

AUSFILM

2023/24

Annual Financial Report



Contents

WHAT WE DO	-4
OUR YEAR IN NUMBERS	-6
MESSAGE FROM THE DEPUTY CHAIR	-8
MESSAGE FROM THE CEO	-10
CONNECTING WITH CLIENTS	-12
AUSFILM PARTNERS	-16
MARKETING & COMMUNICATIONS	-20
MAKE IT IN AUSTRALIA: DIRECT FOREIGN INVESTMENT	-32
CONNECTING WITH MEMBERS	-38
OUR PERFORMANCE: POLICY AND GOVERNANCE	-44
APPENDICES	-46

2023
/24

Con

WHAT WE DO

OUR PURPOSE

Maximise the amount of international production spend in Australia.

OUR STRATEGIC DIRECTIONS

- 1_ **Secure opportunities, advocate for and support sustainable industry growth and capacity building**
- 2_ **Support Ausfilm Members to enable their business to flourish**
- 3_ **Ensure a high performing team, working in a productive and collaborative culture**
- 4_ **Ensure an operationally sound and 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; and the nation's crew and talent.

Ausfilm's purpose is to maximise international production in Australia and influence its impact, enabling Ausfilm Member businesses and the Australian screen industry to grow. Ausfilm's activities are all 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 and music studios.

Ausfilm markets Australia's Screen Production Incentive Scheme, which includes the Location Offset, the PDV (Post, Digital and Visual Effects) Offset and the Producer Offset, and also markets Australia's Official Co-production program. Ausfilm promotes Australia's locations, sound stages, post-production and visual effects companies, screen service companies and award-winning filmmaking talent in front of the camera 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, and by its membership of eight Commonwealth, State and Territory screen agencies and 54 Australian screen service companies.

Ausfilm's head office is based in Sydney, and 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 for the sector to be recognised by Government as a critical driver of job creation, skills development and economic growth.

PASSIONATE

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

COLLABORATIVE

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

IMPACTFUL

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

ACCOUNTABLE

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

OUR YEAR IN NUMBERS

ECONOMIC & PRODUCTION ACTIVITY

5 INTERNATIONAL
PHYSICAL
PRODUCTION
PROJECTS*

110 INTERNATIONAL
POST, DIGITAL
& VFX
PROJECTS**

\$3.905B

WORTH OF PRODUCTION LEADS***

* Productions that commenced principal photography in 2023/24: does not include projects that only undertook PDV work in Australia

** Projects that undertook PDV work in Australia in 2023/24

*** Not all projects were secured. This figure demonstrates the high interest in Australia during 2023/24 for projects that may be eligible for the Australian Screen Production Incentive, which includes the Location Offset, the PDV (Post, Digital and Visual Effects) Offset and the Producer Offset.

SALES LEADS

309

LA INTRODUCTIONS FOR
AUSFILM MEMBERS,
AUSTRALIAN PRODUCERS &
INDUSTRY PROFESSIONALS

251

INTERNATIONAL
PROJECTS TRACKED

136

NEW PROJECT
LEADS

275

MEETINGS WITH
US STUDIO
EXECUTIVES
& PRODUCERS

MARKETING & COMMUNICATIONS

5 GLOBAL
MARKETING
CAMPAIGNS

112 NEWSLETTER
STORIES
PROMOTING
AUSTRALIA'S SCREEN
INDUSTRY

39 GLOBAL
DIGITAL CLIENT
COMMUNICATIONS

42K SOCIAL MEDIA
FOLLOWERS

7.77M WEB SEARCH
IMPRESSIONS

AUSFILM MEMBERSHIP 2023/24

62 MEMBERS

8 FEDERAL,
STATE &
TERRITORY
SCREEN
AGENCIES

15 PLATINUM
MEMBERS

39 CORPORATE
MEMBERS

3 NEW MEMBERS
JOINED IN
2023/24

MESSAGE FROM THE DEPUTY CHAIR

Ausfilm made several vital contributions to the screen sector in 2023/24.



Ausfilm helped the industry navigate a prolonged international shutdown, supported state and federal governments during a pivotal year of policy development, and played a key role in attracting a strong slate of work to our shores. Ausfilm continues to focus its efforts on business development, marketing, and policy and advocacy.

Despite the challenges of 2023/24, including the screen sector industrial disputes in the United States, Australia hosted an impressive and diverse range of international production and post-production work. Ausfilm's business development and marketing work positioned Australia well to rebound from the disruption that the sector experienced and continues to navigate.

For many years, Ausfilm has consistently advocated for the Location Offset rebate for international production to be set at 30 per cent. It was wonderful to see the Australian Government announce this reform as part of its 2023 Budget, and we were delighted when it was passed by the Parliament in early July this year. Throughout 2023/24, Ausfilm contributed to the design and drafting of this pivotal reform, and worked to secure broad support across the Parliament for what is an important element of the National Cultural Policy. The reformed Location Offset applies to projects that commenced production in Australia after 1 July 2023, and is already supporting important projects located in Australia. We are now focussed on ensuring the sector maximises the benefits the new Location Offset will bring to Australia's workers, businesses, and creative capabilities.

2023/24 also saw the release of many international productions that were created in Australia. We celebrated how these productions benefitted the screen sector and the broader economy, and showcased Australia's world-class capabilities. We also celebrated the success of films *Anyone But You* and *The Fall Guy*, which strongly



featured Australia's natural beauty, cityscapes, and culture. These successes deliver extraordinary tourism and 'soft power' benefits to the nation.

Ausfilm experienced a unique moment in April, when our Chair resigned to take up the role of Australia's Governor-General. Ausfilm was privileged to be led by Her Excellency the Honourable Sam Mostyn AC, who served as Ausfilm's Chair for nearly five years. The Board thanks Ms Mostyn for her many contributions to Ausfilm's success. As I write this message, the Board is looking forward to appointing a new Chair, who will guide Ausfilm to meet the challenges and opportunities that await.

I would like to thank Ausfilm's Board for their hard work and invaluable contributions throughout 2023/24. The Board farewelled Lynne Benzie and Graeme Mason, and welcomed Yasmine Lintmeijer, Jacqui Feeney and Deirdre Brennan. I want to thank Caroline Pitcher for serving as Chair of the Finance, Audit and Risk Committee, while also welcoming Jane Corden to that Committee, and thanking Libby Villa for her contribution to it over several years.

Lastly, I thank Ausfilm's CEO, Kate Marks, and the whole Ausfilm team across the Los Angeles and Sydney offices for their exceptional work, and dedication to Ausfilm, its Members and the wider screen industry. They have consistently demonstrated Ausfilm's values of passion, collaboration, impact and accountability, and this report explores Ausfilm's many accomplishments of 2023/24. We are now looking forward to supporting our Members, and the broader screen industry, to engage with the opportunities ahead.

Emma Drummond
Deputy Chair

Sydney Sweeney and Glen Powell in *Anyone But You*, directed by Will Gluck. © 2023 Sony/CTMG.

MESSAGE FROM THE CEO



2023/24 began with a mix of optimism and caution. Ultimately, the year provided a blend of great achievements, and significant challenges for our Members and the sector.

The Government's announcement in May 2023 that the Location Offset would increase to 30 per cent was a game-changing moment for our industry. The reformed Location Offset will provide certainty for international productions, support a stable pipeline of work for thousands of Australian screen workers and businesses, and trigger vital investment into new industry capacity and capabilities. As anticipated, the Government's announcement triggered strong interest from international studios and filmmakers looking for locations in 2023/24.


Unfortunately, this momentum was impacted by industrial disputes in the United States, which created significant challenges for our sector this year. The disputes effectively stopped international development and production work from May to November, and heavily disrupted 2024's pipeline of work. This disruption continues to impact many Australian workers and businesses, particularly those working in post-production, digital and visual effects. Further headwinds came from the ongoing effects of the COVID-19 pandemic, and the disruption of the sector by new digital platforms and technologies.

Despite those challenges, we see a very strong future for our sector. Whether it be camera crew, animators, effects artists or actors, Australia's workers across production

and post-production are lauded around the world. We have top-class sound stages, an extraordinary diversity of natural locations, and world-leading businesses that are driven to innovate and excel. And with the reform of the Location Offset, Australia now offers certain, consistent and competitive federal offsets across production and PDV work, complemented by support from states and territories.

We are particularly excited about how the reformed Location Offset will further benefit local industry. This support for large-scale international production will provide stable employment for workers, income and investment for businesses, training and career progression for local talent, opportunities for Australian key creatives, and technological development and innovation. We were proud to advocate for this reform, contribute to the Government's consultation on its policy settings, and support its passage through the Parliament. We are now working with stakeholders across the sector to grow its impact, including across training and capacity building. International production is a foundational part of the support required for Australian screen stories. It also provides important trade and tourism benefits, and in 2023/24 I was honoured to be named as a member of the Trade and Tourism Minister's Trade 2040 Taskforce.

Ausfilm also provided important advocacy and information to state and territory governments as they developed policies for their creative and cultural industries. Given the economic challenges for



Government budgets, we were particularly pleased to see substantial support provided for the screen sector across Australia's states and territories.

In 2023/24, Ausfilm was delighted to welcome Fremantle Australia as Platinum Members, Future Associate as Corporate Members, and SteelBridge Studio as Corporate Members.

On behalf of Ausfilm, I thank the Australian Government, the Minister for the Arts, and the Office for the Arts for their ongoing and vital support: in particular, for the newly legislated and reformed Location Offset, which will enable the screen sector to compete on the global stage.

I also want to thank Ausfilm's Deputy Chair, Emma Drummond, and the Board, for their leadership, counsel and input throughout this year. It has been crucial. And of course, I thank our former Chair, and now Governor-General, Sam Mostyn AC. Sam had a profound impact on me and the entire Ausfilm community. She led with care, passion, intelligence and kindness as we navigated the many challenges of the past five years. We celebrate and congratulate Sam on her appointment as Australia's Governor-General.

