital and visual effects) Offset and the Producer Offset. Ausfilm also promotes Australia's locations, sound stages, post-production and visual effects companies, screen service companies and award-winning filmmaking talent in front of and behind the scenes.

Ausfilm is supported by the Australian Government through the Office for the Arts in the Department of Infrastructure, Transport, Regional Development, Communications and the Arts, along with its membership of eight Commonwealth, State, and Territory screen agencies and 58 Australian screen service companies.

Ausfilm's head office is based in Sydney, and our subsidiary organisation, Ausfilm USA Inc. is based in Los Angeles.

### 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 the sector will 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 YEAR IN NUMBERS

## ECONOMIC & PRODUCTION ACTIVITY

\$854M

ESTIMATED TOTAL DIRECT FOREIGN INVESTMENT – 2022/23\*

10

INTERNATIONAL PHYSICAL PRODUCTION PROJECTS\*

142

INTERNATIONAL POST, DIGITAL & VFX PROJECTS\*\*

\$3.032B

WORTH OF PRODUCTION LEADS\*\*\*

\* Productions that commenced principal photography in 2022/23, does not include PDV only spend.

\*\* Projects that undertook PDV work in 2022/23.

\*\*\* Not all projects were secured. This figure demonstrates the high interest in Australia during 2022/23.

## SALES LEADS

222

LA INTRODUCTIONS FOR AUSFILM MEMBERS, AUSTRALIAN PRODUCERS & INDUSTRY PROFESSIONALS

255

INTERNATIONAL PROJECTS TRACKED

116

NEW PROJECT LEADS

165

MEETINGS WITH US EXECUTIVES & PRODUCERS

## MARKETING & COMMUNICATIONS

4 GLOBAL MARKETING CAMPAIGNS

184

NEWSLETTER STORIES PROMOTING AUSTRALIA'S SCREEN INDUSTRY

39

GLOBAL DIGITAL CLIENT COMMUNICATIONS

4 NEW AUSFILM INSIDER VIDEOS

## AUSFIM MEMBERSHIP 2022/23

66 MEMBERS

815

FEDERAL, STATE & TERRITORY SCREEN AGENCIES

PLATINUM MEMBERS

43

CORPORATE MEMBERS

7 NEW MEMBERS JOINED IN 2022/23



# MESSAGE FROM THE CHAIR



Ausfilm's mission is to maximise international screen production in Australia, and 2022/23 was a pivotal year for this goal.

Australia attracted an exceptional level of production and post-production work, and the Australian Government set new policy foundations for future success. I am delighted to introduce this report on behalf of the Ausfilm Board. It details a year of achievement, and we see even stronger possibilities ahead.

The Australian Government's historic decision to increase the Location Offset to 30 per cent will underpin a robust future for the entire industry. This critical reform recognises that the existing rebate of 16.5 per cent was not competitive, and follows a succession of 'top-up' payments, the successful Location Incentive program, and sustained advocacy from Ausfilm and other stakeholders. Ausfilm's Members and Board greatly appreciate this significant decision, and the long-standing support across the Parliament for the Australian Screen Production Incentive. The ASPI underpins the sector's capacity to create local screen stories, and creates substantial economic benefits for other creative industries and the broader economy. The reformed ASPI forms an important part of the Government's National Cultural Policy, *Revive: a place for every story, a story for every place*. We congratulate the Government on the creation of *Revive*, and we will continue to liaise with the Government on the implementation of these reforms, and showcase their benefits for Australia's extraordinary screen businesses, cast and crew.

The 2023/24 Budget also announced ongoing funding for Ausfilm, following multi-year agreements in previous years. This shift will assist Ausfilm's strategic planning for the medium and long-term. Ausfilm positions Australia as one



George Clooney and Julia Roberts in *Ticket to Paradise*, directed by Ol Parker. Photo credit: Vince Valitutti © 2022 Universal Pictures/Working Title. All Rights Reserved.

of the best places in the world to produce and post-produce screen content, and connects our sector and governments to offshore opportunities.

Recent years have brought disruption, challenges and uncertainties – but also an unprecedented production and post-production boom. Our unique partnership between the industry and national, state and territory governments is well-placed to navigate the times ahead.

I would like to thank Ausfilm's Board for all their work in 2022/23. We farewelled Kylie Munnich and John Hughes, who also served as Chair of the Finance, Audit and Risk Committee, and welcomed Jennie Zeiher and Kyas Hepworth. The Board met six times throughout the year, and also met at short notice to assist the Ausfilm team as required, providing significant time and crucial input. I want to particularly thank Deputy Chair Emma Drummond, and Chair of the Finance, Audit and Risk Committee Caroline Pitcher.

I finally want to acknowledge and thank our CEO, Kate Marks, and the entire Ausfilm team across Sydney and Los Angeles. Their passion and dedication enable Ausfilm to serve its Members and mission. I was delighted that Ausfilm's work was recognised with the inaugural Film Commission Team prize at the 2023 Global Production Awards. Notwithstanding the current challenges in the global sector, we look forward to leveraging future opportunities to support our Members and the screen industry.

**Sam Mostyn**  
Chair



Director Ron Howard on the set of *Thirteen Lives*. Photo credit: Vince Valitutti © 2022 Metro-Goldwyn-Mayer Pictures Inc. All Rights Reserved.



# MESSAGE FROM THE CEO



It is remarkable to reflect on the previous year and consider the changes and achievements of the Australian screen industry.

Our annual magazine explored why the world's leading filmmakers continue to 'Return to Aus.' Over the last few years, these happy customers have been joined by a new cohort of international filmmakers and projects. Record-breaking amounts have been spent on inbound drama in Australia across physical production and PDV only titles.

We welcomed the return to a semblance of normalcy across work and travel, and being able to host a full schedule of events throughout the year in Los Angeles: Ausfilm Week in October 2022, The Australian Effect (VFX networking) in February 2023 and Partner with Australia in March 2023. We were particularly delighted to be able to celebrate the twelve Australians nominated for Academy Awards in 2023 during Partner with Australia, including Ausfilm Member, Wayne Pashley at Big Bang Sound, for his outstanding work on *Elvis*.

The most exciting news of 2022/23 came in May. The Government's 2023/24 Budget announcement that the Location Offset will increase to 30 per cent sets up our industry for success. It will provide certainty for international productions, support a stable pipeline of work for thousands of Australian screen workers and businesses, and trigger investment into new industry capacity and capabilities. Ausfilm has long advocated for this reform, and the incredible benefits it will generate for the entire industry and broader economy.

We are now focused on supporting the passage and implementation of this change. The Government's announcement of ongoing funding for Ausfilm was also very welcome.

Another important policy aspect of 2022/23 was Ausfilm's work to address skills shortages and capacity constraints. We completed a Workforce Capacity Development Framework, and guides to screen industry roles. Skills shortages are a priority issue for all stakeholders. Australia has hosted record-breaking amounts of work in recent years – significantly supported by Ausfilm's team – but the future can be even brighter. Our innovative industry, supported by ambitious policy such as the increased Location Offset, can continue to grow.

Ausfilm was delighted to grow its membership in 2022/23. We welcomed Boom Tracks, Consolidated Media Services, Entertainment Partners Powered by Moneypenny, Myriad Studios, Servo and Supervixen as new or returning Corporate Members. Show Group and TAG took up Platinum membership, and Cumulus Visual Effects joined us following a transfer of membership.

I thank the Australian Government, the Minister for the Arts, and the Office for the Arts. Their ongoing commitment to Ausfilm, our Members and the industry is crucial. Our sector could not compete with the best in the world without Government support.

I also want to thank Ausfilm's Chair, Sam Mostyn, and the Ausfilm Board. Their leadership, advice, support, and actions were critical in 2022/23.

Ausfilm's team continued to work exceptionally hard in 2022/23 to market Australia, and support the growth of our Members and the broader screen industry. Success at the 2023 Global Production Awards was particularly welcome as it recognised efforts across our three main pillars of work: production, communications/marketing, and policy. I want to thank everyone for their passion, commitment and outstanding work: our team in Los Angeles of Erin Stam, Vivien Flitton and Simon Graham-Clare; and our Sydney team of Annie Lucas, Patrick May, Tom Roache, Ashlee Sang and Mikaela Fitzgerald. We saw a number of staff changes throughout the year, and I extend my deepest thanks to two long-standing staff members we farewelled, Rachelle Gibson and Nick Herd, who both made incredible contributions to Ausfilm over their many years with the organisation.

And lastly, I want to thank Ausfilm's 66 Members. We are thrilled to work for screen agencies and businesses spanning all aspects of production and post-production and are consistently inspired by your creativity and ambition. We are determined to support you, and advocate for exciting future opportunities for you and the Australian screen sector.

**Kate Marks**  
CEO



# CONNECTING WITH CLIENTS

## AUSFILM STRATEGIC DIRECTIONS

1\_ Secure opportunities & enable sustainable industry growth.

## Client Liaison & Production Leads

Ausfilm continues to maintain and support a strong presence in the USA through its office in Los Angeles. The LA office has three staff who provide expert advice to US studios, networks, SVODs and production companies and assist them with navigating Australia's tax incentives. They also connect clients to Australia's screen industry companies and practitioners and run a program of events in Los Angeles each year.

The team fielded A\$3 billion of enquiries generated as a result of the Australian Government's Location Offset/Location Incentive program, Ausfilm's strategic client meetings, marketing and communication efforts, and significant media promoting Australia as open for business. Enquiries now total A\$10.3 billion since July 2020.

The team also continued to connect international producers and executives with the Australian industry, including Ausfilm members.



## Global Events & Markets

### AUSFILM WEEK, LOS ANGELES 23-28 OCTOBER 2022

Ausfilm Week is Ausfilm's platform event to showcase Australia as a leading production destination, and creates and strengthens relationships between Ausfilm Members and key clients in Los Angeles. Targeted business networking events encourage international production activity in Australia, and generate work opportunities for Members.

The 12th annual Ausfilm Week Los Angeles was held in October 2022. This was the first Ausfilm Week held since October 2019, due to the COVID-19 pandemic. Member attendance was the largest to date, with 48 representatives from 37 companies based in Australia and Los Angeles participating in the week's events. The Assistant Secretary for the Australian Screen Industries section of the Department of Infrastructure, Transport, Regional Development, Communications and the Arts participated in Ausfilm Week events, and attended meetings with Ausfilm and the Australian Consul-General Los Angeles, and major clients.

Ausfilm Week 2022 also debuted Ausfilm's brand refresh with a suite of dynamic assets, and a new showreel edited by ARC FILM with content from 25 Members.

#### Marketing mix

- Client digital invites
- Postcard takeaways, printed with QR codes linking to specific information for each event
- Showreel
- Ausfilm digital Incentives Factsheet
- Presentation decks at various events
- Event banners
- Lanyards and name badges for Members and guests
- Wrap-up EDM for all clients, connecting them with Members



### PARTNER WITH AUSTRALIA, LOS ANGELES 7-10 MARCH 2023

Ausfilm's Partner With Australia events program for Members and clients took place in Los Angeles in March. The program promotes Australia's creative excellence, and creates and strengthens relationships between Members and key clients through targeted events.

The program was held as the industry gathered ahead of the 2023 Academy Awards. The events celebrated and promoted Australia's capabilities, and leveraged the recognition of Australia's Academy Award nominees. The program consisted of three networking events, highlighted by an Oscar nominee reception in partnership with the Consul-General Los Angeles, Screen Australia, and Australians in Film.

