

# SCREEN PRODUCERS AUSTRALIA

## SCREEN EXPORTS - FACT SHEET



Australian screen exports generate significant economic and cultural returns to Australia and enhance Australia's 'soft power' capabilities around the world.

Globally, some of the best-known Australians are from the screen industry: Chris Hemsworth, Cate Blanchett, Nicole Kidman.

Further, Australian production companies, crew, writers, directors and Post Production, Digital and Visual Effects (**PDV**) providers are renowned to be some of the best in the world.

### SCREEN TRADE SUCCESS

In 2017, the independent screen industry generated \$1.2 billion in economic activity supporting 20,000 jobs.

14% of independent production revenue was from exports. Further, 43% of production businesses exported (compared with 7.6% of businesses across the economy).

Australian productions are shown in at least 225 territories. Key export destinations include the UK, US and EU.

Australian screen content is estimated to attract around 230,000 international tourists to Australia each year, driving an estimated \$725 million in tourism expenditure.

Further, the PDV sector is a highly-skilled and rapidly growing digital export, with more than \$88M in foreign spend in 2017/18 alone.

### UNTAPPED OPPORTUNITIES

Currently there is a \$1.5 billion trade deficit in the Australian screen industry with less screen exports today (\$239M) than there were 10 years ago (\$253M).

Despite 10 of Australia's top 12 export markets being in Asia, the independent screen sector derived only 1.7% of its export revenue from Asia in 2017.

### SME CHALLENGES

The Australian screen industry faces significant challenges in staying globally competitive, with more than 80% of screen businesses being small to medium sized enterprises (**SMEs**) with less than 20 FTEs.

These screen businesses require significant and often prohibitive sunk costs of time, resources and capital to build the skills, capabilities and overseas networks needed for export sales and co-productions.

### CO-PRODUCTION TREATIES

Co-production treaties allow Australian producers to partner with producers from treaty-countries to access the benefits of each country's regulatory and taxation environments.

Australia has 12 co-production treaties and MOUs with other nations. In total, there have been 186 official co-production titles made with total budgets of \$1.9 billion exported to over 250 territories.

Australia produces less than 7 official co-productions per year over the last 10-year period. 23 of the 27 co-productions reported in 2017 were unofficial co-productions that did not proceed under a formal treaty.

In contrast, China (16 treaties), France (over 30 treaties) and Canada (over 60 treaties) each produce approximately 60 co-productions per year.