

Strategic Plan 1995-1998 – Australian Film Commission

Australian Film Commission, Strategic Plan 1995-1998, Sydney, AFC, 1996.

The Australian Film Commission is a federal statutory authority established in 1975 as the primary development agency for the film industry in Australia. “Film” is interpreted in the broader sense of programs, including those on video, television, multimedia and all film gauges.

Strategic Plan 1995 - 1998 Excerpts

Statement of Purpose

Develop and promote a dynamic screen industry by drawing on the creativity of a culturally diverse Australia to deliver stories, ideas and images to audiences everywhere.

Film & Television

To recognise and support originality, diversity and creative risk taking in the development and production of outstanding Australian film and television programs.

Strategies

Provide opportunities for film and program makers through script and project investment in the development of creative and viable proposals

Support the realisation of ideas and the development of creative and craft skills by way of production investment in animation, short dramas and experimental works, documentaries, multimedia and low budget features

Give priority to projects which, in the AFC's judgement, extend creative boundaries for film and program makers, contribute to the diversity

of productions, challenge existing conventions and are likely to reach their intended audiences

Raise awareness of the crucial value of creative risk taking in underpinning a dynamic and successful Australian film industry

Promote the AFC's willingness to support creative risk taking

Identify and explore opportunities for the development and production of films and programs created by people from diverse cultural backgrounds

Maintain a consultative and responsive relationship with the industry in the development of policy and programs

Facilitate collaborative financing.

Indigenous Representation

To encourage and support self-representation by Indigenous Australians.

Strategies

Advance the development and production of films and programs created by Indigenous Australians

Encourage a wider recognition and appreciation of the work of Indigenous Australians by supporting its distribution and exhibition

Stimulate and contribute to informed debate about issues of cultural representation and Indigenous control over stories, images and archival collections

Advance the participation of Indigenous Australians in all aspects of the industry, particularly in key creative and technical roles

Engage in regular consultation and exchange with Indigenous film and program makers and organisations

Ensure that our decision making processes are sensitive to the diversity of Indigenous cultures and cultural practices.