#### Marketing mix

- Client digital invites
- Ausfilm digital Incentives Factsheet
- Media walls at the Oscar Nominees Reception featuring Ausfilm logo
- Event banners
- Lanyards and name badges for Members and guests
- Wrap-up EDM for all clients, connecting them with Members



Global Events & Markets



VES AWARDS AND NETWORKING EVENT  
14 FEBRUARY 2023

The Visual Effects Society (VES) Awards recognise and honour the most outstanding visual effects work each year. To coincide with the awards Ausfilm hosted its annual networking event, titled “The Australian Effect” in 2023. Taking place on Valentine’s Day, the invitations invited clients to fall in love with Australia and leave with a new partner in VFX.

VISIT TO LOS ANGELES BY SENATOR THE HON. DON FARRELL, MINISTER FOR TRADE AND TOURISM  
AUGUST 2022

Senator The Hon. Don Farrell, Minister for Trade and Tourism, travelled to the United States with a delegation to promote Australia as a destination for tourism and trade investment. Ausfilm arranged a screen industry meeting with US film and television executives in conjunction with the Consul-General and attended an evening reception in honour of Minister Farrell hosted by the Consul-General.

AUSTRALIAN INTERNATIONAL SCREEN FORUM  
6-8 SEPTEMBER 2022

The Forum was held for the fourth time in 2022 and returned to an in-person program following 2021’s digital event. Ausfilm attended key panels and events, and also met with industry contacts based in New York while at the Forum.

UNITED KINGDOM VISIT  
14-18 NOVEMBER 2022

Ausfilm undertook a business development trip to London to raise awareness of opportunities in Australia for physical and post-production. Ausfilm will continue to develop opportunities in this market.



VISIT TO LOS ANGELES BY THE HON. DR. KEVIN RUDD A.C., AMBASSADOR TO THE UNITED STATES  
MAY 2023

The Hon. Dr. Kevin Rudd A.C., Ambassador to the United States, visited Los Angeles in early May. Ausfilm coordinated a meeting for the Ambassador with studio representatives and attended an evening reception in honour of Ambassador Rudd hosted by the Consul-General.

LA AUSSIE BBQ  
21 MAY 2023

Ausfilm attended the Australian Consul-General to Los Angeles, Jane Duke, and Stan’s networking “Aussie BBQ” which brought together Australian and U.S entertainment executives.

Australian Familiarisation Program

The Australian Familiarisation Program is a means by which Ausfilm can promote Australian capacity and capability by inviting producers and executives to Australia to meet with Members and scout locations. Ausfilm funds the international and domestic travel costs and on-the-ground costs are funded by state or territory government screen agency Members. Most often these visits are associated with a project that has a serious consideration in filming or completing post-production/VFX/sound/music in Australia. This program was on hold during phases of the COVID-19 pandemic, but has resumed as the industry resumes pre-pandemic activities.

PARAMOUNT PICTURES  
30 JULY – 3 AUGUST 2022

A senior VFX executive from Paramount Pictures travelled to Australia and visited Sydney, Melbourne, Adelaide and Perth. Ausfilm hosted networking dinners for Platinum Members in Sydney, Melbourne and Adelaide.



# AUSFILM PARTNERS

## AUSFILM STRATEGIC DIRECTIONS

- 1\_ Secure opportunities & enable sustainable industry growth.
- 2\_ Support Ausfilm Members to enable their business to flourish.



## G'DAY USA/AMERICAN AUSTRALIAN ASSOCIATION 27-29 JANUARY 2023

The G'DAY USA program was an important opportunity to meet key clients, celebrate the work of Members, and connect the Australian Government with industry. Ausfilm liaised with the Hon. Ed Husic MP, Minister for Industry and Science; Australia's Special Envoy for the Arts, Susan Templeman MP; and the Consul-General for Los Angeles. Ausfilm facilitated meetings for Ms Templeman and the Consul-General with major film studio clients.

The G'DAY USA/American Australian Association (AAA) Arts Gala took place in Los Angeles on 28 January 2023. Honourees included The Kid Laroi, Sam Worthington and Miranda Kerr. Ausfilm sponsored the Gala and hosted a table with key clients and Parliamentary staff, and the event was attended by Minister Husic, Ms Templeman and other key guests.

As part of the G'DAY/AAA program, Ausfilm participated in a panel on navigating disruption during a CEO Business Roundtable as well as the Los Angeles premiere of the Bluey Stageshow.

## Partnership Objectives

- Leverage the significant media exposure that DFAT and AAA's publicity campaign attracts in the US market
- Build awareness of Australia's screen industry creatives and talent through the LA-based G'DAY USA initiatives and extensive event program
- Support the Australian Government in Ausfilm's primary market aligning with them to showcase globally recognised and awarded Australian talent working in the US film and TV sector

## Sector

US film and television executives, studio physical production executives, independent producers.

## Marketing Mix

- Logo recognition on G'DAY USA/AAA website and digital communications.





AUSFILM PARTNERS

AUSTRALIANS IN FILM

Ausfilm continues to support the LA-based organisation, Australians in Film (AiF). The organisation delivered a range of presentations and events to its membership in the US and Australia throughout the year.

Partnership Objectives

- Promotion of Ausfilm and its membership to connect Ausfilm Members to potential work opportunities with AiF members and creatives
- Provide opportunities to showcase Ausfilm Members to the AiF membership and US film and TV sector
- Ensure the Ausfilm team in LA are connected with emerging and established Australian filmmakers living in LA
- Continue to build awareness of, and provide additional sales leads for, Ausfilm Members

Sector

Australian creatives working in LA as well as US film and television executives and independent producers.

Marketing Mix

- Logo recognition and amplification throughout the year across AiF channels and events
- Logo included on Oscar Nominees Reception media wall which garnered extensive global media coverage
- Email from AiF to their members promoting Ausfilm’s showreel and showcasing Members’ post-production and visual effects capabilities
- Dedicated social blast to AiF members showcasing Ausfilm Members’ work on *Ticket to Paradise*
- Dedicated social blast to AiF members amplifying the Workforce Capacity Working Group’s Screen Industry Career Resources
- Ausfilm showreel displayed on online events where appropriate
- Recognition in press releases and AiF website

Events

Ausfilm staff attended a range of events held by AiF during the year.

These events provided opportunities for staff to connect with emerging and established Australian filmmakers living in Los Angeles and continue to build awareness of Ausfilm Members and their capabilities amongst the AiF membership.



OSCAR NOMINEES RECEPTION  
9 MARCH 2023

The reception honouring Australia’s Oscar Nominees and this year’s filmmaking achievements was held at the Chateau Marmont as a partnership between Ausfilm, the Australian Consulate-General, Screen Australia and Australians in Film. Approximately 150 guests attended, including nominees from *Elvis* (Baz Luhrmann, Catherine Martin, Schuyler Weiss, Jason Baird, Bev Dunn, David Lee, Wayne Pashley, Matt Villa and Mandy Walker), nominees Cate Blanchett (*Tár*) and Lachlan Pendragon (*An Ostrich Told Me the World Is Fake and I Think I Believe It*), past Oscar nominees and recipients, Ausfilm Members, and key clients. Several media representatives were in attendance which resulted in extensive coverage.

ASSOCIATION OF FILM  
COMMISSIONERS  
INTERNATIONAL

Ausfilm’s EVP sat on the AFCI Board of Directors in 2022. The membership organisation continued to host AFCI Member Zoom Updates and useful webinars.

MIFF 37 SOUTH

MIFF 37 South Market took place from 4 – 7 August 2022. Ausfilm sponsored the event in order to provide opportunities for 9 Members to attend and participate in the LinkingUp business strand, which provided a series of business meetings and networking events with Australian producers.

The following Ausfilm Members took a combined 282 meetings over the 4 days: Alt.VFX, ARC FILM, Avatar Factory, Byron Bay Studios, Cutting Edge, The Post Lounge, Sandbox, Simpsons Solicitors, and XM2. Ausfilm also attended the four day event.

SCREEN FOREVER

The Screen Forever industry conference took place from 3-5 May 2023. Ausfilm sponsored the event as a supporting partner, to promote Ausfilm’s brand and further participate in the conference. Ausfilm attended the conference and held meetings with Members and industry stakeholders.

Partnership Objectives

- Promotion of Ausfilm and its membership to connect with local and international producers and potential work opportunities
- Ensure Ausfilm remains connected with and supportive of Screen Producers Australia
- Continue to build awareness of, and provide additional sales leads for, Ausfilm Members

Sector

Australian and UK film and television producers.

Marketing Mix

Logo recognition as a Supporting Partner on Screen Forever website and digital communications and in-situ marketing collateral



# MARKETING & COMMUNICATIONS

## AUSFILM STRATEGIC DIRECTIONS

- 1\_ Secure opportunities & enable sustainable industry growth.
- 2\_ Support Ausfilm Members to enable their business to flourish.

## Global Marketing Campaigns

### AUSFILM ANNUAL PRINT & DIGITAL PUBLICATION

This year's Ausfilm Magazine was aptly named Return to Aus, as it shone a spotlight on the companies and production executives that keep coming back to Australia for both physical production and PDV work. Australia ranks among the top destinations worldwide to create content and the last 12 months have seen a boom in repeat business. The magazine provided a comprehensive overview of the national and state production tax incentives available in Australia, a double page feature from Screen Australia showcasing the Australians in Film talent programs, a double page feature on Australia's sound stages, 15 double page features promoting the creative and technical talent of Ausfilm's Platinum Members, and the production directory featuring all Ausfilm Members.

### Sales & Marketing

Issue No. 10: Return to Aus  
Celebrating Australia's Happy Customers

### Campaign Objectives

- Raise awareness of Australia's federal and state screen production incentives
- Market Ausfilm Member businesses, their expertise and creativity to motivate clients to engage Australian businesses on their productions
- Raise awareness of the depth of Australian talent, creatives, diverse locations and sound stage offering.

### Marketing Mix

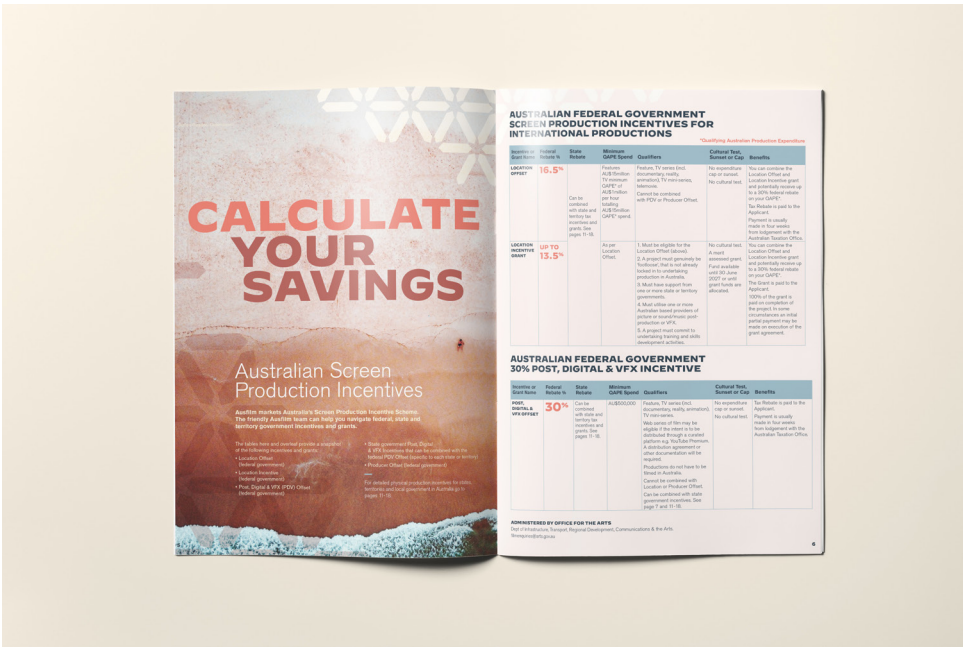
- 550 x 90 page magazine
- US distribution: direct mailed to key production executives and decision makers
- AU distribution: direct mailed with letters from the CEO to Australian Government representatives and advisors, Members and industry stakeholders
- Global EDM
- Digital flipbook on Ausfilm.com
- Website post promoting the digital magazine
- Homepage slider promoting the magazine on Ausfilm.com
- Ausfilm.com campaign landing page with feature article

### Distribution

Global

### Digital Magazine Metrics

<b>Email open rate:</b> 53.8%	<b>Click through rate (CTR):</b> 8.6%
<b>Top country opens:</b> USA, Australia, UK, Canada, Germany	





Global Digital Campaigns

AUSFILM INSIDER VIDEOS

Ausfilm continued the successful Ausfilm Insider series of video testimonials to highlight the benefits of Australia's screen incentives, locations and production businesses. The videos are launched to align with a project's release, and feature interviews with leading US and Australian film and television executives, Heads of Department, and cast, augmented by production trailers and behind the scenes footage. The videos are distributed to clients via the monthly newsletter, displayed on Ausfilm's website and YouTube channel and posted on Ausfilm's social channels.