In December 2023, we farewelled Jane Duke from the post of Consul-General in Los Angeles and welcomed Tanya Bennett to the role. We sincerely thank Ms Duke for her commitment to and support of the sector throughout her posting. I would also like to extend my appreciation to Ms Bennett for embracing Ausfilm and the industry in her first six months as Consul-General, as we look forward to collaborating over the years ahead.

2023/24 has demonstrated how impactful the sector can be when we work together. I thank the many individuals, businesses, organisations and representatives that have worked in partnership for the future of the industry, and hope this continues.

Ausfilm's team worked hard throughout the year, providing support across our pillars of business development, marketing, and policy and advocacy. I want to thank the whole team for their contributions: in Los Angeles, Erin Stam, Simon Graham-Clare and Savannah Edmondson; and in Sydney, Tom Roache, Ruby Thomas, Cam Smith, Blanche Ambrose and Patrick May. I also extend my sincere thanks to two team members that retired this year: Annie Lucas and Vivien Flitton. Combined, they worked for Ausfilm for more than 35 years and their input is immeasurable.

Lastly, I thank Ausfilm's 62 Members. Ausfilm's screen agency and corporate membership created an outstanding array of work in 2023/24, and we are proud to support and promote you all. We look forward to assisting you to meet the great possibilities in the years to come.

Kate Marks
CEO



CONNECTING WITH CLIENTS

AUSFILM STRATEGIC DIRECTIONS

- 1_ Secure opportunities, advocate for and support sustainable industry growth and capacity building

Client Liaison & Production Leads

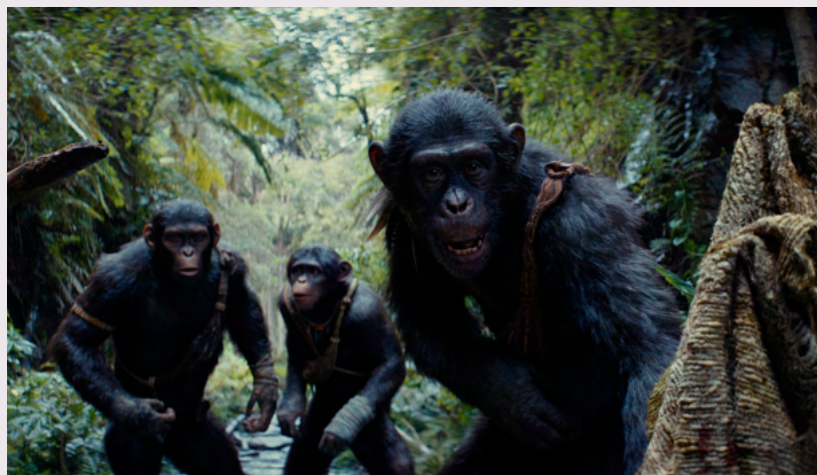
Ausfilm continues to maintain a strong presence in the USA through its office in Los Angeles, which hosts three staff. The LA team provides expert advice to US studios, networks, SVODs and production companies, and assists them to navigate Australia's incentives. They also connect clients to Australia's screen industry companies and practitioners, and run a program of events each year.

The team fielded AU\$3.905 billion of enquiries generated from the Commonwealth Government's Australian Screen Production Incentive program, State and Territory Government incentives,

Ausfilm's strategic client meetings, marketing and communication efforts, and significant media promoting Australia as open for business. This reflects strong interest from international clients in bringing production, post-production, animation and digital and visual effects work to Australia. Interest was further supported by the Australian Government's announcement that the Location Offset would be increased to 30 per cent. It is notable that strong interest in Australia was maintained despite the impact of industrial disputes in the United States screen sector during the second half of 2023, which halted production and significantly disrupted the industry.

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

Top image: Ryan Gosling and Emily Blunt in *The Fall Guy*, directed by David Leitch © 2024 Universal Pictures. Images below (left to right): Director Adam Wingard, Dan Stevens and Rebecca Hall on the set of *Godzilla x Kong: The New Empire* © 2024 Warner Bros. Pictures/Legendary Pictures. *Kingdom of the Planet of the Apes* directed by Wes Ball © 2024 20th Century Studios.



Global Events & Markets

AUSFILM WEEK, LOS ANGELES **25 FEBRUARY - 1 MARCH 2024**

Ausfilm Week is Ausfilm's flagship event. It offers a range of targeted business networking events that create and strengthen relationships between Ausfilm Members and key clients in Los Angeles.

The 13th annual Ausfilm Week Los Angeles was held from 25 February to 1 March 2024. Ausfilm Week usually runs in late October, but the event was rescheduled to follow the resolution of screen sector industrial disputes in the United States. Ausfilm Week provided a key opportunity for Australian businesses to re-engage with clients as international production resumed.

Member attendance was the largest to date: 52 Member representatives from 34 companies based in Australia and Los Angeles participated in the week's events. The Director, Screen Incentives from the Department of Infrastructure, Transport, Regional Development, Communications and the Arts joined the week, attending the program of events, meetings with Ausfilm, and meetings with major clients.

Ausfilm Week 2024 also debuted Ausfilm's new showreel edited by Sandbox Productions, with content from 22 Members.

Marketing Mix

- Client digital invites
- Showreel
- Annual magazine: Scene Stealer
- Ausfilm digital factsheets
- Location presentation slideshow
- Screen incentives presentation deck
- Event banners
- Follow-up EDM to clients, connecting them with Members



SIGGRAPH **6-10 AUGUST 2023**

SIGGRAPH is the premier conference and exhibition on computer graphics and interactive techniques. Several Ausfilm Members participated in the Los Angeles SIGGRAPH program, and Ausfilm attended the event.

TORONTO INTERNATIONAL FILM FESTIVAL **7-17 SEPTEMBER 2023**

At the 48th edition of the Toronto International Film Festival, Ausfilm partnered with Screen Australia to host a booth at the Industry Office which featured prominent branding of incentives on offer to international film and TV makers. Ausfilm attended the festival to meet with Australian and international filmmakers, and sales agents and other film commissions. The Festival provided an important opportunity to meet with executives from territories other than the US, including India, Korea and the United Kingdom.

CONNECTING WITH CLIENTS

Global Events & Markets



2028 LOS ANGELES AND 2032 BRISBANE OLYMPIC AND PARALYMPIC GAMES PANEL AND RECEPTION

4 OCTOBER 2023

Ausfilm attended a panel and reception hosted by the Australian Consul-General to Los Angeles, Jane Duke, that built strategic networks across the USA and Australia in relation to the upcoming Olympic Games in 2028 in Los Angeles and in 2032 in Brisbane.

AUSTRALIAN SPOTLIGHT: NEWPORT BEACH FILM FESTIVAL

19 OCTOBER 2023

Ausfilm attended an Australian Spotlight event hosted by the Australian Consul-General to Los Angeles, Jane Duke, at the Newport Beach Film Festival.

AMERICAN FILM MARKET

31 OCTOBER - 5 NOVEMBER 2023

The American Film Market (AFM) is a sales and acquisition, development and networking event. Ausfilm attended the event in Santa Monica, and undertook several meetings with producers and other industry stakeholders.

WORLD ANIMATION SUMMIT

1-4 NOVEMBER 2023

The World Animation Summit took place in Hollywood, and Ausfilm attended the summit's panels and networking events, co-hosted by top animation and VFX studio executives and talent.

AUSTRALIAN INTERNATIONAL SCREEN FORUM

25-29 MARCH 2024

The fifth edition of the Forum was held in 2024 at the esteemed Lincoln Center. Ausfilm attended key panels and events, and met with industry contacts based in New York and elsewhere while at the Forum. Ausfilm's CEO serves on the Forum's Advisory Board.



LA AUSSIE BBQ 19 MAY 2024

Ausfilm attended an “Aussie BBQ” hosted by the Consul-General, Los Angeles, Tanya Bennett, and Stan. The event screened Australian content, and brought together Australian and U.S entertainment executives.

ANNECY INTERNATIONAL ANIMATION FESTIVAL AND MARKET & VISIT TO THE UNITED KINGDOM

5-14 JUNE 2024

Ausfilm attended the Anecy International Animation Festival and Market to research the event, and explore future participation in partnership with Members. Ausfilm also met with clients based in London.



Australian Familiarisation Program

The Australian Familiarisation Program invites international producers and executives to Australia to meet with Members and scout locations. The program promotes Australian capacity and capability, and is co-funded by Ausfilm and state government screen agency Members. Program visits are usually associated with a project that is seriously considering filming or completing post-production (including across vision, sound, music, and/or visual effects) in Australia. Due to the disruptive impact of screen sector industrial disputes in the United States, no familiarisation visits occurred in 2023/24. However, Ausfilm engaged with clients visiting Australia for productions attracted here, and hosted a number of events connecting these clients with Members and the broader industry. The Familiarisation Program is expected to resume through 2024/25.

AUSFILM PARTNERS

AUSFILM STRATEGIC DIRECTIONS

- 1_ Secure opportunities, advocate for and support sustainable industry growth and capacity building
- 2_ Support Ausfilm Members to enable their business to flourish





G'DAY USA/AMERICAN AUSTRALIAN ASSOCIATION
31 JANUARY - 1 FEBRUARY 2024

G'Day USA is Australia's premier public, economic and cultural diplomacy program in the United States. It brings together leaders from government, business and the creative industries to deepen the Australia-US relationship and showcase Australian creativity and innovation to the United States.

Ausfilm sponsored the 2024 G'Day USA Arts Gala, which honoured Delta Goodrem, Craig Gillespie and Samara Weaving. Ausfilm hosted a table of screen industry guests.

Ausfilm also provided opening remarks regarding the creative sector during a CEO Business Roundtable exploring investments in innovation, hosted by Australia's Consul-General for Los Angeles, Tanya Bennett, and joined by the Hon Dr Kevin Rudd AC, Australia's Ambassador to the United States.

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). AiF delivered a range of presentations and events to its membership in the US and Australia throughout the year.

