





Western Australian Screen Industry Strategy: 2024-2034

Vision

Western Australia has a world-renowned screen industry showcasing exceptional creative content and stories to the world. Government and industry align to create new highly skilled jobs, attract investment and activity to grow and diversify our economy, and enrich our cultures and our people.

Goals



Increase the annual measured economic contribution of screen industry Qualified Western Australian Expenditure (QWAE) across all formats and platforms.

Increase Western Australian stories, talent and content on screens, by:



- (a) increasing the hours of Western Australian screen content created annually
- (b) growing the number of full-time WA games development employees to better reflect our proportion of the national population by 2034
- (c) increasing the volume of content led by First Nations creatives and other creatives from diverse communities.



Increase the level of screen industry QWAE directly resulting from: production attraction incentives; post, digital and visual effects (PDV) incentives; and a new Screen Production Facility by 2034.

Strategic Pillars

Enabling — Screen friendly WA



Production — Growing opportunities



Infrastructure — Spaces to scale up



Workforce — Building capacity and capability



Initiatives

Short term

Initiative #1

Development of a crossgovernment Industry Development Team

Medium term

Initiative #5

Development of a Local Content Purchasing Policy for Western Australian Government screen production purchasing

Medium term

Initiative #6

Development of a Screen Industry Marketing and Promotion Plan

Initiative #2

10-year plan for WA's screen industry production

- Grow local development and production levels
- WA Production
 Attraction Incentive to draw national and international productions to WA
- Grow the WA Games and Interactive sector
- Attract national and international investment by streamlining processes

Initiative #3

Development of a major Screen Production Facility

Initiative #7

Assess smaller scale screen infrastructure requirements across WA:

Medium term

- post, digital and VFX
 - Long term
- regional WA

Long term

Initiative #8

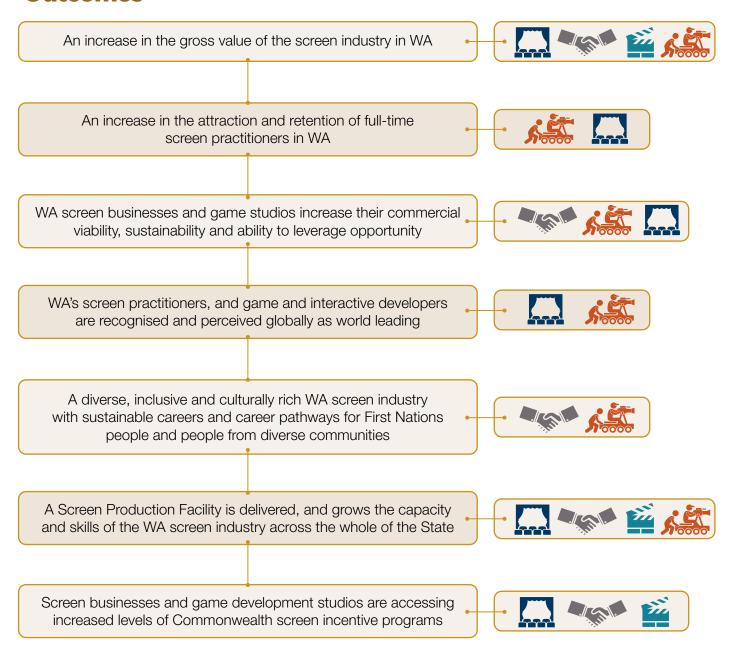
Development of a Games and Interactive Technologies Hub

Initiative #4

A Screen Industry Workforce Plan and Implementation

- Creating career pathways, placements and on-the-job training opportunities
- Increasing opportunities for First Nations people and people from diverse communities
- Ensuring equity and inclusion policies are standard across WA industry

Outcomes



Legend