***Ticket to Paradise*** features Julia Roberts, George Clooney, Co-writer/Director Ol Parker, and Producers Sarah Harvey, Deborah Balderstone and Tim Bevan.

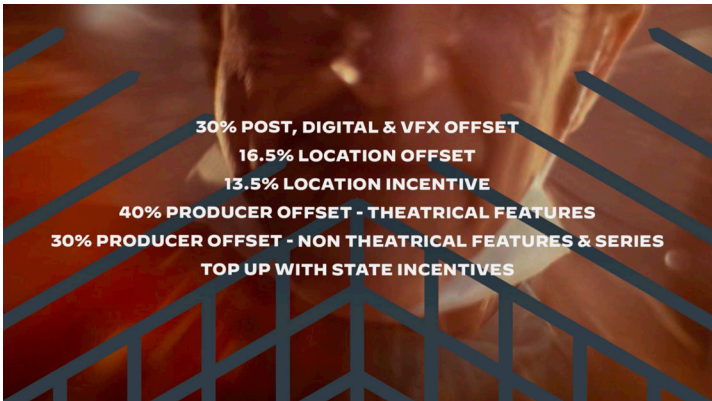
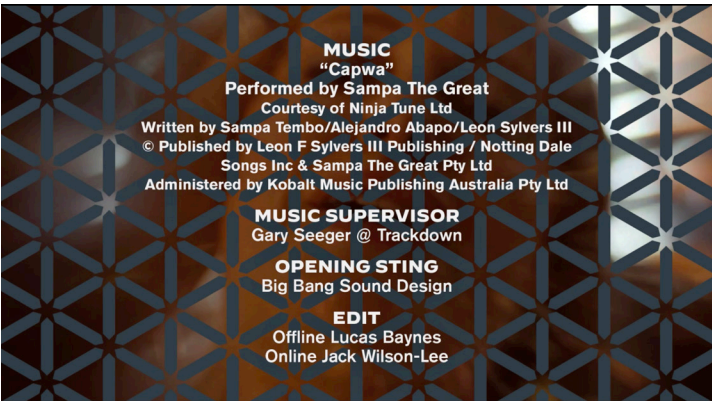
***Thirteen Lives*** features Director Ron Howard and Executive Producer Jon Kuyper.

***Thor: Love and Thunder*** features Executive Producer Brian Chapek.

***Spiderhead*** features Executive Producer Tommy Harper

All videos feature:

- Ausfilm branded title frame and end card
- Frame to acknowledge the financial support of the Federal Government and applicable state/territory governments
- Thank you to the studio, streamer and production company
- Frame featuring Ausfilm Members who provided services on the film



**MAKE IT IN AUSTRALIA SHOWREEL**

After a one-year hiatus, Ausfilm produced a short-form video showreel to promote Australia's outstanding production capabilities to international clients by highlighting international productions shot in Australia, VFX/post work completed in Australia, the Australian Government screen production incentives, facilities, and locations that can double for other countries or cities.

This year's showreel encompassed over two years of production in a few minutes. ARC FILM edited content from 25 Members and launched with clients at Ausfilm Week events in October. Hosted on YouTube, embedded on Ausfilm's website and shared across social media, it was distributed in the end-of-year client newsletter distributed globally.

The showreel features:

- Over three minutes of incredible VFX/post work on international productions over the past two years
- Ausfilm branded title frame and end card, *Make it in Australia* tagline
- Frame to acknowledge the suite of Federal Government production incentives and
- List of all the Member businesses that supplied footage



Global Digital Campaigns

STUDIOS, PRODUCTION & CREW CAMPAIGN: THOR: LOVE AND THUNDER

Campaign Strategy

To showcase and raise awareness of Marvel Studios' *Thor: Love and Thunder* filming in Australia, and recognise the return business offered by the production following Marvel Studios' *Shang-Chi and the Legend of the Ten Rings*, Ausfilm released a comprehensive global marketing campaign with case studies from 11 Ausfilm Member companies who provided their innovative, expert services on the film.

It was distributed across all Ausfilm digital platforms to raise awareness of Australia's screen production incentives, its world-class facilities, services, talent, crew and PDV capabilities to international filmmakers and drive screen incentive and service enquiries into Ausfilm's office and Members for future work.

Sales & Marketing Proposition

Made in Australia: Marvel Studios' Thor: Love and Thunder

Campaign Objectives

- Promote the Location Offset and Incentive program to the global screen market
- Promote the state government screen incentives and support offered on this production to the global screen market
- Promote Australia's screen capabilities and the Ausfilm Members who supplied services, post and VFX in Australia to motivate sales leads for their businesses

Campaign Tactics

Included in this digital campaign were interviews with Members that worked on the film, including VFX and post companies, studio facilities, lighting and equipment, aerial cinematography, location support and screen agencies.

Distribution

Global

Metrics

Email open rate: 46.5%	CTR: 5.4%
Top country opens: USA, UK, Germany, South Africa	
Total campaign reach: 7.6K	

A SPECIAL FEATURE BROUGHT TO YOU BY

ausfilm

MARVEL STUDIOS

THOR: LOVE AND THUNDER

HAS MADE ITS IMPACT EARTHSIDE AND DOES NOT DISAPPOINT!

Filmed at Fox Studios Australia and locations around Sydney, Marvel Studios' *Thor: Love and Thunder* finds the God of Thunder (Chris Hemsworth) on a journey unlike anything he's ever faced — one of self-discovery. But his efforts are interrupted by a galactic killer known as Gorr the God Butcher, who seeks the extinction of the gods. To combat the threat, Thor enlists the help of King Valkyrie (Tessa Thompson), Korg (Taika Waititi) and ex-girlfriend Jane Foster (Natalie Portman), who — to Thor's surprise — inexplicably wields his magical hammer, Mjolnir, as the Mighty Thor. Together they venture out on a harrowing cosmic adventure to uncover the mystery of the God Butcher's vengeance and stop him before it's too late.

In this special feature, Ausfilm showcases the talented Ausfilm Members and government agencies who contributed their innovative, creative, technical and expert services and support on this production.

The film is directed by Taika Waititi from a screenplay by Waititi and Jennifer Kaytin Robinson. Produced by Kevin Feige and Brad Winderbaum, "Thor: Love and Thunder" opened in cinemas on July 7, 2022.

AUSTRALIAN GOVERNMENT SUPPORT

This large-scale Marvel Studios production was attracted to Australia with financial support from the Australian Government's Location Incentive program. *Thor: Love and Thunder* was also financially supported by Screen NSW's Made In NSW - International Footloose Fund. It also received on-ground assistance from Screen NSW's Production Attraction Team, which works closely with productions scouting and filming in NSW.

VFX and editorial services were provided out of New South Wales, Victoria and South Australia. Four of Australia's leading visual effects studios delivered stunning VFX underpinned by additional financial support for post, digital and VFX incentives provided by the South Australian Government via South Australian Film Corporation and the Victorian Government via VicScreen.

MORE

FILMED IN AUSTRALIA'S NEW SOUTH WALES

NEW SOUTH WALES HELPS TAIKA WAITITI'S RE-IMAGINING OF THOR IN SYDNEY!

LARGEST FILM TO SHOOT AT THE EXPANSIVE FOX STUDIOS AUSTRALIA

New South Wales was the perfect location to bring the production to life with its myriad of locations, world-class studio facilities and immense talent pool. The Screen NSW team was there to support Marvel Studios.

The state-of-the-art Fox Studios Australia provided nine sound stages plus support facilities including production offices, steel, plaster and construction workshops, art and costume craft shops, dye rooms and post-production facilities.

MORE

MORE

AUSSIE VISUAL EFFECTS

FIN DESIGN + EFFECTS TRAVEL TO THE SHADOW REALM

FIN teamed up with Marvel Studios, VFX Supervisor Jake Morrison and VFX Producer Lisa Marr to deliver 100 shots across three sequences.

MORE

INDUSTRIAL LIGHT AND MAGIC'S LED VOLUME OPERATORS

Sydney based Industrial Light & Magic provided a purpose-built StageCraft LED volume in Fox Studios Australia's iconic Stage One sound stage.

MORE

LUMA, BRINGING THE SHADOWS TO LIFE

Luma's long-standing positive relationship with Marvel lived them up with the task of bringing life to the God Butcher's shadow monsters.

MORE

EQUIPMENT SERVICES AND SUPPORT

FOX LIGHTING, SHINING A LIGHT ON THE GODS

With their wealth of industry experience, the dedicated Fox Lighting department provided an extensive range of high-quality lighting equipment on the production.

MORE

AIR-TIGHT AERIAL CINEMATOGRAPHY WITH HELIGUY

The aerial cinematography specialists Heliguy filmed live-action sequences, for an aerial perspective on all the epic setups across Sydney locations.

MORE

PANAVISION, PROVIDING TOP CAMERA EQUIPMENT

Always a reliable source of top-of-the-line tools to capture the Director and DOP's vision, the Panavision Asia team provided camera and lens equipment for the production.

MORE

MOVING THE MOVIE STARS WITH SHOWGROUP

The travel logistics specialists, Show Group made it easy for the cast and crew to be exactly where they needed to be during production.

MORE

SPECTRUM FILMS, POST AND EDITORIAL SERVICES

Spectrum Films provided full editorial services throughout 2021 including supplying multiple Avids, screening room facilities and post-production offices in their state-of-the-art studio within the Fox Studios Australia complex.

MORE

WITH SINCERE THANKS TO

MARVEL STUDIOS

THOR: LOVE AND THUNDER WAS SUPPORTED BY:

Australian Government

NSW GOVERNMENT

AND ALSO SUPPORTED BY:

South Australian Film Corporation

VICSCREEN

THANK YOU TO AUSFILM PLATINUM MEMBERS

ANIMAL LOGIC

fin

FRAMESTORE

INDUSTRIAL LIGHT & MAGIC

Luma

M P C

resin

RISING SUN PICTURES

stageandscreen

TAG

AUSFILM BUILDING 20C, FOX STUDIOS, 38 DRIVER AVE, MOORE PARK, NSW 2021 AUSTRALIA +61 2 9383 4192 [info@ausfilm.com.au](mailto:info@ausfilm.com.au)

AUSFILM USA 2020 CENTURY PARK EAST SUITE 3150, LOS ANGELES CA 90067 USA +1 310 229 2342 [AUSFILMUSA@AUSFILM.COM](mailto:AUSFILMUSA@AUSFILM.COM)

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Global Digital Campaigns

STUDIOS, PRODUCTION & CREW CAMPAIGN SHANTARAM

To promote the Australian Government's screen production incentives, Ausfilm Members and Victorian locations, a global digital campaign was devised to showcase *Shantaram*, the Apple TV+ original drama series produced by Paramount Television Studios to the global film and TV industry. This flagship production shot primarily in Victoria, doubling as Mumbai, and is a great showcase of Australia's incredibly versatile locations, talent and PDV companies.