Partnership Objectives

- Promote 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
- Support the development of Australian talent in the US market

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
- Email from AiF to their members promoting First Nations film and TV practitioners showcased in Ausfilm's First Nations Spotlight throughout the year
- Dedicated social media campaigns to AiF members showcasing Ausfilm Members' work on *Anyone But You* and *The Fall Guy*
- Ausfilm showreel displayed on online events where appropriate
- Recognition in press releases and on AiF website

Events

Ausfilm staff attended a range of events held by AiF during the year, such as a welcome reception for Screen Australia's new CEO, Deirdre Brennan and the new Consul-General to Los Angeles, Tanya Bennet, networking events at the AiF offices on The Lot, a screening of the Australian film *Shayda* and a networking event held during SXSW Sydney.

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.





GOLD COAST MAYOR’S SUNSET NETWORKING EVENT
6 NOVEMBER

Ausfilm partnered with the Gold Coast Film Commission, Screen Queensland and Village Roadshow Studios to co-host an industry networking mixer at the Home Of The Arts on the Gold Coast. The event enabled Queensland Members to catch-up and connect with industry colleagues, creatives, cast and crew. The mixer was hosted by Mayor of the Gold Coast Tom Tate, who spoke alongside Ausfilm and representatives from other hosting organisations.

Marketing Mix

- Logo recognition on invitation and digital communications, verbal recognition during speeches and the opportunity to speak as part of the official program

SIGGRAPH ASIA 2023 COMPUTER ANIMATION FESTIVAL
12-15 DECEMBER 2023

Sydney hosted the 2023 SIGGRAPH Asia event, which brought together leading technical and creative talent across research, science, art, animation, gaming, interactivity, education, and emerging technologies. Ausfilm co-sponsored SIGGRAPH Asia’s Computer Animation Festival (CAF) After-Party, held at UNSW College of Fine Arts on December 13. Ausfilm and Members attended the event to network with the people shaping the future of computer animation, and Ausfilm attended the festival, including several panel talks on industry best practice, research, and workforce issues.

Marketing Mix

- Logo recognition on invitation and digital communications, verbal recognition during speeches

SCREEN FOREVER
19-21 MARCH 2024

The Screen Forever industry conference returned to the Gold Coast. 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, advocate for and support sustainable industry growth and capacity building
- 2_ Support Ausfilm Members to enable their business to flourish

Global Marketing Campaigns

AUSFILM ANNUAL PRINT & DIGITAL PUBLICATION

This year's Ausfilm Magazine, Scene Stealer, showcased Australia's attention-grabbing incentives. The publication shone a spotlight on Australia's newly-announced 30 per cent Location Offset rebate, with a feature story outlining how the rebate reform will be a game-changer for the local industry. The magazine opened with a welcome from Minister for the Arts, Tony Burke, and provided a comprehensive overview of the national and state production tax incentives available in Australia, a double-page feature from Screen Australia showcasing how the box office hit horror film *Talk To Me* was made in Australia, 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 a production directory featuring all Ausfilm Members.

Sales & Marketing

Issue No. 11: Scene Stealer

Australia's attention-grabbing incentives

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

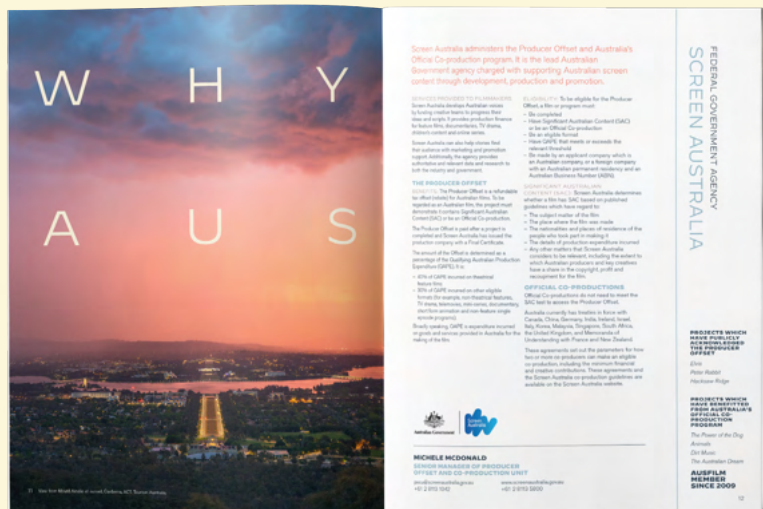
- 650 x 90-page magazine
- US distribution: provided to attendees at Ausfilm Week, and directly mailed to other key production executives and decision makers
- AU distribution: direct mailed with letters from the CEO to Australian Parliamentarians and staff, Members and industry stakeholders
- Global EDM to full database
- 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

Email open rate: 53.8%	Click to open rate (CTOR): 18.7%
Top country opens: USA, Australia, UK, Ireland, Canada	



MARKETING & COMMUNICATIONS

Global Digital Campaigns

AUSFILM INSIDER VIDEOS

Ausfilm’s popular *Ausfilm Insider* series of video testimonials continued throughout 2023/24, highlighting projects that demonstrate the benefits of Australia’s screen incentives, locations and production businesses.

The videos 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. They highlight the experience of filming in Australia, working with Australian crews and businesses, and the role of Australia’s incentives.

The videos are distributed to clients as solus digital campaigns and again via the monthly newsletter, amplified through Ausfilm’s social channels and partner channels, and displayed on Ausfilm’s website.



Anyone But You features Director/Producer/Co-Writer Will Gluck and Actor/Executive Producer Sydney Sweeney talking about shooting Sydney for Sydney, how Australian screen incentives helped get the movie made and working with Aussie crews.

Email open rate: 52.5%	Click to open rate (CTOR): 8.2%
Top country opens: USA, Australia, UK, Germany, Ireland	



MAKE IT IN AUSTRALIA SHOWREEL

The annual Ausfilm showreel is a visual encapsulation of projects that have either physically shot in Australia or completed remote post-production, VFX and animation work in Australia, promoting Australia’s outstanding capabilities to international clients alongside Australia’s production incentives, facilities, and locations.

This year’s showreel was created by Ausfilm Member Sandbox with music supervision from Ausfilm Member Trackdown. A diverse range of film and series content from 22 Members was included, edited to the music track “We Sing Until Sunrise” by First Nations band The Merindas. The showreel launched with clients at Ausfilm Week Winter 2024 in February, was distributed in a special solo digital campaign to clients, amplified across Ausfilm’s socials and shared with partners, and is embedded on Ausfilm’s website.



Ricky Stanicky features Director/Writer Peter Farrelly, Producer Paul Currie, Executive Producer Marc Fischer and Actor John Cena talking about how Victoria's diverse architecture allowed it to easily double for East Coast USA, the "sensational" incentives that meant the movie could be made the right way, and assembling the best crew they've had in 20 years.

Email open rate: 51.6%	Click to open rate (CTOR): 7.9%
Top country opens: Australia, USA, UK, Germany, Ireland	



The Fall Guy features Director/Producer David Leitch, Producer Kelly McCormick and Actor/Producer Ryan Gosling talking about why Sydney provided the perfect backdrop for the movie's record-breaking stunts, the invaluable support they received to access the city's most iconic locations, and why it's always an honour to work with Aussie crews.

Email open rate: 50.8%	Click to open rate (CTOR): 9.1%
Top country opens: USA, Australia, UK, Germany, Ireland	

The Showreel Features:

- Almost three minutes of remarkable production, post-production, VFX and animation work completed in Australia
- Ausfilm branded title frame and end card, Make it in Australia tagline
- Frame to acknowledge the suite of Federal Government production incentives and opportunities for state-based funding
- List of Ausfilm Members that supplied footage
- Frame featuring Sandbox as producers of the showreel with Ausfilm
- Music credit for The Merindas' "We Sing Until Sunrise"

The Insider for *The Fall Guy* secured more than 26,000 video views across YouTube and social platforms, and is the highest-performing Ausfilm video in several years.

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 that provided services on the film



MARKETING & COMMUNICATIONS

Global Digital Campaigns

TALENT & CREW CAMPAIGNS AUSSIES AT THE OSCARS

The annual *Aussies at the Oscars* campaign showcases Australian talent and creativity that is celebrated at the world's most prestigious film awards. During 2024, four Australians were nominated at the 96th Academy Awards. An EDM was sent to the global database and the accompanying webpage was updated as a definitive reference tool for clients and media alike.

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
- Amplified through social channels

Metrics

Email open rate: 57.3%	CTOR: 6.7%
Top country opens: USA, UK, Ireland, Canada	



FIRST NATIONS SPOTLIGHT

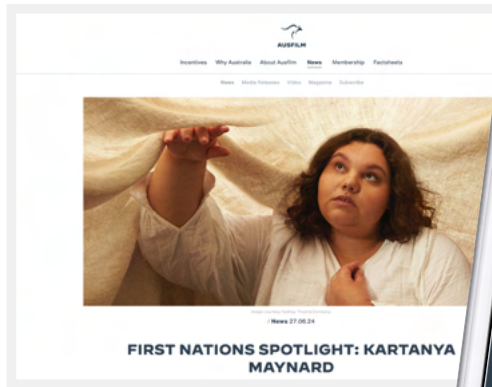
In partnership with our state and territory Members, Ausfilm aims to support, celebrate and promote First Nations peoples. This regular showcase of talent features First Nations crew and above-the-line creatives working in the film and TV industries, to share their stories, experiences and visions for the future.

Objectives

To shine a light on the diverse array of incredibly talented First Nations screen practitioners helping shape the future of our screen industries.

