

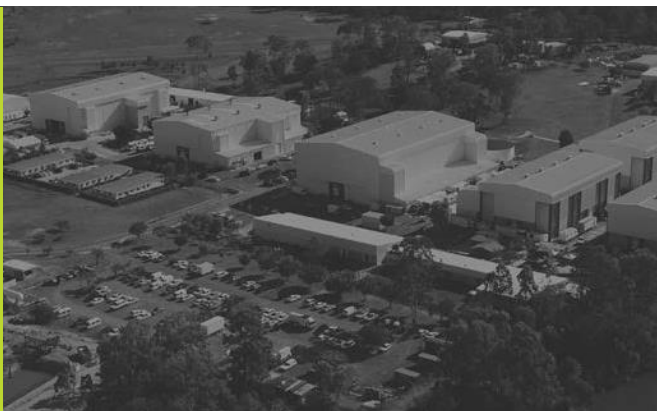


*Innovating and investing
in Queensland's future economy*

> INTRODUCTION



> WHAT IS THE
SCREEN INDUSTRY
IN QUEENSLAND?



Screen content forms part of the creative industries which have their origin in individual creativity, skill and talent. They have the potential to create wealth and jobs through the generation and use of intellectual property.

Creative industries can include music, performing arts, film, television, radio, advertising, games and interactive content, writing, publishing, architecture, design and visual arts.

Screen Queensland works specifically in the creative industries where the screen medium is the core method to share creative content. This includes film, television, games, digital online platforms and interactive content.



> *Wanted*

>LEAD
STRATEGIES



OUR SQ PLAN FOR 2016 TO 2019
FIVE STRATEGIC PRIORITIES FOR THE ORGANISATION

1
Building our Screen Ecosystem:
telling high-quality screen stories
that resonate with audiences whilst
nurturing the next generation of
storytellers for all screen platforms.

2
Boosting our Economy: to deliver
economic, social, tourism and
cultural benefits, and provide
employment and skills development.

3
Celebrating Screen Culture:
to stimulate demand for and access to
local productions in Queensland and
everywhere, from big screens to those
still being invented, and every platform
in-between.

4
Leadership: developing and sharing
industry intelligence.

5
Governance, Accountability and
Performance: performing effectively
and efficiently to achieve maximum
industry growth and success.