Ausfilm created detailed case studies of the creative and technical services and incentive support delivered by Member companies and VicScreen.

Sales & Marketing Proposition Made in Australia: Shantaram

- Campaign Objectives
- Promote the world-class services of Ausfilm Members
  - Promote the federal, state, territory and local government agencies who provided incentives or grants
  - Promote all that Australia offers international filmmakers

Marketing mix

- Email campaign to global database
- Social media promotion

Metrics

Email open rate: 52.4%	CTR: 5.2%
Top country opens USA, UK, India, Germany	
Total campaign reach 11K	

A SPECIAL FEATURE BROUGHT TO YOU BY

AUSFILM

NO IMAGES? [Click here](#)

Apple TV+ **CHARLIE HUNNAM SHANTARAM** WELCOME TO BOMBAY

BASED ON THE INTERNATIONAL BEST-SELLING NOVEL BY GREGORY DAVID ROBERTS, THE 12-EPIISODE APPLE TV+ ORIGINAL DRAMA SERIES, PRODUCED BY PARAMOUNT TELEVISION STUDIOS, *Shantaram*, WAS FILMED OVER 120 DAYS AT DOCKLANDS STUDIOS MELBOURNE, AND AT MORE THAN 20 LOCATIONS ACROSS MELBOURNE, VICTORIA.

THE PRODUCTION WAS DRAWN TO AUSTRALIA WITH SUPPORT FROM THE AUSTRALIAN GOVERNMENT'S LOCATION OFFSET AND INCENTIVE PROGRAM AND THE VICTORIAN SCREEN INCENTIVE.

*Shantaram* FOLLOWS FUGITIVE LIN FORD (CHARLIE HUNNAM) AS HE FLEES TO THE BUZZING STREETS OF 1980s BOMBAY, IN SEARCH OF A NEW IDENTITY. WORKING AS A MEDIC FOR THE CITY'S POOR AND NEGLECTED, LIN FINDS UNEXPECTED LOVE, CONNECTION, AND COURAGE ON THE LONG ROAD TO REDEMPTION.

THE SERIES IS CO-CREATED, WRITTEN AND EXECUTIVE PRODUCED BY STEVE LIGHTFOOT. BHARAT NALLURI DIRECTS AND EXECUTIVE PRODUCES.

THIS FEATURE SHOWCASES THE SKILLED MEMBERS OF AUSFILM WHO CONTRIBUTED THEIR EXPERTISE TO MAKE THIS PRODUCTION A REALITY.

READ ON

FILMED IN VICTORIA

MELBOURNE BRINGS BOMBAY TO LIFE

Bringing *Shantaram* to the screen has been as epic as the story itself. Melbourne stepped into the spotlight.

READ MORE

DOCKLANDS SETS THE STAGE FOR SHANTARAM

Docklands Studios provided the perfect setting to bring the gritty, vibrant scenes of *Shantaram* to life on screen.

READ MORE

AUSSIE VENDORS

DIGITALLY CAPTURING CROWDS WITH AVATAR

As the sole provider of cyber scanning services, Avatar Factory scanned hundreds of extras to replicate massive crowd scenes.

READ MORE

BLACKBIRD'S IMMERSIVE VISUAL EFFECTS

The much-loved novel gave the Blackbird team plenty of inspiration to bring 1980s India to life through their talent and attention to detail.

READ MORE

ENTERTAINMENT PARTNERS POWERED BY MONEYPENNY HELP TO MAXIMISE RETURNS

The finance speciality of Entertainment Partners Powered by Moneypenny deftly navigated state and federal tax incentives.

READ MORE

PANAVISION'S PICTURE-PERFECT EQUIPMENT

Panavision provided top-quality camera and lenses along with expert support for all technical and equipment requirements.

READ MORE

SOUNDFIRM, POST-PRODUCTION MADE EASY

The expert Soundfirm team provided dailies, colour grading, VFX shots, and colour correction throughout production.

READ MORE

AROUND THE WORLD AND BACK WITH STAGE AND SCREEN

Stage and Screen kept production moving seamlessly – a testament to their expertise, professionalism and agility.

AUSFILM

AUSFILM celebrates and congratulates all the Australian nominees of the 95th Academy Awards®

AUSSIES AT THE OSCARS®

BAZ LUHRMANN, CATHERINE MARTIN & SCHUYLER WEISS BEST PICTURE ELVIS

CATHERINE MARTIN, KAREN MURPHY & BEV DUNN PRODUCTION DESIGN ELVIS

CATE BLANCHETT ACTRESS IN A LEADING ROLE TAR

DAVID LEE & WAYNE PASHLEY SOUND ELVIS

JASON BAIRD MAKEUP & HAIR STYLING ELVIS

LACHLAN PENDRAGON SHORT FILM (ANIMATED) AN OSTRICH TOLD ME THE WORLD IS FAKE AND I THINK I BELIEVE IT

MANDY WALKER CINEMATOGRAPHY ELVIS

MATT VILLA FILM EDITING ELVIS

AUSFILM

This year a total of 12 Aussies were nominated at the Oscars®

Since the Oscars® started in 1929 Australians have received a total of 196 nominations and 58 wins.

TAKE A TOUR

Connecting film & TV makers worldwide to Australia

ANIL ANIMALLOGIC Disney Studios AUSTRALIA fin FRAMESTORE INDUSTRIAL KOJO Luma M P C PLATINUM RESIN RISING SUN PICTURES show GROUP stageandscreen TAG

AUSFILM

ausfilm.com.au

Ausfilm USA Building 23C Disney Studios Australia 38 Driver Avenue, Moore Park NSW 2021 Australia +61 2 8383 4192 info@ausfilm.com.au

Ausfilm USA 2020 Century Park East, Suite 3150 Los Angeles, CA 90067 USA +1 310 228 2262 AusfilmUSA@ausfilm.com

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TALENT & CREW CAMPAIGN AUSSIES AT THE OSCARS

The annual *Aussies at the Oscars* campaign was launched to showcase Australian talent and creativity being celebrated on the world stage. This year, a bumper crop of Australians were nominated at the 95th Academy Awards, testament to the brilliance and skill of those recognised as well as all of those who worked in the background, helping to bring incredible creative visions to life.

This year, there were 12 Australian nominees across nine categories, the majority for *Elvis*. *Elvis* was a huge creative undertaking; led by the inimitable Baz Luhrmann, the visionaries behind it corralled the best in the business to create something visceral and brilliant that resonated with audiences everywhere and Ausfilm was proud to help celebrate them all.

Campaign Strategy

To promote Australian screen industry talent in front of and behind the camera and motivate international productions to hire Australian ATL and BTL practitioners.

Sales & Marketing Proposition

*Aussies at the Oscars: Celebrating Aussie Talent on the Global Stage*

Objectives

To showcase the breadth of talent Australia offers international filmmakers when filming or post producing in Australia.

Marketing Mix

- Email campaign to global database
- Ausfilm homepage promo banner
- Ausfilm.com campaign page
- Social media promotion

Metrics

Email open rate: 57%	CTR: 10.3%
Top country opens USA, UK, Canada, Finland	
Total campaign reach 22.9K	

GLOBAL CLIENT NEWSLETTERS

The monthly global client newsletters continue to be Ausfilm's broadest-reaching and most consistent marketing tool, providing a trusted platform to engage clients with updates on the Australian screen industry including the work and talent of Ausfilm Members.

Objectives

- Regularly engage with Ausfilm's clients and website subscribers
- Build awareness in the international screen industry market of the breadth and depth of talent within Ausfilm's membership
- Promote Australia's screen production incentives, locations, facilities, post, sound, music, VFX and animation services, and showcase Australia's talented crew and creative personnel

Audience

Studio and streamer production executives, production companies, producers, VFX producers and supervisors, post-production and VFX executives, Ausfilm Members, crew, writers, directors, local and global industry associations and international and Australian government representatives and stakeholders.

Metrics

Average open rate: 48%	Average CTR: 4.8%
Total newsletter stories: 184	

The average open rate for 2022/23 client newsletters remains exceptionally high at double the industry benchmark for Entertainment/Arts marketing emails.

Readers are based globally, with top territories including: USA, UK, Australia, Canada, Germany, France, South Africa, India and beyond.



MARKETING & COMMUNICATIONS

Global Digital Campaigns

ADDITIONAL GLOBAL MARKETING ASSETS

This year, Ausfilm completed a brand refresh with a modernised logo and 360-degree style guide, reflecting a fresh and sophisticated new look. The new brand made its public debut at Ausfilm Week in October 2022 with a suite of dynamic assets.

Throughout the year Ausfilm produces information materials that are relevant and useful to international clients. Ausfilm Member Ajuria Lawyers kindly provided guidance on Ausfilm’s Australian Entertainment Work Visas Factsheet and Screen Australia was consulted on the Producer Offset information for the Australian Screen Incentives Factsheet. These materials were updated or newly developed for this financial year:

Signage

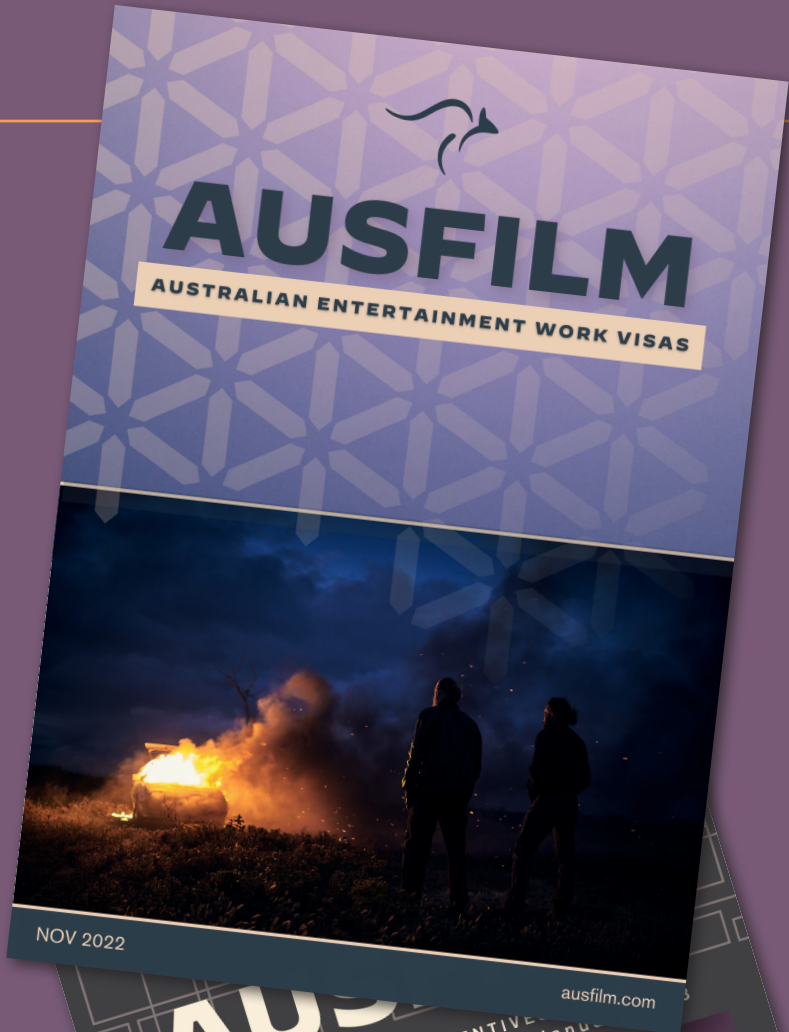
- Ausfilm Corporate banners used at in-person events in Australia