Marketing Mix

- Regular monthly spotlight in global client newsletter
- Ausfilm Homepage promo banner
- Ausfilm.com campaign page
- Amplified through social channels



GLOBAL CLIENT NEWSLETTERS

The monthly global client newsletters continue to be Ausfilm's broadest-reaching and most consistent marketing tool. They provide a trusted platform to engage clients with updates on the Australian screen industry, the work and talent of Ausfilm Members, and regular features from state and territory screen agencies including: Location Spotlight, highlighting various filming destinations; and First Nations Spotlight, raising awareness of First Nations practitioners. The newsletter is a powerful direct marketing tool to promote Australia and the membership throughout the year

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

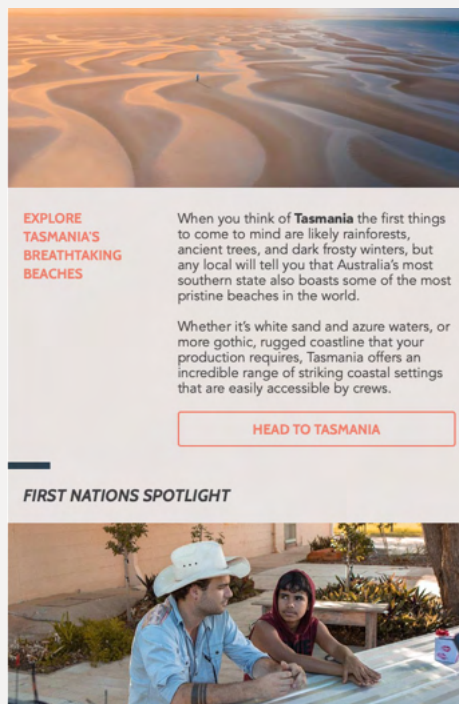
Ausfilm's database of global industry decision makers includes: studio and streamer production executives, production companies, producers, VFX producers and supervisors, post-production and VFX executives, Ausfilm Members, crew, writers, directors, local and global industry associations, and international and Australian government representatives and stakeholders.

Metrics

Total newsletter stories: 112	
Average open rate: 48.7%	Average CTR: 10.9%

The average open rate for 2023/24 client newsletters remains exceptionally high at more than double the industry benchmark for Entertainment/Arts marketing emails.

Readers are based globally: top territories include the USA, UK, Australia, Germany, Canada, France, Ireland, Hong Kong and beyond.



MARKETING & COMMUNICATIONS

Global Digital Campaigns

ADDITIONAL GLOBAL MARKETING ASSETS

Throughout the year Ausfilm produces relevant and informative materials for international clients. Ausfilm refreshed the design and layout of its factsheets, using stills and input from Government and Corporate Members. Ausfilm Member Ajuria Lawyers kindly provided guidance on Ausfilm's Australian Entertainment Work Visas Factsheet, and Screen Australia and state and territory screen agencies were consulted on the Australian Screen Incentives Factsheet including updated incentives tables that are consistent across federal, state and territory jurisdictions and easily digestible for clients. These materials were updated or newly developed for this financial year:

Factsheets for Clients

- Australian Screen Incentives
- Australia's Post, Sound, Music & VFX Incentives
- Australian Entertainment Work Visas
- Location Offset Reforms

Webpages

- Australian filmography
- Australian guilds and industry associations

Screen Incentives Calculator

- An online tool that estimates incentives based on a project's details

Signage

- Corporate and Platinum banners used at in-person events in Australia and LA

Guides for Members

- Ausfilm Week Member Pack
- Code of Conduct & Guide to Travelling Safely Overseas



Digital Marketing

AUSFILM WEBSITE

Ausfilm's website is the online gateway for film and TV makers looking to shoot, post and/or co-produce in Australia and it continues to attract new unique users from the key target markets of the US, UK, Europe and Canada alongside regional markets like Indonesia and New Zealand.

The website is supported by a content marketing strategy of effective search engine optimisation (SEO) with 7.77 million search impressions in the previous 12 months, as well as hosting a raft of informative content about incentives, Ausfilm Members and the Australian film and television industry. Website content includes information guides, factsheets, news posts, media releases, campaign features and video content.

Website unique user visits maintained a consistent average over the 2023/24 period with traffic spiking around periods of high interest in incentives (incentives remaining the most visited page on the website) as well as traffic spikes following the releases of popular screen projects worked on by Members. Notably, a linkback from New York Magazine's entertainment vertical "Vulture" in January 2024 drove a peak with web visits hitting 1.4k in one day, almost doubling the average 778 daily page views.



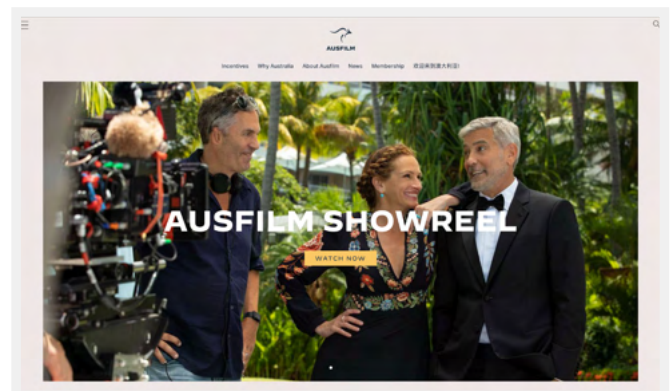
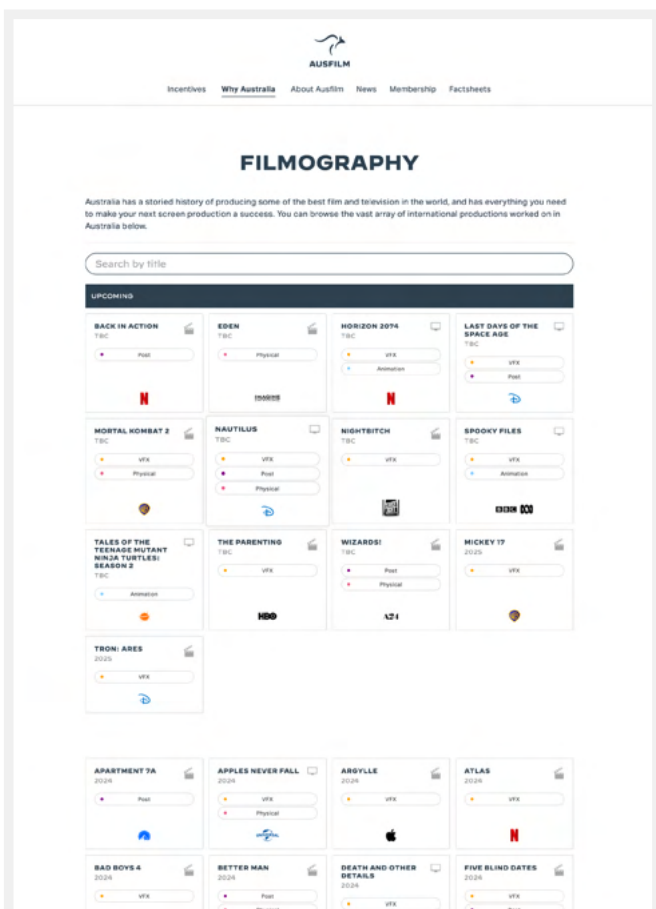
Visits peak when the monthly Screen Industry Newsletters are launched driving users back to the Ausfilm website, while consistent traffic is delivered through the site's primary session driver - organic search - with over 111,000 visitors reaching the site via Google, Bing and other search providers, over four times the next highest traffic source.

Total unique users remained consistent over the 2023/24 period at 131,235 users visiting the site. This shows a clear consistency in traffic, with unique users maintaining within 2% of traffic served in 2022/23, along with average engagement time sitting at close to a minute spent on each page per visit showing a high level of engagement.

The site remains a vital portal for international filmmakers to find information about Australia's screen incentives and production industry, notably Member services, crew, talent, studios, and locations. The site is powered by contributions from Corporate Members and screen agencies, which consistently provide new and engaging content relevant to Ausfilm's target audience that ensures users are entertained and informed.

Two key website pages were updated with added functionality to make it easier for clients to sort and search for relevant information:

- Filmography: users can now filter their search using work type (physical, post, VFX, animation), format (film, TV), time frame (date, year)
- Talent Directory: users can now filter their search by work category, featuring an easy-to-navigate menu of options at the top of the page.



MARKETING & COMMUNICATIONS

Digital Marketing

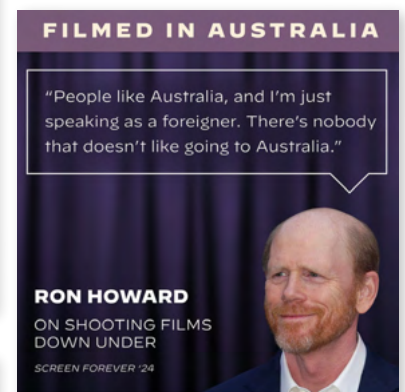
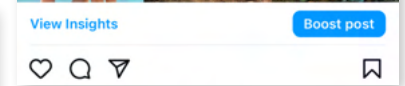
SOCIAL MEDIA FOLLOWERS & ENGAGEMENT

Ausfilm has built an engaged and active community of over 42,700 members for the 2023/24 financial year across all its platforms. LinkedIn remains the frontrunner among Ausfilm’s social platforms with 22,784 followers - an impressive 25.5% year on year growth from 2022/23. Over the year, Ausfilm’s LinkedIn account experienced an average 58% higher engagement than key competitors such as the Georgia Film Office (USA), Telefilm Canada, Film France and the British Film Commission, achieving over 593k impressions.

This growth is the result of a strategic and targeted social media plan aimed at attracting relevant followers from the film and television executive community on LinkedIn. Facebook saw a 9.4% increase in followers and a 348% boost in reach. Instagram continues to be Ausfilm’s second largest platform, with a 27.4% rise in followers and 20.8% rise in reach. While we have seen a small uptick in followers on X (formerly Twitter), user engagement overall with the platform continues to fall.

Ausfilm Social Media Follower Growth

	Followers	Followers YOYG	Engagement Rate	Engagement Rate YOYG
LinkedIn	22,784	25.5%	9.4%	55.4%
	Followers	Followers YOYG	Reach	Reach YOYG
Instagram	4,956	27.4%	54,666	20.8%
Facebook	5,147	9.4%	131,500	348%
X (Twitter)	9,844	0.3%	102,007	N/A



TAILORED DIGITAL CAMPAIGNS FOR MEMBERS

Each year, Ausfilm designs and distributes solo electronic digital marketing (EDM) campaigns for Members, which raise awareness about screen company or agency services, and drive enquiries and sales leads. During the reporting period Ausfilm designed and delivered four solo campaigns for Members.

