

DRAFT Strategic Framework for the *NEW* NTFO

Proposed new name: *Screen Territory*

Vision:

Screen Territory is the Northern Territory Government's primary yet arms-length entity for stimulating the economic and innovative potential of the screen media industry in the Northern Territory for profitable, world-class, and global niche content creation.

By 2015 it will have:

- Facilitated increasingly stable annual cash flow for Territory based screen-media companies and sole traders through initiatives in partnership with Territory and Federal Government programs to attract, develop and retain excellent talent, and nurture emerging talent;
- Advanced at least 20 NT-resident companies towards market and export readiness with substantial leverage of investment leading to greater profitability and Small Media Enterprise (SME) and employment growth;
- Launched an innovative series of strategic development and production initiatives resulting in market successful slates* of screen programs, major series and content for multiple distribution platforms - which in turn have accelerated local skills development, and resulted in increased sustainability through support to new and existing NT SMEs; and
- Led the NT screen media industry into at least 3 new and strategic international or new platform content distribution markets.
- Supported incoming major productions while ensuring that there are employment and development benefits for the NT screen industry.

* A Slate is in industry term for a body of productions in various stages by a company or individual

Mission:

Screen Territory focuses its work in 3 major high impact areas to stimulate growth and innovation in the screen media industry.

1. Provides financial support to proven excellence and NT-resident content creators willing to take the risk to penetrate new international and/or platform markets, to grow their employment base and economic return to community and investors; and nurtures select high-potential emerging NT talent towards break-out capability.
2. Takes a direct, hands-on approach in the incubation and facilitation of creating content through collaboration with the assistance of world-leading producer mentorships, for the purpose of developing production slates of screen content (or multi-part content) and profitable commercial arrangements for the resulting multi-platform products.
3. Champions the NT screen media industry and the individual creative talent both within NT and externally to key international/national financiers, distributors and markets.

Values:

- Innovation & Excellence
- Market & Audience driven content creation
- Sustainable business & industry growth
- Indigenous & non-Indigenous uniqueness of NT in contemporary form & engagement
- Hand-up rather than Hand-out approach with the focus on developing NT-resident talent
- Collaboration & Integration with other Australian screen-media agencies and other Northern Territory Government departments
- Valuing our staff & customers
- Accountability, transparency & efficiency in processes and systems

Critical Success Factors:

1. Financial

By 2011, *Screen Territory* will have an increased operating budget. It will keep overhead and staffing to a minimum percentage of total budget and seek to realise at least a 3:1 return on investment/support to NT-resident content creators within 3 years of investment.

2. Client/Customer

NT-resident screen media content creators will see *Screen Territory* as a desired partner in their evolution, and a welcome advisor or “connector” to their innovation and market understanding. *Screen Territory* will have established successful industry partnerships for the delivery of developmental programs and initiatives in order to achieve a 75% annual engagement rate within the NT screen-media community.

3. Market/Audience

NT screen-media content will develop national and international *Brand-recognition*, leading to enhanced success in domestic broadcast of content, and the successful penetration and distribution of NT content into 3 new markets by 2015.

4. Internal Processes

Doing business with *Screen Territory* will be a pleasure and with minimal bureaucracy. Accurate and up-to-date screen media data-bases, current market and audience research information, and regular in-person contact with screen media businesses throughout NT will give *Screen Territory* staff a full appreciation for the industry and valued insight to its clients. Internal processes will be efficient and cost-effective, while allowing for individualised service and solution support.

Funding support, Incubator initiatives, and Developmental programming will occur on a predictable schedule, with well understood and publicised procedures and appropriate lead time to application deadlines.

Decision-making individuals or panels will be respected by both Government and the industry for their expertise and fair judgment.

5. Human Resources Development

Screen Territory will collaborate with various public and private sector partners to bring high impact and world-standard talent development initiatives as outlined in a 4-Year screen Media Human Resources Development (HRD) plan.

The *Screen Territory* collaborative Workshop initiative will be seen as both a “Master Class” learning initiative as well as an audience-driven content creation with economic return initiative.

6. Other

Screen Territory will encourage industry to effectively and sustainably take responsibility for its own advancement, promotion, and market penetration.