Factsheets for Clients

- Australia’s Federal, State, Territory and Local Government Screen Incentives
- Australia’s Post, Sound, Music & VFX Incentives
- Australian Entertainment Work Visas

Guides for Members

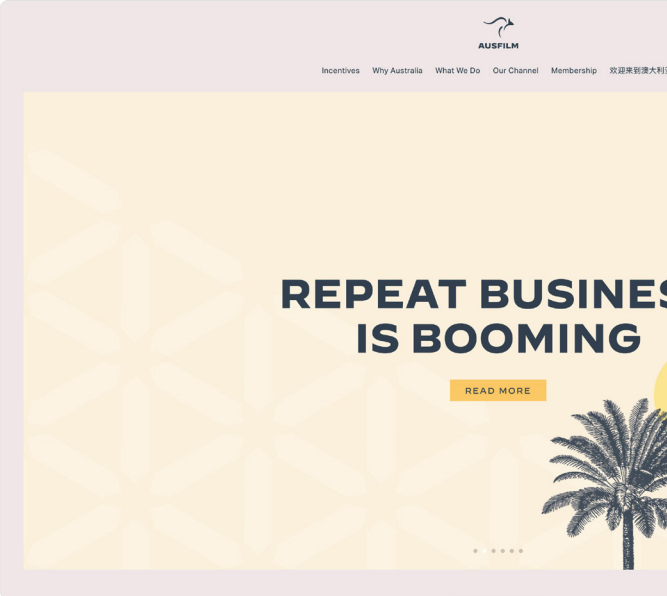
- Guide to Pitching your Company
- Guide to Navigating the US Studios & TV Networks/Streamers
- Guide to Developing Business Relationships in Los Angeles
- Code of Conduct & Guide to Travelling Safely Overseas



AUSFILM GUIDE

GROWING & NURTURING BUSINESS RELATIONSHIPS

Digital Marketing



AUSFILM WEBSITE

Ausfilm’s website continues to attract new unique users from key target markets of the US, UK, Europe and Canada and is underpinned by a solid content marketing strategy of effective SEO, and informative and engaging content about incentives, Ausfilm Members and the Australian film and television industry. Website content includes information guides, factsheets, blog posts, press releases, campaign features and video content.

Website unique user visits maintained a consistent average over the 2022/23 period with peaks around the monthly Screen Industry Newsletters. Notably, the announcement of the Workforce Capacity Working Group Screen Resources in May 2023 peaked with web users of 1.3k in one day, far exceeding the average 366 users per day.

Visits peak when the monthly Screen Industry Newsletters are launched and were at a high in December 2022 due to the interest and engagement of the

Nov/Dec Screen Industry Newsletter, driving users back to the Ausfilm website. This issue contained the highest number of articles for the year (22 Ausfilm and Member stories) for audiences to engage with, reflected in above average dwell time.

Total unique users remained consistent over the 2022/23 period at 128,893 compared to 2021/22 although session duration increased by 3.9% and engagement was up by 1.48% demonstrating the relevancy of content throughout the year.

The site continues to be a vital portal for international filmmakers to find information about Australia’s screen incentives and easily accessible information about Australia’s production industry (Member services, crew, talent, studios, and locations). This is a direct result of Corporate Members and screen agencies consistently providing new and engaging content relevant to Ausfilm’s target audience, ensuring users are entertained and informed.

Digital Marketing

SOCIAL MEDIA FOLLOWERS & ENGAGEMENT

Ausfilm had a total following of 36,556 for the 2022/23 financial year across all its platforms. LinkedIn continues to outpace Ausfilm's other social platforms and is growing by an average of 105 new followers each week. Ausfilm's LinkedIn account saw a 30% increase in followers during the year, and over 618k impressions (the total number of times posts were seen) equating to a 28% increase when

compared to last financial year. This is the result of a strategic and targeted social media plan to build relevant followers of film and television executives via LinkedIn. Facebook has had a 33% increase in brand awareness and a 40% increase in engagement. Instagram continues to be Ausfilm's second biggest platform for growth with an increase of 34% in Brand awareness.

Ausfilm social media follower growth

	2021/22 Followers	2022/23 Followers	% Growth vs 2021/22	Engagement	% Growth vs 2021/22
LinkedIn	12,676	18,153	30.17	59,140	51%
Twitter	10,053	9,811	-2.46	1,015	15%
Instagram	3,054	3,889	21.47	3,667	2.9%
Facebook	3,142	4,703	33.19	6,128	40.6%

	Impressions	% Growth vs 2021/22	Brand awareness	% Growth vs 2021/22
LinkedIn	618,938	27.8	n/a	n/a
Twitter	37,419	n/a	97	32
Instagram	61,433	-31.7	281	34
Facebook	132,798	26.2	136	33

TAILORED DIGITAL CAMPAIGNS FOR MEMBERS

Ausfilm designs and distributes solo digital campaigns for Members as part of Ausfilm's membership service agreement each year. The purpose of Ausfilm's solo digital campaigns for Members is to raise awareness about Australian screen company or agency services and drive enquiries or sales leads back to their businesses. During the reporting period Ausfilm designed and delivered five solo campaigns for Members.

Campaign reports were provided to these Members following their bespoke campaign and introductions were facilitated by the Ausfilm LA team to the top client companies who clicked on their EDM. All of these campaigns resulted in EDM open and click through rates well above industry benchmarks.

Stand outs

All solo digital campaigns this year performed exceptionally well in terms of open rates. Animal Logic and TAG both received an open rate over 53%, well in excess of industry standards. Screenwest and DAVE were close behind at over 52% and Aerial Film Australia at 49%, demonstrating a clear interest and engagement from the global market on the varied services offered by these diverse businesses.

E-Communication	Audience	Open Rate* %
Animal Logic	Global	53.7%
Making Movie Magic with Animal Logic and The Magician's Elephant		
TAG	Global	53.9%
Hosting Global Entry and TSA PreCheck® Enrolment Events in Los Angeles and Nashville		
Screenwest	Global	52.9%
Announces \$20M WA Production Attraction Incentive		
Aerial Film Australia	Global	49.1%
Work with the Best		
DAVE	Global	52.3%
Meet the incredible animation team behind DAVE Enterprises		

\* Open Rate is the measure of how many people opened or viewed the email. Ausfilm eDM statistics consistently exceed industry standards.



## Public Relations & Media

This year saw extensive media coverage generated from key industry announcements and events, along with other ad-hoc interviews conducted by Ausfilm's CEO highlighting all that Australia has to offer international film and television productions.

Ausfilm welcomed the results of the Olsberg Report commissioned by the Australia New Zealand Screen Association which highlighted the positive impact of Australia's screen production incentives on the Australian economy, along with Screen Australia's 2021/22 Drama Report which highlighted the record-breaking year for drama spend in Australia, including the record-breaking foreign spend on PDV-only work.

The Australian Oscar Nominees Reception in LA at the Chateau Marmont, held in conjunction with cohosts Screen Australia, Australians in Film and the Australian Consulate-General, resulted in an incredible amount of mainstream and industry press coverage celebrating Australian talent and creativity. This extensive coverage reached all corners of the media in Australia and the US.

The Federal Government's announcement of the 30% Location Offset generated widespread media coverage throughout international trade media and local industry outlets, highlighting how significant the news is for the entire industry, including local screen businesses and international film and TV productions looking to shoot here.

The 2023 issue of Location International Magazine was released to coincide with the Cannes Film Festival and features Western Australia on the cover, along with quotes from Ausfilm's CEO and several Members.

Media coverage quoting Ausfilm's CEO or mentioning Ausfilm culminated in over 50 significant stories including: Variety, Deadline, The Hollywood Reporter, Screen International, Inside Film, The Sydney Morning Herald, The Age, The Brisbane Times, WA Today, Mediaweek, ABC News, Daily Mail, Ten News, Nine News, Seven News, Sunrise, Forbes, Yahoo Entertainment, Location International Magazine, Kanebridge Quarterly.

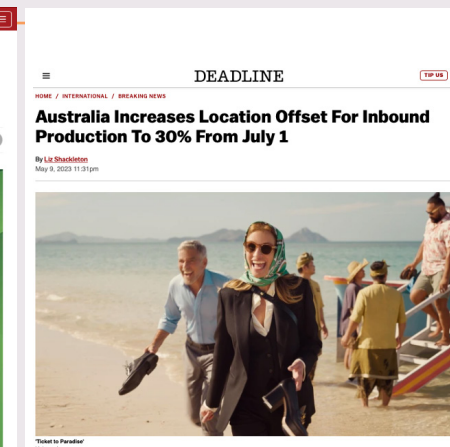
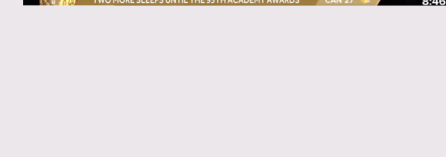
Ausfilm delivered six press releases to promote the attraction of high-profile international productions locating to Australia, support and amplify the announcement of the 30% Location Offset, and support the release of key industry research findings to the global entertainment market:

- 1\_ Media release: 20th Century Studios *Kingdom of the Planet of the Apes* Reigns in Sydney – 10 October 2022
- 2\_ Media release: Drama Report Reveals Record-Breaking Foreign PDV Production in Australia – 10 November 2022
- 3\_ Olsberg Report Highlights the Economic Value of Australia's Screen Production Incentives – 15 February 2023
- 4\_ Media release: *Apples Never Fall* Lands in Queensland – 17 February 2023
- 5\_ Ausfilm Celebrates Federal Government's Announcement of 30% Location Offset – 10 May 2023
- 6\_ ABS Survey Reveals Screen Sector Strength, With New Digital Games and Location Offsets Key to Future Growth – 26 June 2023

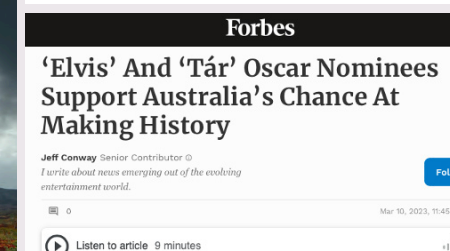
Ausfilm also issued media releases throughout the year to announce various staff appointments.



**DEADLINE** MENU READ NEXT: GLAAD Media Awards: 'A League Of' Ambassador Jane Duke, the Australian Consul-General in Los Angeles, Ausfilm CEO Kate Marks, board member Emma Cooper and Mason all greeted guests at the event Thursday.



**RELATED STORY**  
**Michael Cleary: Love At The Movies? It's Safer To Make A Horror Flick**  
A recent study by UK-based consultancy Olsberg SPI, commissioned by the Motion Picture Association (MPA) and the Australia New Zealand Screen Association (ANZSA), found that Australia's film and television incentives contributed a total of \$11.48B (A\$16.38B) to the country's economic output for the four years to the 2020/21 financial year.