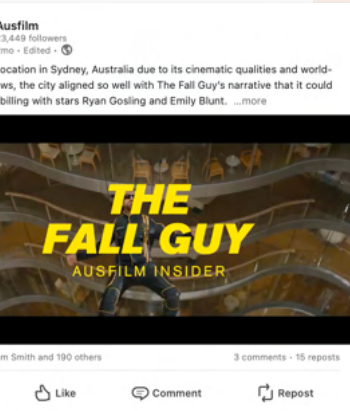
Each EDM campaign in 2023/24 resulted in open and click through rates well above industry benchmarks.

Stand Outs

All solo digital campaigns this year performed exceptionally well in terms of open rates. Screen Queensland Studios and Fin both received an open rate over 53%, well in excess of industry standards. XM2 and Future Associate were close behind at over 50% and 48% respectively, demonstrating a clear interest and engagement from the global market on the varied services offered by these diverse businesses.

E-Communication	Audience	Open Rate* %
Fin Design + Effects A New Era for Fin Design + Effects	Global	53%
Future Associate Future Associate brings dreams to life for Netflix's <i>Boy Swallows Universe</i>	Global	48.2%
Screen Queensland Studios, Cairns Screen Queensland unveils Australia's newest film studios	Global	55.2%
XM2 XM2 Takes you behind the scenes on <i>The Fall Guy</i>	Global	50.3%

* Open Rate is the measure of how many people opened or viewed the email.



FUTURE ASSOCIATE
FUTURE ASSOCIATE BRINGS DREAMS TO LIFE FOR NETFLIX'S BOY SWALLOWS UNIVERSE

Still courtesy Netflix

Recently named Netflix's most popular Australian-made production to date, streaming series *Boy Swallows Universe* has taken the world by storm, spending three weeks in Netflix's Top 10 charts.

Helping to add a touch of magic to the series were VFX experts [Future Associate](#), whose team worked hard to bring many of the show's more fantastical scenes to life. Delivering a total of 350 shots across 7 episodes of the series, Future Associate spent over a year working on the project, starting with on-set consultation in mid 2022 all the way through to shots being finalised in August of 2023.

screen queensland
SCREEN QUEENSLAND UNVEILS AUSTRALIA'S NEWEST FILM STUDIO

The new Screen Queensland Studios, Cairns sound stage

Screen Queensland is excited to announce the recent opening of their brand new studio complex in Cairns, Australia.

Complementing the breathtaking landscapes of tropical Far North Queensland, the newly opened Screen Queensland Studios, Cairns offers filmmakers a unique opportunity to blend nature's wonders with Australia's newest film studio facility.

fin
A NEW ERA FOR FIN DESIGN + EFFECTS

Pictured left to right: Alastair Stephen, Emma Daines, Chris Spence, FIN Design + Effects

In a landmark move, FIN Design + Effects has announced a partnership with the already unified VFX entities Zero VFX, Mavericks VFX, enabled by the investment of Arenova Capital, a growth investment firm dedicated to partnering with founder-led and founder-led companies. This global combination reinforces the group's dedication to being a home for world-class talent and pushing the boundaries of visual storytelling.

Public Relations & Media

In 2023/24, Ausfilm featured strongly in national, state and local media. Ausfilm's CEO commented on the importance of local screen policy, and highlighted Australia's strong offering to international film and television productions, and how international productions contribute to the local screen sector and broader economy.

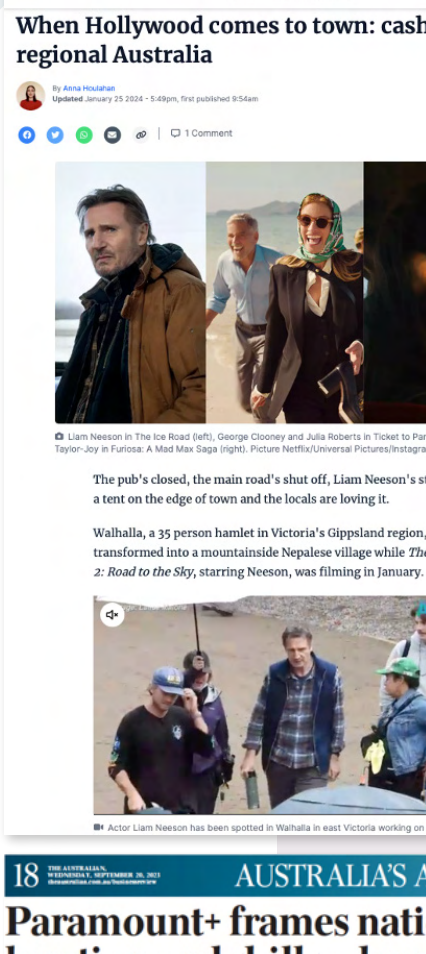
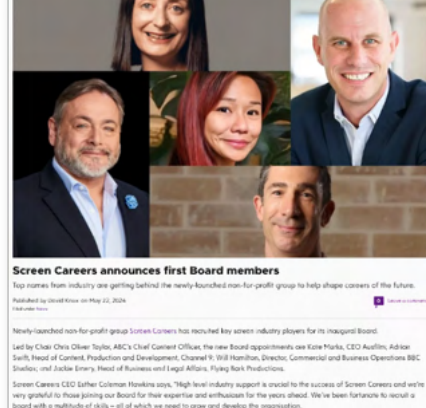
Ausfilm welcomed the release of Screen Australia's 2022/23 Drama Report, which revealed a record-breaking year for foreign production spend in Australia, including a new record for spend by foreign titles that shot in Australia. Coverage of the sector spanned pieces such as a 750-word op-ed piece in The Australian highlighting the many benefits generated by international productions that choose to shoot in Australia, and an article in The Australian Financial Review exploring sector growth and the impact of the US industrial disputes. Ausfilm's CEO appeared on national TV on Weekend Today, on ABC Radio, and in further coverage across prominent mastheads including The Australian Financial Review, Courier Mail, Daily

Telegraph, Herald Sun, Adelaide Advertiser, as well as across more than 100 regional mastheads (including The Canberra Times) through the Australian Community Media network.

Australia was the focus of a feature article in the 2024 edition of Location International Magazine, which explored the benefits of creating content in Australia, and Ausfilm and other Members also featured in advertising in the magazine. The magazine launched at the Cannes Film Festival and distributed to more than 12,000 production executives worldwide.

Ausfilm delivered one press release to support the release of key industry research findings to the global entertainment market:

1_ Media release: Drama Report Reveals Record-Breaking Foreign Production in Australia – 2 November 2023



Share

pours into

ACM

... (centre), Anya Taylor-Joy

... in

Ice Road

ACM

... new film



Why Tentpoles From 'Planet of the Apes' to 'Anyone But You' Are Flocking to Australia

A recent increase to the country's film incentives has provided the final piece of the puzzle to attract a steady flow of big-budget moviemaking Down Under, with Ron Howard among its champions: "We've had two great experiences in a row now — and I hope we get to do it again."

BY PATRICK BRZESKI MAY 15, 2024 8:00PM



FINANCIAL REVIEW

Advertisement

Companies Media & Marketing

Aussie film sector doubles to \$4.5b, but Hollywood strike impact looms

Sam Buckingham-Jones Media and marketing reporter

Aug 6, 2023 - 5:08pm

Investment in Australia's film and television sector has more than doubled in five years, with revenues across the industry rising to \$4.6 billion in the year to the end of June 2022.

Offset ensures talent and scenic beauty go global

KATE MARKS

In the last few years, Australia has been transformed into Graceland, Mars, Bali, Mumbai, and a primordial world under California's La Brea tar pits.

Australia has hosted the face-off between Godzilla and King Kong, the extraordinary Tham Luang Cave rescue in Thailand, and the post-apocalyptic world of Mad Max. Australians made Peter Rabbit look real and Indiana Jones look unmissable. And now, it's time for creative innovation, skills and training.

International productions build and bolster our industry. The top-quality cameras used to shoot an Australian drama are often purchased with profits from a Hollywood film. The same Australian aerial cinematography company worked on the sequel to Red Dog and filmed Tom Cruise ride a motorbike off a cliff for the latest Mission: Impossible.

Australia's post-production and visual effects companies blew up Middle Earth's Mount Doom in The Lord of the Rings: The Rings of Power and made the concerts in Elvish sound so life-like. The income from international titles helps sustain our post-production houses, who can then present in, and work on, a constant

listen

Home Radio Podcasts News ABC listen app

Blockbuster filmmaker to Australia

Broadcast 17h ago

Play 4m 54s

Presented by They Ong

As the latest instalment of the Mad Max franchise hits cinemas, veterans of the film industry say it's a prime example of why Australia is such a great spot to make big budget movies.

Director George Miller says that's a big change from the first Mad Max film in 1979, when American audiences were so confused by Australian accents, the film had to be dubbed with American voices.

ANZA TAYLOR-JOY IN WARNER BROS. PICTURES' AND VILLAGE ROADSHOW PICTURES' ACTION ADVENTURE FURIOUS: A MAD MAX SAGA. PHOTO: WARNER BROS. PICTURES

FEATURE AUSTRALIA

DON'T LOOK BACK

In spite of a wobbly couple of years felt by the production industry all over the world, Australia is looking ahead to a new period of growth, as international filmmakers are coming back for more — more of the country's local talent and world-class facilities and, of course, its extraordinarily wide range of locations.

Clive Bull reports

Ausfilm Annual Report 2023/24 31

MAKE IT IN AUSTRALIA: DIRECT FOREIGN INVESTMENT

AUSFILM STRATEGIC DIRECTIONS

- 1_ Secure opportunities, advocate for and support sustainable industry growth and capacity building
- 2_ Support Ausfilm Members to enable their business to flourish

DIRECT FOREIGN INVESTMENT

During 2023/24, Ausfilm received AU\$3.905 billion worth of enquiries from international filmmakers and studios regarding projects that may be eligible for Australia's Location Offset, Producer Offset or Post, Digital and Visual Effects (PDV) Offset. This strong interest was achieved despite the impact of industrial disputes in the United States screen sector, which halted international production and disrupted future planning.