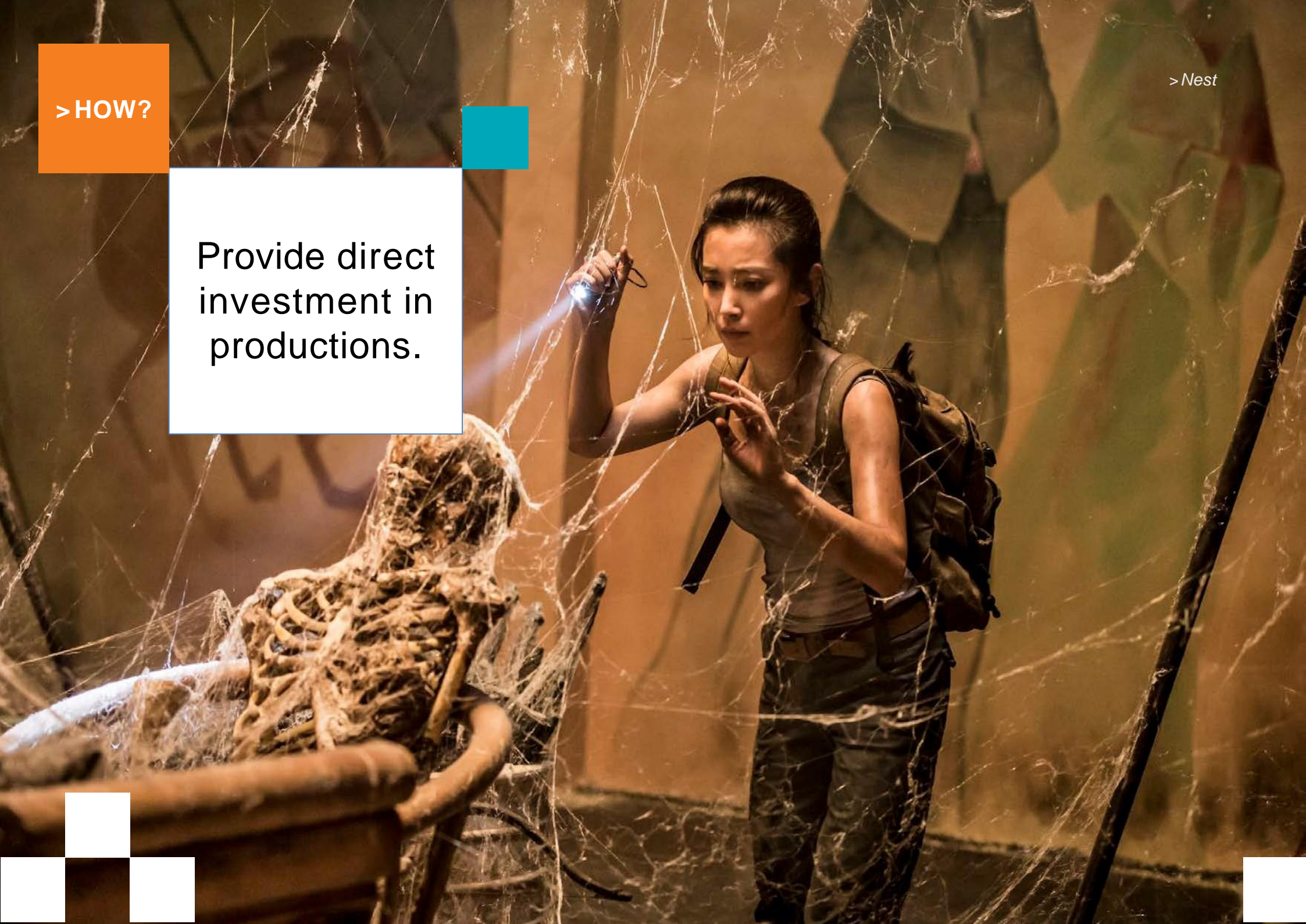
Boosting our Economy


> *San Andreas*

> HOW?

> Nest

Provide direct investment in productions.





Attract high-value
screen productions that
inject inward
investment, create jobs,
provide new tourism
opportunities and
engage the Queensland
community.

>HOW?

> San Andreas

> HOW?

Reach out to partners to generate new sources of funding for initiatives.

Lead a collaborative approach across government in addressing opportunities with cross-portfolio implications.

> HOW?

> BOOSTING
OUR
ECONOMY



WHY

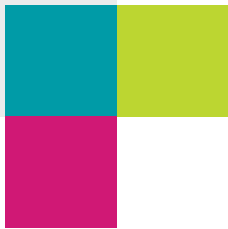
Maximise economic, employment, cultural and social returns for Queenslanders through the attraction and production of stories and screen companies to the state.

OUTCOME

Increase opportunities for **collaboration, innovation, idea generation and partnerships** across all screen platforms.

Diversify funding sources and funding initiatives to ensure Queensland filmmaking reaches new heights.

Leveraged opportunities including **collaborative tourism initiatives and enhanced trade relationships**.



> WHAT WE ACHIEVED



For every \$1 invested, we returned \$11 to the Queensland economy



3,154 jobs

were created through SQ-supported productions



The world saw Queensland: boxoffice

The Shallows screened in 80 countries to 1.1m people. During its Facebook premiere, the first episode of *The Family Law* series 1 attracted 1.1 million views with a reach of more than 2 million people. There were 57 Instagram posts from filming in Queensland.