**mediaweek** SEARCH Q  
Budget 2023-24 roundup: Funding for ABC, SBS and AAP, Screen industry boost



**VARIETY** Log in  
HOME FILM NEWS May 9, 2023 5:48am PT





# MAKE IT IN AUSTRALIA : DIRECT FOREIGN INVESTMENT

## AUSFILM STRATEGIC DIRECTIONS

- 1\_ Secure opportunities & enable sustainable industry growth.
- 2\_ Support Ausfilm Members to enable their business to flourish.

## DIRECT FOREIGN INVESTMENT

During the year, Ausfilm received AU\$3.032 billion worth of enquiries from international filmmakers. This slight increase on last year's figure represents strong and continued interest in making screen content in Australia. It also suggests that Australia's fundamental strengths are attracting interest, rather than a temporary boom related to the COVID pandemic.

In 2020/21, a record AU\$1.07 billion was spent in Australia on inbound dramas. In 2021/22, \$777 million was spent, well above the five-year average of \$576 million and including a record \$335 million on titles that were shot elsewhere, but undertook PDV work in Australia. This continued high level of production and post-production confirms Australia's ability to attract a robust pipeline of work when the right policy settings are in place. Key elements include Australia's strong track record of work, our varied locations and leading studios, world-class cast and crew, quality production and post-production businesses, and competitive incentives. The Location Incentive grant, which increased the Location Offset to an effective 30 per cent, was a key driver of work. The Government's decision to increase the Location Offset to 30 per cent for all eligible titles is expected to sustain an even stronger and more consistent pipeline of work.

Ausfilm estimates spend from titles that commenced physical production in 2022/23 will reach around \$854 million.

Such a result would represent a new record, driven by complex, large-scale titles such as *The Fall Guy*, *Godzilla x Kong: The New Empire*, *Kingdom of the Planet of the Apes* and *Ricky Stanicky*. Further spend occurred on PDV work for titles that did not shoot in Australia: Ausfilm's PDV members completed technically-advanced and innovative work on titles such as *The Marvels*, *Ted* and *Indiana Jones and the Dial of Destiny*. Final results will be included in Screen Australia's Drama Report, released later in 2023.

In addition to the 10 international titles that shot in Australia, Ausfilm Members worked on several high-budget Australian productions, including those with significant international financing. Projects such as *Furiosa* and *Last Days of the Space Age* commenced filming or completed post production over this period adding a significant boost to the economy.

In the second half of 2022, the emergency response to COVID-19 ended, and isolation and other requirements were removed. The pandemic continues to affect production here and overseas, but Australia's COVID-safe production practices and a range of government support have created a strong foundation for the sector. The pandemic has also driven greater uptake of 'remote' post-production work, increasing the opportunities for Australian PDV Members to work on titles that shot in Australia and that were created overseas. Ausfilm's campaigns, outlined elsewhere in this report, continue to support this work.

## INTERNATIONAL PHYSICAL PRODUCTIONS UNDERTAKEN IN AUSTRALIA IN 2022/23

PRODUCTION	FORMAT	COMPANY	TERRITORY	LOCATION
<b>Anyone But You</b>	Feature	Columbia Pictures	USA	NSW
<b>Apples Never Fall</b>	Series	NBCUniversal	USA	QLD
<b>Godzilla x Kong: The New Empire</b>	Feature	Warner Bros. Pictures	USA	QLD
<b>Kingdom of the Planet of the Apes</b>	Feature	20th Century Studios	USA	NSW
<b>La Brea Season 3</b>	Series	NBCUniversal	USA	QLD
<b>Land of Bad</b>	Feature	Highland Film Group	USA	QLD
<b>Ricky Stanicky</b>	Feature	Amazon Prime Video	USA	VIC
<b>Sleeping Dogs</b>	Feature	Highland Film Group, Nickel City Pictures	USA	VIC
<b>Stars on Mars</b>	Series	Fox Entertainment	USA	SA
<b>The Fall Guy</b>	Feature	Universal Pictures	USA	NSW

INTERNATIONAL POST, DIGITAL & VFX PRODUCTIONS  
ATTRACTED TO AUSTRALIAN PDV BUSINESSES IN 2022/23

PRODUCTION	FORMAT	COMPANY	TERRITORY	LOCATION
65	Feature	Columbia Pictures	USA	NSW, VIC
Ahsoka	Series	Disney+	UK, USA	NSW, QLD, SA, VIC
Ant-Man and the Wasp: Quantumania	Feature	Walt Disney Studios Motion Pictures	USA	NSW, QLD, SA, VIC
Anyone But You	Feature	Columbia Pictures	USA	NSW
Apartment 7A	Feature	Paramount Pictures	USA	VIC
Apples Never Fall	Series	NBCUniversal	USA	QLD, SA
Aquaman and the Lost Kingdom	Feature	Warner Bros. Pictures	USA	NSW
Argylle	Feature	Apple TV+	USA	SA
Atlas	Feature	Netflix	USA	SA
Back In Action	Feature	Netflix	USA	SA, VIC
Bad Boys 4	Feature	Columbia Pictures	USA	VIC
Big George Foreman: The Miraculous Story of the Once and Future Heavyweight Champion of the World	Feature	Sony Pictures Entertainment	USA	SA, VIC
Black Panther: Wakanda Forever	Feature	Walt Disney Studios Motion Pictures	USA	NSW, QLD, SA, VIC
Borderlands	Feature	Lionsgate	USA	VIC
Career Opportunities in Murder and Mayhem	Series	Hulu	USA	NSW, SA
Chupa	Feature	Netflix	USA	SA
Dark Harvest	Feature	MGM	USA	NSW
Dead Ringers	Series	Amazon Prime Video	USA	SA
Devil's Peak	Feature	Screen Media Films	USA	WA
Dungeons & Dragons: Honor Among Thieves	Feature	Paramount Pictures	USA	NSW
Equalizer 3	Feature	Columbia Pictures	USA	NSW, QLD, SA, VIC
Extraction 2	Feature	Netflix	USA	NSW
Freelance	Feature	Endurance Media, Sentient Entertainment	USA	NSW
Frozen Reo Maori	Feature	Disney+	New Zealand	NSW
Gabby's Dollhouse: Season 4	Series	DreamWorks Animation	USA	NSW
Ghosted	Feature	Apple TV+	USA	NSW, QLD, SA, VIC
Godzilla and the Titans	Series	Apple TV+	USA	QLD, SA, VIC
Godzilla x Kong: The New Empire	Feature	Warner Bros. Pictures	USA	NSW, QLD, SA, VIC

Gundam Fury	Series	Netflix	Japan	NSW
Halloween Ends	Feature	Universal Pictures	USA	NSW
Halo	Series	Paramount Pictures	USA	NSW, QLD, SA, VIC
Harold and the Purple Crayon	Feature	Columbia Pictures	USA	QLD, SA
Heels: Season 2	Series	Starz	USA	SA, VIC
Hocus Pocus 2	Feature	Disney+	USA	NSW, SA
Horizon 2074	Series	Netflix	USA	NSW, QLD, SA, VIC
Hotel Portofino: Season 2	Series	BritBox	UK, USA	NSW
I am Groot: Season 2	Series	Disney+	USA	NSW, QLD, SA, VIC
Indiana Jones and the Dial of Destiny	Feature	Walt Disney Studios Motion Pictures	USA	NSW, QLD, SA
Jack Ryan: Season 4	Series	Amazon Prime Video	USA	SA, VIC
Journey To Bethlehem	Feature	Affirm Films	USA	SA, VIC
Killing It: Season 2	Series	Universal Television	USA	NSW
Kingdom of the Planet of the Apes	Feature	Walt Disney Studios Motion Pictures	USA	NSW
Knox Goes Away	Feature	Brookstreet Pictures	USA	SA, VIC
Knuckles	Series	Paramount Television	USA	QLD, SA
La Brea: Season 2	Series	NBCUniversal	USA	NSW, QLD, SA, VIC
La Brea: Season 3	Series	NBCUniversal	USA	QLD, SA
Leave The World Behind	Feature	Netflix	USA	VIC
LEGO Monkie Kid: Season 4	Series	LEGO	China, USA	NSW
Leo	Feature	Netflix	USA	NSW
Lockwood & Co	Series	Netflix	UK	NSW
Loki: Season 2	Series	Disney+	USA	QLD, SA
Lyle, Lyle Crocodile	Feature	Columbia Pictures	USA	NSW, QLD, SA, VIC
M3gan	Feature	Universal Pictures	USA	NSW
Master Gardener	Feature	Magnolia Pictures	USA	SA
Matilda	Feature	Netflix	USA	NSW
Mia and Me: Season 4	Series	HMP (Germany)	Germany	NSW
Mickey 17	Feature	Warner Bros. Pictures	USA	QLD, SA
Mission Impossible – Dead Reckoning, Part One	Feature	Paramount Pictures	USA	NSW
Monkey Man	Feature	Netflix	Canada, USA	NSW
Moon Girl and Devil Dinosaur: Seasons 1 & 2	Series	Disney+	USA	NSW
Mufasa: The Lion King	Feature	Walt Disney Studios Motion Pictures	USA	SA
Napoleon	Feature	Columbia Pictures	UK, USA	SA

Nautilus	Series	Disney+	USA	NSW, QLD, SA
Nightbitch	Feature	Searchlight Pictures	USA	NSW
One Piece	Series	Netflix	USA	QLD, SA
Percy Jackson and the Olympians: Season 1	Series	20th Television	USA	SA, VIC
Puss In Boots: The Last Wish	Feature	Universal Pictures	USA	SA, VIC
Rebel Moon	Feature	Netflix	USA	NSW, QLD, SA, VIC
Red One	Feature	Amazon Studios	USA	NSW
Renfield	Feature	Universal Pictures	USA	NSW
Ricky Stanicky	Feature	Amazon Prime Video	USA	VIC
Rise of the Teenage Mutant Ninja Turtles	Feature	Netflix	USA	NSW
Rob Rinder’s Interrogation Secrets	Series	Zig Zag Productions	UK	WA
Saint X	Series	Hulu	USA	NSW
Secret Invasion	Series	Disney+	USA	NSW, QLD, SA, VIC
See: Season 3	Series	Apple TV+	USA	QLD, SA
Shadow & Bone	Series	Netflix	USA	NSW
Shantaram	Series	Apple TV+	USA	NSW
Shooting Stars	Feature	Universal Pictures	USA	SA, VIC
Sitting in Bars with Cake	Feature	Amazon Prime Video	USA	SA, VIC
Snow White	Feature	Walt Disney Studios Motion Pictures	USA	SA
Spaceman	Feature	Netflix	USA	SA
Spy Kids: Armageddon	Feature	Netflix	USA	NSW, QLD, SA, VIC
Star Wars: Visions	Series	Disney+	USA	NSW
Strays	Feature	Universal Pictures	USA	SA
Strike	Series	BBC	UK	NSW
Tales of the Teenage Mutant Ninja Turtles: Season 2	Series	Nickelodeon	USA	NSW
Ted	Series	UCP	USA	VIC
Teen Wolf: The Movie	Feature	Paramount+	USA	SA
Ten Pound Poms	Series	BBC	UK	NSW
The Acolyte	Series	Disney+	USA	NSW, QLD, SA, VIC
The Cat In The Hat	Feature	Warner Bros. Pictures	USA	NSW
The Color Purple	Feature	Warner Bros. Pictures	USA	SA, VIC
The Creator	Feature	Walt Disney Studios Motion Pictures	USA	NSW
The Curse of Bridge Hollow	Feature	Netflix	USA	NSW
The Fall Guy	Feature	Universal Pictures	USA	NSW, QLD, SA