Interest in Australia was bolstered by the May 2023 announcement that the Australian Government would replace the Location Incentive grant program by increasing the Location Offset to 30 per cent. This reform, which is now legislated, applies to projects that started production after 1 July 2023. The reformed Location Offset complements the PDV Offset (which is also set at 30 per cent) and the Producer Offset for Australian productions (which is set at 40 per cent for feature films, and 30 per cent for other content). It operates in partnership with further support from state and territory governments, and the many other factors that attract projects to Australia, including Australia's strong track record of work, varied natural locations, leading sound stages, world-class cast and crew, and globally-recognised production and post-production businesses.

Five major international productions were made in Australia during 2023/24, including feature films *Play Dirty*, directed by Shane Black, and *Eden*, directed by Ron Howard. Work also continued on projects that commenced production in 2022/23, such as NBCUniversal series *Apples Never Fall*, and on large-budget Australian titles with significant international financing, such as feature film *Mortal Kombat 2*.

Ausfilm's membership in 2023/24 included 31 companies working across post-production, providing services such as animation, dailies and data management, digital and visual effects, picture post-production, music post-production, sound post-production, and title design. Ausfilm Members worked on 110 international PDV projects during 2023/24.

The final spend generated by international production and PDV projects in 2023/24 will be measured in Screen Australia's Drama Report, delivered in late 2024. Ausfilm estimates spend will decline from the record amounts recorded in recent years, largely due to the US screen sector industrial disputes, which led to a six-month halt in international production and disrupted the pipeline of future work.

INTERNATIONAL PHYSICAL PRODUCTIONS UNDERTAKEN IN AUSTRALIA IN 2023/24

PRODUCTION	FORMAT	COMPANY	TERRITORY	LOCATION
Eden	Feature	Imagine Entertainment	USA	QLD
Ice Road 2: Road to the Sky	Feature	Amazon MGM Studios	USA	VIC
Play Dirty	Feature	Amazon MGM Studios	USA	NSW
Ten Pound Poms Season 2	Series	BBC / Stan	UK	NSW
The Bluff	Feature	Amazon MGM Studios	USA	QLD



Actors Grace Sullivan, Saksham Sharma, Bernard Curry, Liam Neeson, VicScreen CEO Caroline Pitcher, Producer Al Corley, actor Fan Bingbing, Docklands Studios Melbourne chair Louisa Coppel and Producer Bart Rosenblatt on the set of *Ice Road 2: Road to the Sky* directed by Jonathan Hensleigh.
Photo © Daniel Mahon

MAKE IT IN AUSTRALIA

INTERNATIONAL POST, DIGITAL & VFX PRODUCTIONS ATTRACTED TO AUSTRALIAN PDV BUSINESSES IN 2023/24

PRODUCTION	FORMAT	COMPANY	TERRITORY	LOCATION
Alien: Romulus	Feature	20th Century Studios	NSW	USA
Anyone But You	Feature	Columbia Pictures	NSW, SA, VIC	USA
Apartment 7A	Feature	Paramount Players	VIC	USA
Apples Never Fall	Series	NBCUniversal	NSW, QLD, SA	USA
Back In Action	Feature	Netflix	SA, VIC	USA
Bad Boys: Ride or Die	Feature	Columbia Pictures	NSW, VIC	USA
Billy The Kid Season 2	Series	MGM	NSW	USA
Borderlands	Feature	Lionsgate	VIC	USA
Cottontail	Feature	Level 33 Entertainment, WestEnd Films	NSW	Japan, UK
Cuckoo	Feature	NEON	QLD, SA	USA
Damsel	Series	Netflix	SA	UK
Dark Harvest	Feature	MGM	NSW	USA
Deadpool & Wolverine	Feature	Walt Disney Studios Motion Pictures	QLD, SA, VIC	USA
Dear Santa	Feature	Conundrum Entertainment	SA, VIC	USA
Death and Other Details	Series	ABC Signature	NSW, SA	USA
Dust Bunny	Feature	eOne, Thunder Road Pictures	SA, VIC	USA
Echo	Series	Marvel Studios	NSW	USA
Eden	Feature	AGC Studios, Imagine Entertainment	QLD	USA
Field Trip	Feature	Tebbernekkel	NSW	Netherlands
First Light	Feature	Majella Otherworldly Prod	VIC	Australia, The Philippines
Five Nights at Freddy's	Feature	Universal Pictures	NSW	USA
Godzilla x Kong: The New Empire	Feature	Warner Bros. Pictures	NSW	USA
Gundam: Requiem for Vengeance	Series	Netflix	NSW	Japan
Harold and the Purple Crayon	Feature	Columbia Pictures	QLD, SA	USA
Horizon: An American Saga - Chapter 2	Feature	Warner Bros. Pictures	NSW	USA
How to Train Your Dragon	Feature	Universal Pictures	VIC	USA
Ice Road 2: Road to the Sky	Feature	Amazon MGM Studios	VIC	USA
Kalki 2898 AD	Feature	Vyjyanthi Movies	QLD, SA	India
Kingdom of the Planet of the Apes	Feature	20th Century Studios	NSW	USA

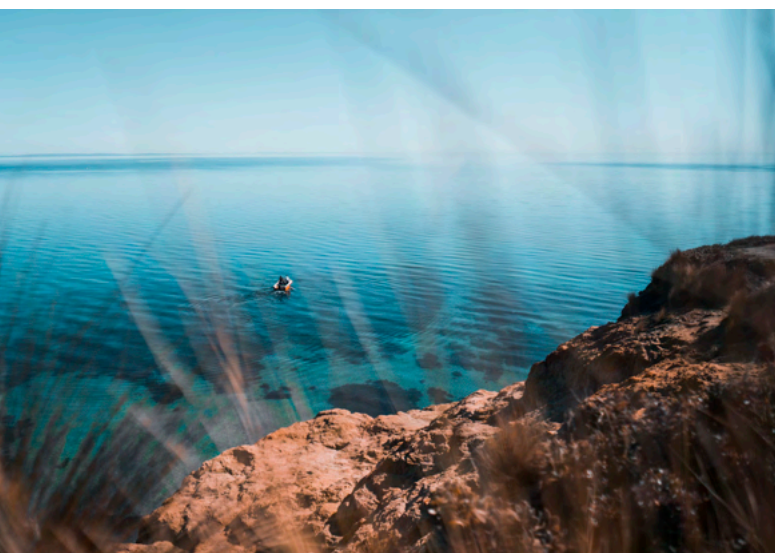
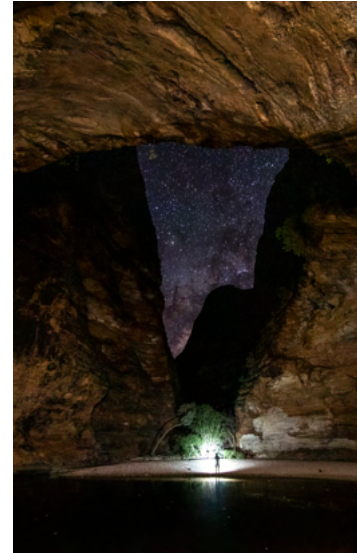
Knuckles	Series	Paramount Pictures	NSW, QLD, SA	USA
La Brea Season 3	Series	NBCUniversal	NSW, QLD, SA, VIC	USA
Land of Bad	Feature	Highland Film Group	NSW, QLD	USA
Law & Order Toronto: Criminal Intent	Series	NBCUniversal	NSW	Canada
Leave The World Behind	Feature	Netflix	VIC	USA
Lilo & Stitch	Feature	Walt Disney Studios Motion Pictures	NSW	USA
Loki Season 2	Series	Marvel Studios	QLD, SA	USA
Maxxxine	Feature	A24	SA	USA
Mickey 17	Feature	Warner Bros. Pictures	QLD, SA	USA
Monarch: Legacy of Monsters Season 1	Series	Legendary Entertainment	QLD, SA, VIC	USA
Monkey Man	Feature	Universal Pictures	NSW, SA	USA
Moon Girl & Devil Dinosaur Season 2	Series	Disney Channel	NSW	USA
My Spy: The Eternal City	Feature	STX Entertainment	SA, VIC	USA
Nautilus	Series	AMC	NSW, QLD, SA	UK, USA
Night Swim	Feature	Universal Pictures	NSW	USA
Not Without Hope	Feature	Highland Film Group	NSW, QLD	USA
One Piece Season 1	Series	Netflix	QLD, SA	USA
Percy Jackson and the Olympians Season 1	Series	20th Television	NSW, SA, VIC	USA
Play Dirty	Feature	Amazon MGM Studios	NSW, QLD, SA	USA
Red One	Feature	Amazon MGM Studios	NSW, SA, VIC	USA
Ricky Stanicky	Feature	Amazon MGM Studios	NSW, SA, VIC	USA
Sketch	Feature	Morphan Time Productions	NSW	USA
Sleeping Dogs	Feature	Highland Film Group	NSW, QLD	USA
Slow Horses Season 3	Series	Apple TV+	NSW	UK, USA
Sonic the Hedgehog 3	Feature	Paramount Pictures	NSW, QLD, SA	USA
Sound of Hope: The Story of Possum Trot	Feature	Angel Studios, Peacetree Productions	SA, VIC	USA
Star Wars: Ahsoka	Series	Disney+	QLD, SA	USA
Star Wars: Skeleton Crew	Series	Disney+	NSW	USA
Star Wars: The Acolyte	Series	Disney+	QLD, SA	UK
Stranger Things: Season 5	Series	Netflix	NSW	USA
Superman	Feature	Warner Bros. Pictures	NSW	USA
Surviving Earth	Series	NBC	NSW	UK
Ted Season One	Series	Universal Content Productions	VIC	USA