19

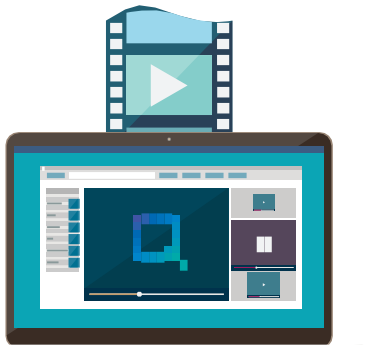
industry events



4,000 sqm

GRAPHIC OF SOUND STAGE

One new super stage, the largest in the Southern Hemisphere

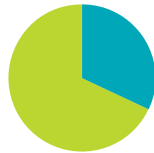


21 domestic productions



10 international productions

A total of 17 projects (70%) were Queensland-created projects (where more than 50% of IP is held by a bona fide Queensland entity and/or is creatively driven by a Queensland writer, director or producer)



Over \$203 m estimated direct Queensland Production Expenditure

\$38,328,300m in domestic QPE

\$164,833,564 rest is international QPE



4 short films

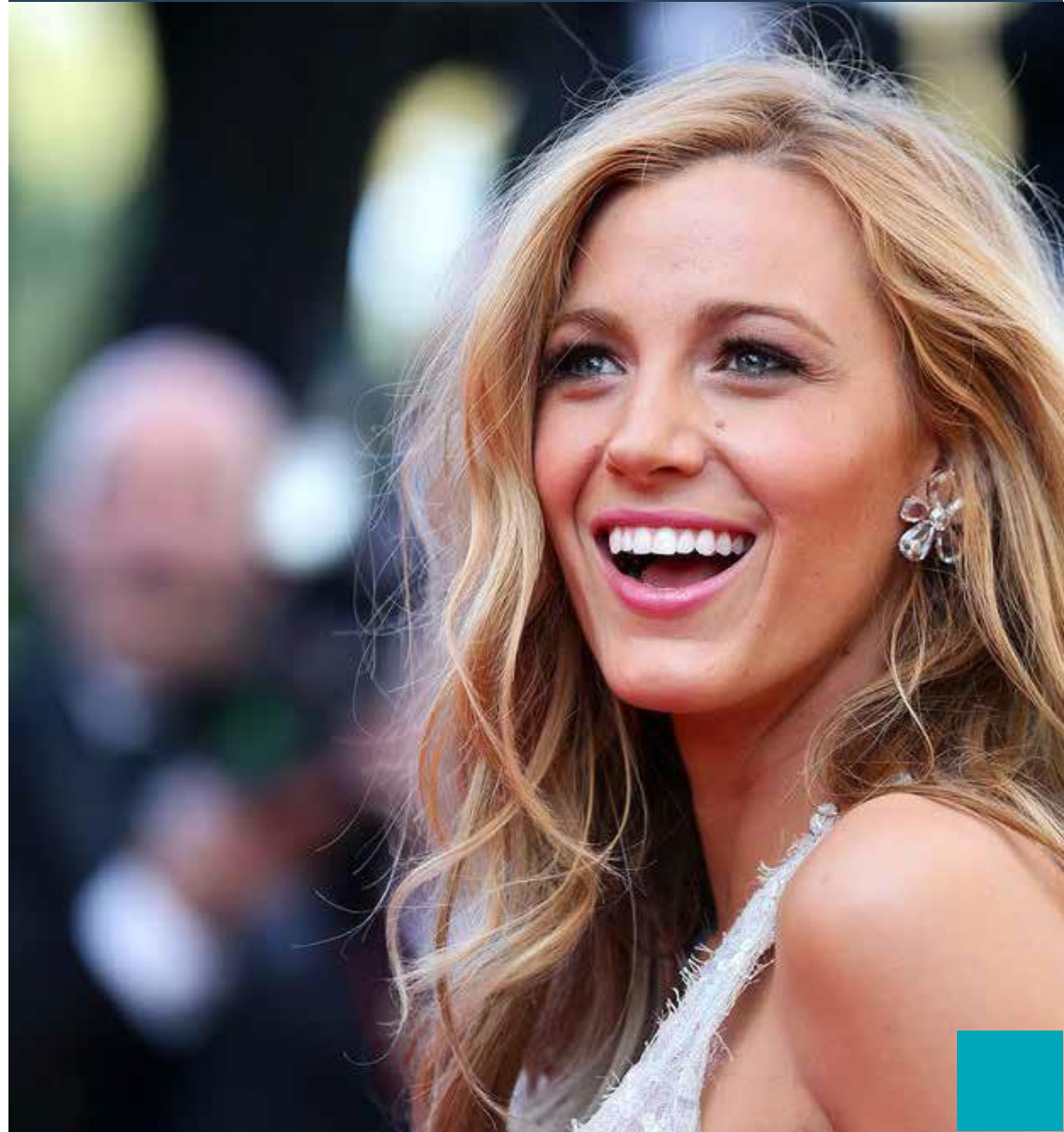


TOTAL HOURS OF CONTENT MADE IN QUEENSLAND

*not including productions from Screen Queensland's post, digital and visual effects attraction grant (PDV)

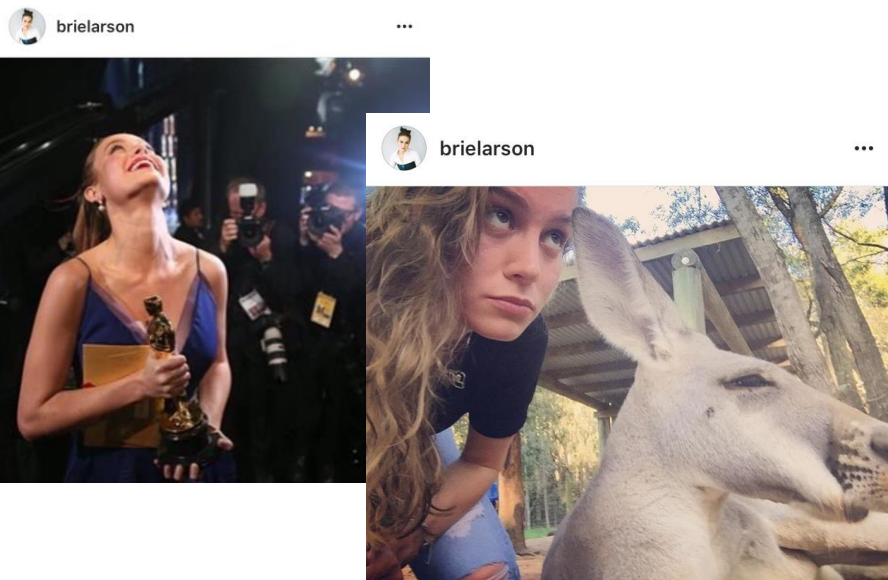
"I found that coffee at No Name Lane to be the best coffee I've ever had in my life. I have to say it, on the record.

"The cappuccinos were amazing but the cold brew, oh my gosh! I would ask them for vats of it and they would drip it for eight hours overnight. And then they have a special milk called capital milk –it's made just for cappuccinos. We don't have that in the States."



>2015-2016
SCREEN
FACTS

- **5** dogs regularly in the Screen Queensland (SQ) animal friendly office in Newstead
- SQ posted **457** Tweets and on Facebook **634** times
- SQ gained over **3,300** engaged followers across our social media
- Over **25** international celebrities came to work in Queensland
- Samuel L Jackson posted **5** Instagram photos of the Gold Coast skyline, not to be outdone by Kellan Lutz who posted **2** of his own in response
- **2** actors (Brie Larson and Blake Lively) took selfies with a kangaroo while Samuel L Jackson posted **1** Instagram video of a roo that he admired from afar
- **1** actor was at the Gold Coast whilst nominated for an Oscar and BAFTA
- That same actor was still in Queensland when she won Best Actress at the BAFTAs (Brie Larson, *Room*)



CONTACT

Head Office Address:
Suite 1/30 Florence Street
Newstead Qld 4006
Australia
T. +61 7 3248 0500
E. screenqld@screenqld.com.au

Gold Coast Office Address:
c/o Village Roadshow Studios
Building 9A, Entertainment Road
Oxenford QLD 4210
Australia

Postal Address:
PO Box 15094
City East Brisbane Qld 4002
Australia