The Family Treehorn	Feature	Netflix	USA	NSW
The Flash	Feature	Warner Bros. Pictures	USA	QLD, SA
The Gilded Age	Series	HBO	USA	NSW
The Good Nurse	Feature	Netflix	USA	NSW
The Haunted Mansion	Feature	Walt Disney Studios Motion Pictures	USA	NSW
The Idol	Series	HBO	USA	NSW
The Little Mermaid	Feature	Walt Disney Studios Motion Pictures	USA	SA
The Lord of the Rings: Rings of Power: Season 1	Series	Amazon Prime Video	USA	NSW
The Magician’s Elephant	Feature	Netflix	USA	NSW
The Mandalorian: Season 3	Series	Disney+	USA	NSW
The Marvels	Feature	Walt Disney Studios Motion Pictures	USA	QLD, SA
The Mother	Feature	Netflix	USA	NSW, QLD, SA, VIC
The Nun 2	Feature	New Line	USA	SA, VIC
The Parenting	Feature	New Line	USA	QLD, SA
The Pope’s Exorcist	Feature	Screen Gems	USA	NSW, SA
The Secret Life of Amy Benson	Series	Passionflix	USA	NSW
Thunderbolts	Feature	Walt Disney Studios Motion Pictures	USA	SA
Ticket to Paradise	Feature	Universal Pictures	USA	NSW, QLD, SA
Titans	Series	Warner Bros. TV	USA	NSW
Toto	Feature	Warner Bros. Pictures	USA	NSW
Transformers: Rise of the Beasts	Feature	Paramount Pictures	USA	SA
Tron: Ares	Feature	Walt Disney Studios Motion Pictures	USA	NSW
Uglies	Feature	Netflix	USA	NSW
We Will Be Monsters	Series	NBCUniversal	USA	NSW, QLD, SA, VIC, WA
What If...?: Season 2	Series	Disney+	USA	NSW
White Noise	Feature	Netflix	USA	QLD, SA
Willow	Series	Disney+	UK, USA	NSW, QLD, SA, VIC
Winning Time: The Rise of the Lakers Dynasty	Series	HBO	USA	SA, VIC
Woody Woodpecker 2	Feature	Universal Pictures	USA	SA
Yellowjackets: Season 2	Series	Showtime	USA	SA
Young Woman and the Sea	Feature	Disney+	USA	SA
Yu Yu Hakusho	Series	Netflix	Japan	QLD
Zero	Feature	Warner Bros. Pictures	USA	NSW

An additional 13 confidential titles were also worked on during 2022/23. Members also worked on a variety of other screen projects such as trailers, game-related content, and other screen formats. This table does not include Australian titles, including Australian titles such as *Furiosa* that are significantly financed by international studios.



# CONNECTING WITH MEMBERS

## AUSFILM STRATEGIC DIRECTION

2\_ Support Ausfilm Members to enable their business to flourish.

## MONTHLY PRODUCTION CALL

Ausfilm hosts a monthly production leads conference call for its Members. This also provides an opportunity for the State and Territory Government screen agencies to update Members on productions in their state and for the Ausfilm teams in both Sydney and LA to provide an update on current and future activities.

## MEMBER MEETINGS

Ausfilm staff met with Members across all states and territories in the financial year.

The Executive Vice-President, International Production visited Australia twice throughout the year meeting Members in the Northern Territory, Western Australia, South Australia, Victoria, Tasmania and Sydney. Ausfilm USA's Director of Operations and VP International Production visited once to meet Members in Sydney and Melbourne.

Staff from the Sydney office met with Members in Sydney, Adelaide, Melbourne and Queensland on numerous occasions throughout the year.

In addition, the team regularly met online with Ausfilm Member businesses across Australia over the course of the year.

## MEMBER EVENTS

### UNIVERSAL STUDIOS NETWORKING & PLATINUM DINNER, MELBOURNE

20 SEPTEMBER 2022

Whilst not an official Ausfilm Familiarisation Visit, a networking event for Members was held in Melbourne for Universal Studios Group's SVP Production & Production Technology, and VP Production Finance. It was followed by a dinner for Ausfilm's Platinum Members.

### AFTRS & SCREEN NSW FILMMAKER MASTERCLASS, SYDNEY

27 FEBRUARY 2023

Presented by Screen NSW and AFTRS, Ausfilm invited Members to attend a filmmaker masterclass with *The Fall Guy* Director David Leitch and Producer Kelly McCormick who shared insights into the art and science of action movie making.

### INTERNATIONAL WOMEN'S DAY, SYDNEY

8 MARCH 2023

Ausfilm co-sponsored a networking event to celebrate International Women's Day with Disney Studios Australia, Animal Logic and Industrial Light & Magic, featuring guest speakers from Screen NSW and AFTRS.



### EXPORT MARKET DEVELOPMENT GRANTS ONLINE Q&A

14 MARCH 2023

Ausfilm hosted a Zoom Q&A for Members with Maryanne Lakiss from Exportise to give an update on Round 3 of the EMDG program and explain the guidelines and application process.

### AUSFILM NETWORKING MIXER, SCREEN FOREVER, GOLD COAST

2 MAY 2023

During the Screen Forever conference on the Gold Coast, Ausfilm hosted a networking event for over 25 Members who were attending the conference or based on the Gold Coast.

### AUSFILM MEMBER RETENTION CAMPAIGN

A total of 70 membership retention packs were delivered to Members nationally. This year's theme was Ausfilm Members: Beyond the Limits. Members received a 2022/23 Member Certificate and a charity donation on their behalf to Common Ground, a First Nations not-for-profit working to shape a society that centres First Nations people by amplifying knowledge, cultures, and stories.



Ausfilm Membership

As of 30 June 2023 Ausfilm gained seven Corporate-level companies for a total of 66 Members at the end of the financial year: 58 corporate companies and 8 government screen agencies.

Show Group and TAG both moved from Corporate to Platinum level.

Byron Bay Studios transferred their membership to Cumulus Visual Effects.








Two Members did not renew in 2022/23.

A five-year comparison shows from 2018/19, Ausfilm's total membership increased by 40% and Ausfilm's post and VFX membership increased by 45%.

Ausfilm fielded 30 prospective membership pitches in this financial year, a 66% increase from the previous year.

**NON-RENEWING MEMBERS**  
Screen Canberra  
Jungle Entertainment












NEW CORPORATE MEMBER COMPANIES

GOVERNMENT AGENCY PARTNERS


PLATINUM MEMBERS

CORPORATE MEMBERS

CORPORATE MEMBERS

# OUR PERFORMANCE: POLICY AND GOVERNANCE

## AUSFILM STRATEGIC DIRECTION

### 3\_ Ensure an operationally sound and effective organisation

#### BOARD AND GOVERNANCE

Two Corporate Member Board positions became vacant during 2022/23 after John Hughes resigned from Disney Studios Australia and Nerissa Kavanagh's term came to an end at the 2022 Annual General Meeting. A ballot was held and Jennie Zeiher (Rising Sun Pictures) was elected and Nerissa Kavanagh (Blackbird VFX) was re-elected, both for three-year terms. Kylie Munnich, Courtney Gibson and Belinda Burns served as screen agency Board Observers on behalf of Screen Queensland. Caroline Pitcher became Chair of the Finance, Audit and Risk Committee.

#### ADVICE AND INFORMATION

As part of its agreement with the Australian Government, Ausfilm provides advice and information to the Government regarding the Australian and international screen industries. This includes not only the Department of Infrastructure, Transport, Regional Development, Communications and the Arts (the Department), but also other departments and agencies that have a stake in the screen sector.

Ausfilm and staff from the Department communicate on a regular basis for an exchange of industry-related information, and to keep the Department abreast of production flows and issues concerning Australia's place in the offshore production sector.

Ausfilm maintains and develops effective communication with both the Government and with the non-Government parties, meeting throughout the year with Parliamentarians and Government representatives across a range of portfolios that have an impact on the screen sector. Aside from Infrastructure, Transport, Regional Development, Communications and the Arts these portfolios include the Prime Minister; Treasury; Finance; Foreign Affairs; Trade and Tourism; Home Affairs; Employment and Workplace Relations; Skills and Training; Small Business; Regional Development,

Local Government and Territories; and Science and Industry. Ausfilm also arranges opportunities for Members of Parliament to visit production sets and screen businesses.

During the reporting period, meetings focused on renewing and establishing relationships across portfolios following the change of Government in May 2022. Ausfilm's key areas for discussion were the development of a new National Cultural Policy, and the high demand for the Location Incentive and the benefits of replacing it by increasing the Location Offset to 30 per cent. Ausfilm's contributions included written submissions, attendance at town hall meetings and meetings with key stakeholders, videos with Members demonstrating the importance of international production and a competitive Offset, and a range of meetings with key Ministers and staff. The May 2023 Budget announced that the Location Offset would increase to 30 per cent, fulfilling a long-standing advocacy goal for Ausfilm. This announcement was supported by key industry stakeholders including the Media, Entertainment and Arts Alliance, Screen Producers Australia and the Australia New Zealand Screen Association. Following the announcement, Ausfilm hosted meetings and webinars between the Office for the Arts and key clients to discuss the impact and implementation of this reform.

Other meetings included Arts and Creative Economy roundtables ahead of the 2022 Jobs Summit, the Tourism and Transport Forum, and attendance at Parliamentary Screenings.

Ausfilm led a delegation of local and international industry representatives to Canberra in February 2023 and participated in the Australia New Zealand Screen Association's launch of a report undertaken by research firm Olsberg SPI on the economic impact of the Australian Screen Productive Incentive scheme.



Ausfilm also makes submissions to government and parliamentary inquiries that are relevant to the screen sector and its Members. Submissions in 2022/23 included those regarding the 2023/24 Budget, the National Cultural Policy, Australia's migration system, and Jobs and Skills Australia.

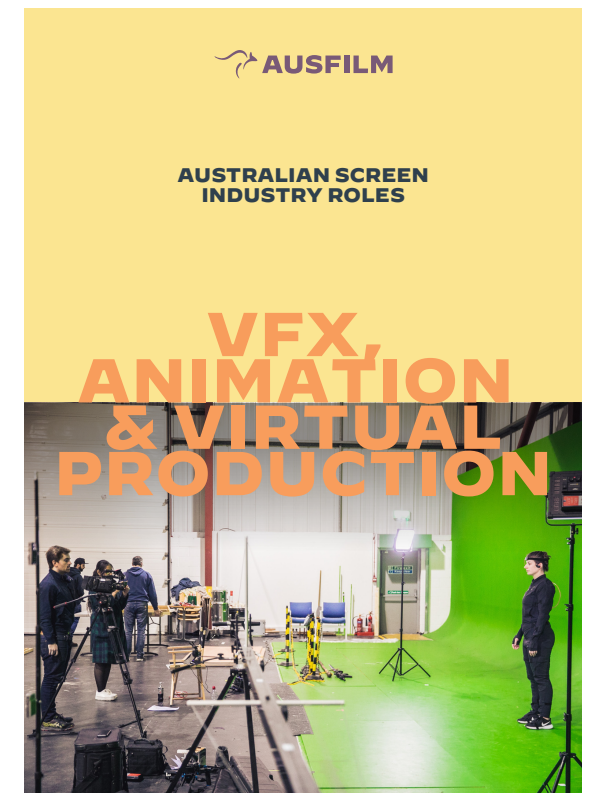
Ausfilm continues to work closely with the Consul-General and team in Los Angeles to support their efforts to strengthen business partnerships and ties between Australia and the United States.