MAKE IT IN AUSTRALIA

Ten Pound Poms Season 2	Series	BBC, Stan	NSW, VIC	UK
The Boys Season 4	Series	Amazon MGM Studios	NSW	USA
The Cat in the Hat	Film	Warner Bros. Pictures	NSW	USA
The Equalizer 3	Feature	Columbia Pictures	NSW, SA, VIC	USA
The Fall Guy	Feature	Universal Pictures	NSW, QLD, SA	USA
The Family Treehorn	Film	Netflix	NSW	USA
The Gorge	Feature	Apple	VIC	USA
The Lord of the Rings: The Rings of Power Season 2	Series	Amazon Prime Video	NSW	USA
The Marvels	Feature	Walt Disney Studios Motion Pictures	QLD, SA	USA
The Nun 2	Feature	New Line Cinema	SA, VIC	USA
The Old Man Season 2	Series	FX Productions	SA, VIC	USA
The Order	Feature	AGC Studios	VIC	USA
The Recruit Season 2	Series	eOne	SA	USA
The Responder Season 2	Series	BBC, Dancing Ledge Productions	NSW	UK
The Smurfs	Feature	Paramount Pictures	NT, QLD, WA	USA
The Sympathizer	Series	A24	NSW	Canada, South Korea, USA
Thelma the Unicorn	Feature	Netflix	SA, VIC	USA
Three Bags Full: A Sheep Detective Movie	Feature	Amazon MGM Studios	VIC	UK
Transformers One	Feature	Paramount Pictures	NSW	USA
Trap	Feature	Warner Bros. Pictures	NSW	USA
Tron: Ares	Feature	Walt Disney Studios Motion Pictures	NSW	USA
Twisters	Feature	Universal Pictures	NSW	USA
Uglies	Feature	Netflix	NSW	USA
Ultraman: Rising	Series	Netflix	SA	USA
What If...? Season 3	Series	Disney +	NSW	USA
Wicked	Feature	Universal Pictures	NSW	USA
Winning Time: The Rise of the Lakers Dynasty Season Two	Series	HBO	SA, VIC	USA
Wolf Man	Feature	Universal Pictures	NSW	USA
Woody Woodpecker Goes to Camp	Feature	Netflix	SA, VIC	USA
Yellow Jackets Season 3	Series	Showtime	SA	USA
Yu Yu Hakusho	Series	Netflix	QLD	Japan

An additional 17 confidential titles were worked on during 2023/24. 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: A Mad Max Saga* and *Mortal Kombat 2* that are significantly financed by international studios.





Top row L-R: Kakadu National Park NT © NT Tourism, Coober Pedy SA © South Australian Tourism Commission. Middle row: Moreton Island QLD © Tourism Australia, Bondi NSW © Destination NSW, Cathedral Gorge Purnululu WA © Sean Scott. Bottom row: Mornington Peninsula VIC © Tourism Australia, Cradle Mountain TAS © Kentish Council Tasmania.

CONNECTING WITH MEMBERS

AUSFILM STRATEGIC DIRECTION

2_ Support Ausfilm Members to enable their business to flourish

MONTHLY PRODUCTION CALL

Ausfilm hosts a monthly online meeting for its Members that shares production leads, and provides an opportunity for state and territory government screen agencies to update Members on productions in their state. Ausfilm's teams in both Sydney and LA also provide an update on current and future activities across business development, marketing, events, and policy and research. The call provides a broad forum for Members to discuss issues and opportunities in the sector.

The US screen sector industrial disputes significantly impacted Ausfilm's Members, as productions were halted, and the pipeline of future work was heavily disrupted. Ausfilm provided significant support to Members during this period, via the monthly call and specific meetings and actions.

MEMBER MEETINGS

After normal travel resumed following the COVID-19 pandemic, the Ausfilm Board resolved to increase connections with industry by holding Board Meetings around Australia. In 2023/24, Board meetings were held in Adelaide and in Perth. Ausfilm hosted associated mixer events, detailed below.

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

Staff from the LA office met with Members in the United States and in Australia. The Executive Vice President, International Production visited Australia to meet Members in New South Wales. The Vice President, International Production visited to meet Members in Queensland, South Australia, and New South Wales.

Staff from the Sydney office met with Members in Western Australia, South Australia, Victoria, New South Wales and Queensland on several occasions throughout the year.

Additionally, the team regularly met online with Ausfilm Members.

AUSFILM MEMBER RETENTION CAMPAIGN

A total of 70 membership retention packs were delivered to Members nationally. This year's pack included Ausfilm's 2022/23 Annual Report, a 2023/24 Member Certificate and a cinephile gift pack with games and activities to foster creativity and collaboration.



MEMBER EVENTS

ANNUAL GENERAL MEETING AND MIXER, SYDNEY 23 AUGUST 2023

The Annual General Meeting for Members of Ausfilm took place in Sydney at Animal Logic's theatre. A networking event followed, providing Members with the chance to catch up with the Ausfilm Board and team.

NETWORKING MIXER, GOLD COAST 18 MARCH 2024

During the Screen Forever Conference on the Gold Coast, Ausfilm hosted a networking event for 30 Member representatives from 18 organisations who were attending the conference or based in the area.

UNIVERSAL FINANCE EXECUTIVE LUNCH, SYDNEY 2 APRIL 2024

Ausfilm hosted finance executives from Universal Pictures for a lunch with Ausfilm Members that provide production, finance, and legal services.

DISNEY NETWORKING DRINKS AND DINNER, SYDNEY 30 MAY 2024

Ausfilm hosted a Member networking event with leading production and training executives from Disney. Screen agency Members joined a dinner following the event.

SKYDANCE PLATINUM MEMBER DINNER, SURFERS PARADISE 11 JUNE 2024

Ausfilm hosted a dinner with Platinum Members, executives from Skydance Media, and the producer of upcoming feature film *Balls Up*, shooting in Queensland in 2024/25.

AUSFILM/SCREENWEST NETWORKING MIXER, PERTH 19 JUNE 2024

In partnership with Screenwest and aligning with an Ausfilm Board meeting held in Perth, Ausfilm hosted a networking event for Western Australian-based Members and screen sector stakeholders.



AUSFILM/SAFC NETWORKING MIXER, ADELAIDE 27 SEPTEMBER 2023

In partnership with the South Australian Film Corporation and aligning with an Ausfilm Board meeting held in Adelaide, Ausfilm hosted a networking event for South Australian-based Members and screen sector stakeholders.

PLAY DIRTY NETWORKING DRINKS AND DINNER, SYDNEY 20 FEBRUARY 2024

Ausfilm hosted a Member networking event with the creators of major Amazon MGM Studios film *Play Dirty* while it was in pre-production at Disney Studios Australia. Members met filmmakers and executives on the film, while Platinum Members joined a dinner following the event.



CONNECTING WITH MEMBERS

Ausfilm Membership

During 2023/24, Fremantle Australia joined Ausfilm as a Platinum-level Member, and Future Associate joined as a Corporate-level Member. SteelBridge Studio joined as a subsidiary member of Alt.VFX.

At the end of the 2023/24 financial year Ausfilm had a total of 62 Members: 54 corporate companies and eight government screen agencies.

Seven Members did not renew in 2023/24. Membership renewals were particularly affected by industrial disputes in the United States, and a corresponding halt in international production in Australia.

A five-year comparison shows from 2019/20, Ausfilm's total membership increased by 19% and Ausfilm's PDV membership increased by 24%.

Ausfilm fielded 42 prospective membership pitches in this financial year, a 45% increase from the previous year.

NON-RENEWING MEMBERS

Animal Logic Entertainment, Avatar Factory, Hoodlum, Luma, NetEvent, Panavision and Spectrum Films.
















NEW MEMBER COMPANIES



GOVERNMENT AGENCY PARTNERS



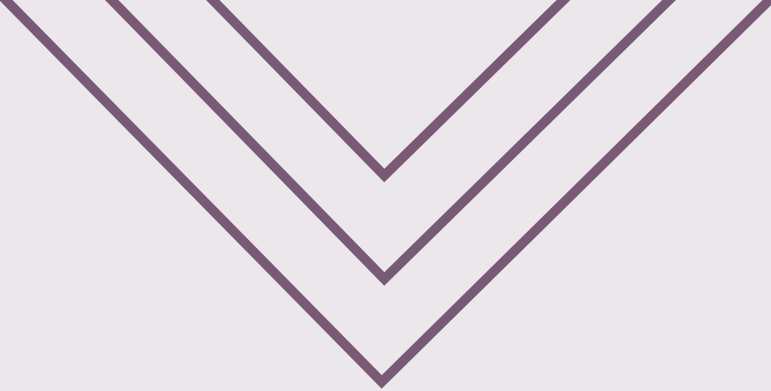
PLATINUM MEMBERS




















**CONNECTING
WITH MEMBERS**

CORPORATE MEMBERS

	<p>AJURIA LAWYERS</p>	<p>A R C</p>		<p>BIG BANG SOUND DESIGN</p>
<p>BLACKBIRD</p>		<p>CA+O</p>	<p>CITY OF GOLDCOAST™</p>	
<p>contrarian group.</p>		<p>CUTTING EDGE/</p>		<p>Disney LIGHTING</p>
<p>DOCKLANDS STUDIOS MELBOURNE</p>			<p>FUTURE ASSOCIATE</p>	<p>HELIGUY REMOTE AERIAL CINEMATOGRAPHY</p>



CORPORATE MEMBERS

OUR PERFORMANCE: POLICY AND GOVERNANCE

AUSFILM STRATEGIC DIRECTION

- 1_ Secure opportunities, advocate for and support sustainable industry growth and capacity building
- 2_ Support Ausfilm Members to enable their business to flourish
- 3_ Ensure a high performing team, working in a productive and collaborative culture
- 4_ Ensure an operationally sound and effective organisation

BOARD AND GOVERNANCE

Ausfilm's Board consists of an independent Chair, five Corporate Members, and five Screen Agency Members.

On 3 April, Sam Mostyn AC resigned as Ausfilm's Chair to take up the role of Australia's Governor-General. At time of writing, the Board is considering candidates for the role of Chair.

One Corporate Member Board position became vacant during 2023/24 after Lynne Benzie's term came to an end at the 2023 Annual General Meeting. A ballot was held, and Yasmine Lintmeijer (Disney Studios Australia) was elected for a three-year term. During the year, Jacqui Feeney joined the Board as Screen Queensland CEO, and Kate Croser served as Screen Agency Board Observer on behalf of the South Australian Film Corporation. After Graeme Mason's term as CEO of Screen Australia concluded, the agency's then-Chief Content Officer Grainne Brunsdon joined one Board Meeting on behalf of the agency, before newly-appointed CEO Deirdre Brennan joined the Board.