#### WORKFORCE CAPACITY DEVELOPMENT

Ausfilm continued to provide industry leadership in addressing the skills shortages impacting the sector.

The Workforce Capacity Working Group was initially established in response to Ausfilm's 2021 Production Infrastructure and Capacity Audit, and was jointly chaired during 2022/23 by the Office for the Arts and Ausfilm. The Working Group's membership consists of the Commonwealth, State and Territory screen agencies, AFTRS and NIDA.

The Working Group's initial objective was to develop a national, publicly-available and inclusive screen industry BTL Framework. To develop this framework, Ausfilm engaged with industry representatives, state and federal government agencies, public broadcasters, education providers and screen diversity and inclusion groups.



The project also assessed existing workforce development initiatives and support currently undertaken across production and post-production. Ausfilm's Workforce Capacity Executive, Susan Danta, led this project.

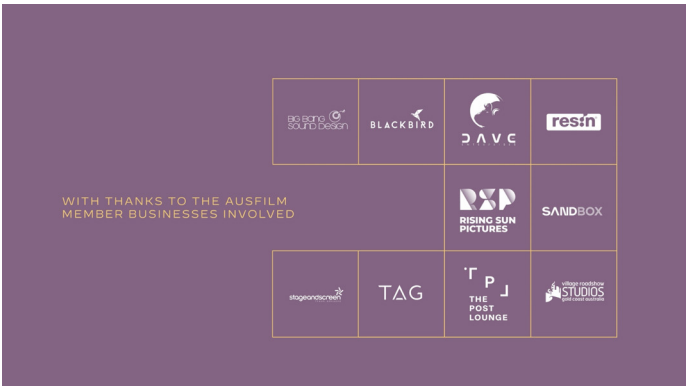
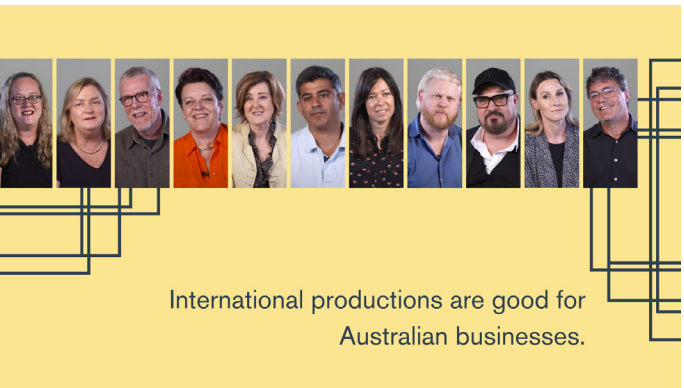
At the end of March 2023, Ausfilm delivered a draft Workforce Capacity Development Framework to the Working Group. The Framework and accompanying research report included identified actions for stakeholders, and were released to the 200 industry and education representatives that Ausfilm consulted with during the project. The Working Group, now chaired by Screen Australia, meets quarterly to collaborate on further actions, including priorities identified by Ausfilm's work.

Ausfilm also created two new Screen Industry Career Resources:

- Visual Effects, Animation and Virtual Production (exploring more than 180 roles)
- Physical and Post-production (exploring more than 230 roles).

These documents were created in collaboration with screen craft guilds and senior members of below-the-line roles. They are publicly-available and lay out department structures and job descriptions across the screen sector, building awareness of career opportunities and demystifying department structures. The documents highlight the breadth of





opportunities for employment in the screen sector and have been distributed to partners across government, education, and the wider creative industries.

**REPORT ON THE ACTIVITIES OF THE FINANCE, AUDIT AND RISK COMMITTEE**

The Committee considers a range of matters including draft audited statements, regular cost reports and proposed budgets for Ausfilm International and Ausfilm USA, financial and bookkeeping systems, policies and procedures and risk management issues. The Board then considers the Committee’s recommendations and advice at its meetings.

**AUSTRALIAN GOVERNMENT FUNDING AGREEMENT**

Ausfilm receives a grant from the Australian Government, the purpose of which is to meet the Department of Infrastructure, Transport, Regional Development, Communications and the Arts

Budget Outcome 6 – Participation in, and access to, Australia’s arts and culture through developing and supporting cultural expression.

Ausfilm contributes to Outcome 6 by marketing the Australian Screen Production Incentive and Australia’s locations and capabilities worldwide to assist international screen producers to make their productions in Australia.

The Funding Agreement contains key performance indicators. Ausfilm is required to report twice a year in relation to these KPIs and Ausfilm’s income and expenditure. Upon acceptance of these reports, the Government advances that allocated funding tranche early in the relevant financial and calendar years. In the 2023 Budget, Ausfilm welcomed the decision by the Australian Government to provide ongoing funding for Ausfilm for the first time.

**MEMBER ADVOCACY VIDEO**

International productions are good for Australian businesses

Ausfilm continued to advocate for the Australian Government to maintain its support for attracting international productions to Australia, making sure key decision makers were aware of both the Location Incentive funding limitations and the opportunity to provide certainty and consistency to ensure a pipeline of future productions for Australia.

International productions are critical to skills and infrastructure development, and many Australian businesses rely on them to be able to support Australian productions.

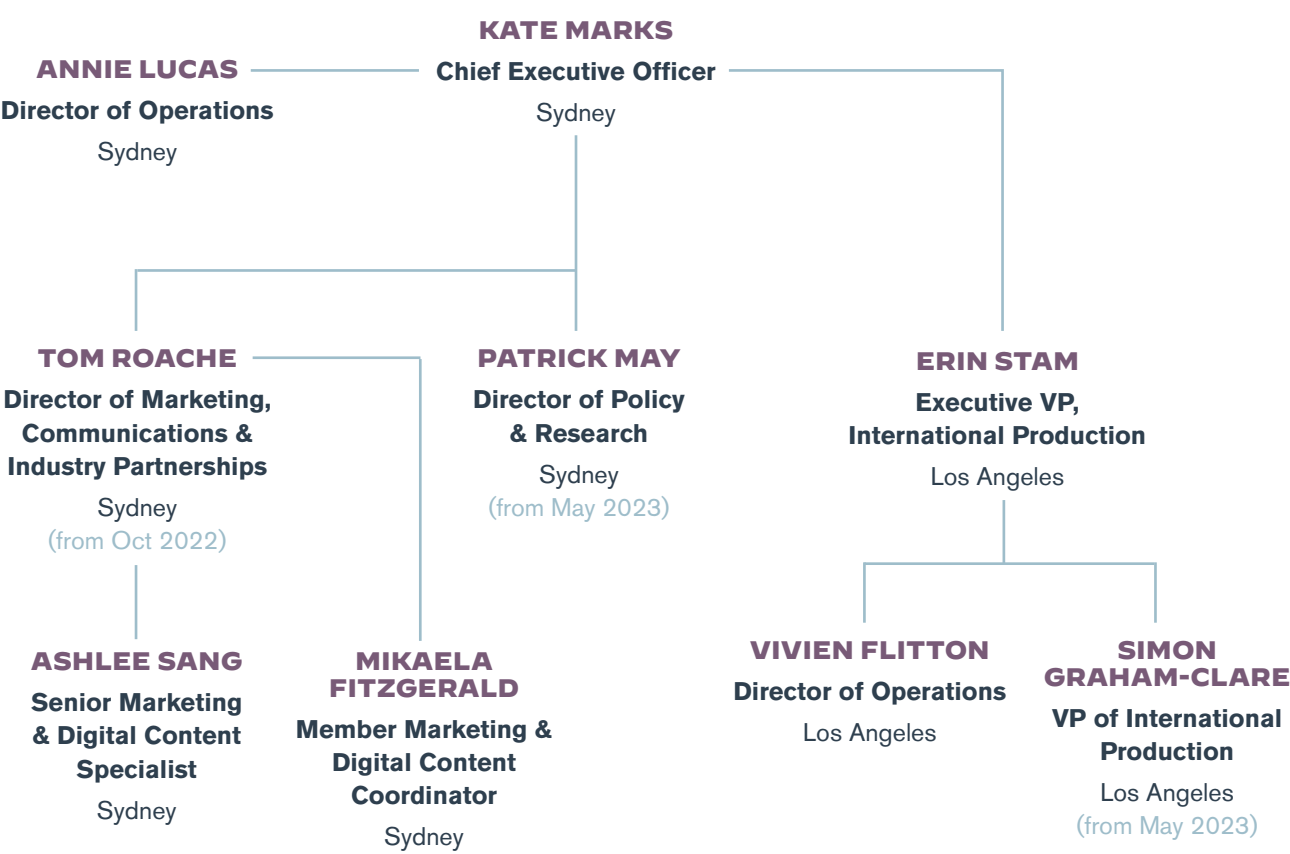
As part of these advocacy efforts, Ausfilm created a video featuring Members discussing the importance of international productions, the role of competitive incentives, the broad economic impacts, and the people behind the companies and workers that benefit.

The video was used to advocate for competitive production incentives to ensure a sustainable and thriving screen industry by:

- 1\_ Educating the Australian Government as to why international productions and therefore, why competitive production incentives play a critical role in the health and sustainability of the local screen sector
- 2\_ Putting a face to local screen businesses to help stakeholders understand how international productions directly benefit individual Australian businesses
- 3\_ Illustrating the economic benefits of these productions to specific businesses and the sector at large

# APPENDICES

## ORGANISATIONAL CHART



## FAREWELL TO OUR PAST TEAM MEMBERS

**RACHELLE GIBSON**  
Director of Marketing  
& Industry Partnerships  
Sydney  
(to Jul 2022)

**NICK HERD**  
Head, Policy  
& Research  
Sydney  
(to Apr 2023)

**SUSAN DANTA**  
Workforce Capacity  
Strategy Executive  
Sydney  
(to Mar 2023)

**AMANDA BROWNE**  
Director of U.S.  
Production  
Los Angeles  
(to Nov 2022)

## AUSFILM BOARD & COMMITTEES

### Board Members at 30 June 2023

<b>Chair</b>	Sam Mostyn	Independent Chair
<b>Deputy Chair</b>	Emma Drummond	Animal Logic
<b>Elected Corporate Member</b>	Nerissa Kavanagh	Blackbird VFX
<b>Elected Corporate Member</b>	Dale Roberts	KOJO
<b>Elected Corporate Member</b>	Jennie Zeiher	Rising Sun Pictures
<b>Elected Corporate Member</b>	Lynne Benzie	Village Roadshow Studios
<b>Screen Agency Board position</b>	Graeme Mason	Screen Australia
<b>Screen Agency Board position</b>	Kyas Hepworth	Screen NSW
<b>Screen Agency Board position</b>	Rikki Lea Bestall	Screenwest
<b>Screen Agency Board position</b>	Kate Croser	South Australian Film Corporation
<b>Screen Agency Board position</b>	Caroline Pitcher	VicScreen

### Board Observers

<b>Screen Agency Board Observer</b>	Dr. Belinda Burns (April 2023–June 2023)  Courtney Gibson (October 2022–April 2023)  Kylie Munnich (July 2022–October 2022)	Screen Queensland
<b>Federal Government Board Observer</b>	Rebecca Rush Jason Potkins	Office for the Arts

## FINANCE AUDIT AND RISK COMMITTEE

<b>Chair</b>	Caroline Pitcher	VicScreen
<b>Member</b>	Libby Villa	Big Bang Sound Design
<b>Member</b>	Brett Thornquest	Contrarian Group
<b>Member</b>	Dale Roberts	Kojo
<b>Member</b>	Janine Lapworth	Simpsons
<b>Secretary</b>	Kate Marks	Ausfilm



## Australian Government

Ausfilm is supported by financial assistance  
from the Australian Government

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