ADVICE AND INFORMATION

Ausfilm's funding agreement with the Australian Government (see below) tasks Ausfilm with providing advice and information to the Australian Government and its agencies. This includes the Office for the Arts within the Department of Infrastructure, Transport, Regional Development, Communications and the Arts (the Department), as well as other departments and agencies with an interest in Australia's screen sector.

Ausfilm and staff from the Department regularly

meet and communicate to exchange information related to the industry. Ausfilm updates the Department on production flows, and any opportunities or issues within the offshore production sector. Ausfilm also works with other governmental stakeholders such as the Department of Foreign Affairs and Trade, Austrade, Tourism Australia, and Ambassadors and Consuls-General, particularly in Los Angeles.

Ausfilm maintains strong relationships with Ministers and their staff across several portfolios including the Prime Minister, the Arts, Communications, Employment and Workplace Relations, Finance, Foreign Affairs, Home Affairs, Regional Development, Science and Industry, Skills and Training, Small Business, Trade and Tourism, and Treasury. Ausfilm also develops and strengthens communications with non-Government MPs and Senators and their staff from across the Parliament. Ausfilm arranges for MPs and Senators to visit production sets and screen sector businesses within their electorates and portfolios.

During 2023/24, Ausfilm's policy and advocacy efforts focussed on the development and passage of reforms to the Location Offset. After the Government announced in the May 2023 Budget that it would raise the Offset to 30 per cent, Ausfilm consulted with its Members and other screen sector stakeholders to advocate for policy settings that would maximise the reform's benefits for Australia and deliver a competitive incentive. Ausfilm contributed to consultation phases including initial policy design, draft legislation, and a Senate inquiry, and assisted





Members with their own submissions and advocacy. Ausfilm liaised closely with the Government to ensure that the reform process did not unnecessarily impact the pipeline of international productions. The Location Offset reforms were legislated on 4 July 2024, delivering a long-standing and major policy goal for Ausfilm, its Members and the Australian screen sector.

Ausfilm participated in a range of other consultations and inquiries that were relevant to the screen sector and Ausfilm Members. Notably, Ausfilm's CEO was appointed to the Trade Minister's Trade 2040 Taskforce. Ausfilm testified to the Senate Standing Committee on Environment and Communications Inquiry into the National Cultural Policy, and was consulted on the National Cultural Policy's Arts Scoping Study. In total, Ausfilm made 15 submissions to international, federal, state and territory government inquiries and consultation processes, including regarding the Export Market Development Grants program, the Australian and New Zealand Standard Classification of Occupations, and state government policies for creative industries. Ausfilm was particularly active in discussions regarding the New South Wales Arts, Culture and Creative Industries Policy, and associated funding programs.

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. Ausfilm also introduced federal and state government representatives to important stakeholders in the United States.

WORKFORCE CAPACITY DEVELOPMENT

Ausfilm continues to play an important role in supporting the development of the Australian screen sector's capacity and creative capabilities. In recent years Ausfilm funded an initial audit of production

infrastructure and capacity, co-founded a Workforce Capacity Working Group, and researched and published a national draft Workforce Capacity Development Framework and comprehensive guides to roles and career pathways in the sector. In 2023/24, Ausfilm joined Service and Creative Skills Australia (SaCSA), the Government's Jobs and Skills Council for the creative sector, and Ausfilm's CEO was appointed to SaCSA's Strategic Workforce Advisory Group. The CEO also joined the board of industry organisation, Screen Careers.

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.

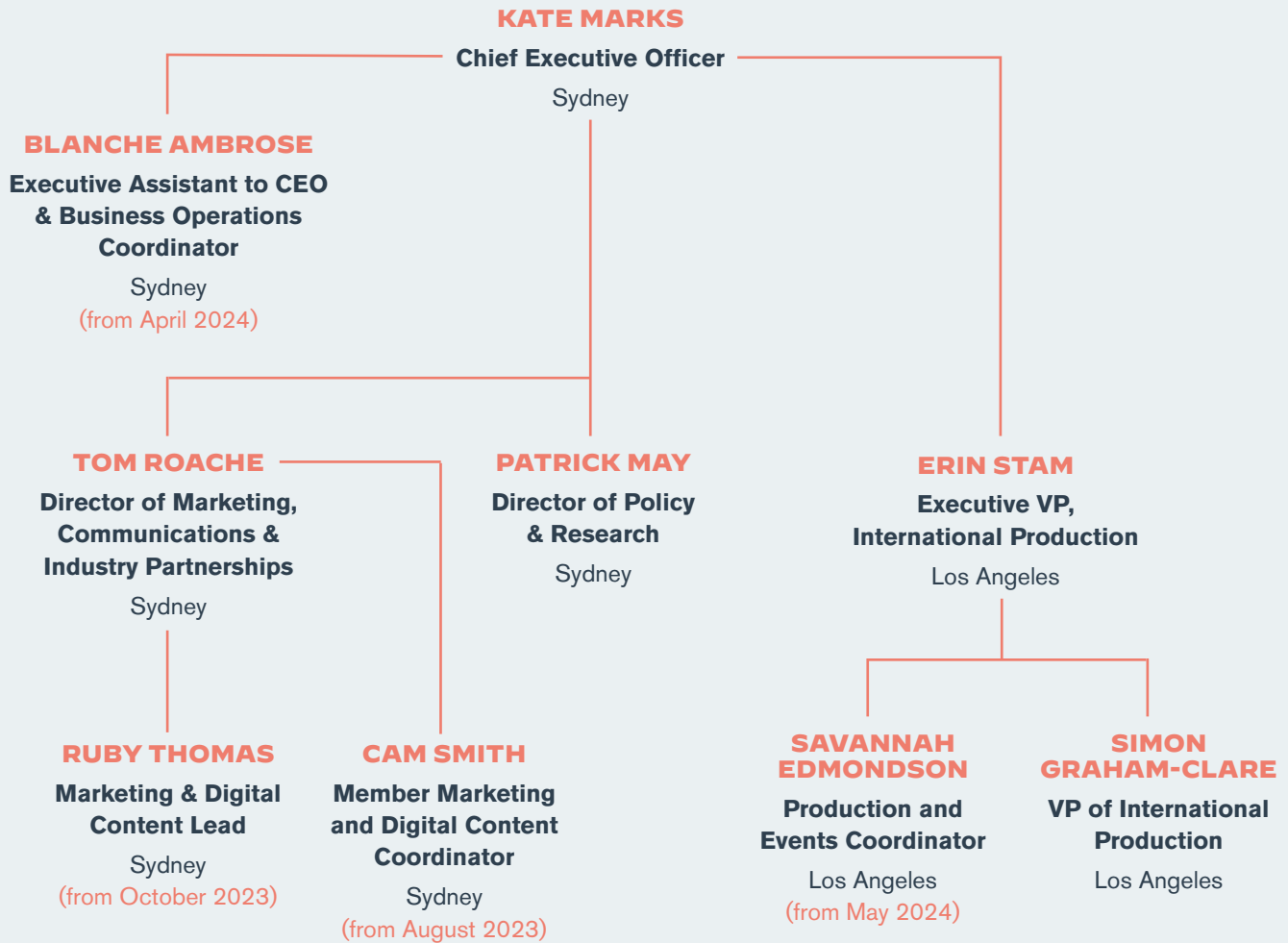
AUSTRALIAN GOVERNMENT FUNDING AGREEMENT

Ausfilm receives an ongoing grant from the Australian Government to position Australia as a leading destination for large-budget screen production and PDV work, promote Australia's incentives and Official Co-production program, provide relevant information to filmmakers, and provide advice to the Australian Government and its agencies. The purpose of the grant is to meet the Department's Outcome 6 – Participation in, and access to, Australia's arts and culture through developing and supporting cultural expression.

Ausfilm's funding agreement with the Government contains key performance indicators, and Ausfilm reports to the Government twice a year in relation to these KPIs and Ausfilm's income and expenditure.

APPENDICES

ORGANISATIONAL CHART



FAREWELL TO OUR PAST TEAM MEMBERS

ANNIE LUCAS
Director of Operations (Australia) & Executive Assistant
Sydney
(to May 2024)

ASHLEE SANG
Senior Marketing & Digital Content Specialist
Sydney
(to July 2023)

VIVIEN FLITTON
Director of Operations (USA)
Los Angeles
(to March 2024)

AUSFILM BOARD & COMMITTEES

Board Members at 30 June 2024

Chair	Vacant	
Deputy Chair	Emma Drummond	Animal Logic
Elected Corporate Member	Nerissa Kavanagh	Blackbird VFX
Elected Corporate Member	Yasmine Lintmeijer	Disney Studios Australia
Elected Corporate Member	Dale Roberts	KOJO
Elected Corporate Member	Jennie Zeiher	Rising Sun Pictures
Screen Agency Board Position	Rikki Lea Bestall	Screenwest
Screen Agency Board Position	Deirdre Brennan	Screen Australia
Screen Agency Board Position	Jacqui Feeney	Screen Queensland
Screen Agency Board Position	Kyas Hepworth	Screen NSW
Screen Agency Board Position	Caroline Pitcher	VicScreen

Board Observers

Federal Government Board Observers	Jason Potkins	Department of Infrastructure, Transport, Regional Development, Communications and the Arts
Screen Agency Board Observer	Kate Croser	South Australian Film Corporation

FINANCE AUDIT AND RISK COMMITTEE

Chair	Caroline Pitcher	VicScreen
Member	Jane Corden	Entertainment Partners Powered by Money Penny
Member	Janine Lapworth	Simpsons
Member	Dale Roberts	KOJO
Member	Brett Thornquest	Contrarian Group
Secretary	Kate Marks	Ausfilm
Observer	Blanche Ambrose	Ausfilm



Australian Government

Ausfilm is supported by financial assistance
from the Australian Government

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