

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Supplementary Budget Estimates 18-21 October 2010

Question: PM61

Asked By: Senator Humphries

Topic: Screen Australia - KPIs

Type of Question: FPA 14-15, 19 October

Date set by the committee for the return of answer: 3 December 2010

Number of pages: 3

Senator HUMPHRIES-Do we have a way of measuring the success of Screen Australia?s contribution to the effectiveness of the industry-as in, the number of films produced in Australia each year or the amount of dollars attracted to the sector in investment or whatever? What are the indicators you use of your success?

...

Senator HUMPHRIES-And how do those indicators show that we are tracking at the moment? I suppose it is partly a reflection in those indicators of how well the industry is doing and partly how well you are doing. What are the historical trends? Are you trending upwards or downwards at the moment in those respects?

Dr Harley-I am not sure that I can answer that question. This last year we have had a number of very successful films. We are very proud of them. But it is a cyclic business and I am sorry I do not have in my mind a five-year graph of that or anything of that kind.

Senator HUMPHRIES-I assume that you have been keeping records for some time. How old is Screen Australia?

Dr Harley-Two years, nearly three.

Senator HUMPHRIES-So you have some sort of trending or tracking of your performance over that time, I assume?

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Dr Harley-Yes, we do.

Senator HUMPHRIES-Could you produce that for the committee as a document?

Dr Harley-Yes.

Answer:

Screen Australia measures the value of production expenditure compared to its own investment in each sector of the industry. For the first two years of Screen Australia's existence, this occurred as follows:

Year	Type of production	Screen Australia investment	Total production expenditure	KPI for ratio of production expenditure to investment	Ratio of production expenditure to investment	KPI status
2008-09	Features	\$22.0 million	\$62.7 million	Not applicable	Every \$1 invested generated \$2.85 of production expenditure	Not applicable
	Documentaries	\$16.6 million	\$42.2	Not applicable	Every \$1 invested generated \$2.54 of production expenditure	Not applicable
	Adult TV drama	\$8.3 million	\$42.6 million	Not applicable	Every \$1 invested generated \$5.13 of production expenditure	Not applicable
	Children's TV drama	\$16.2 million	\$64.0 million	Not applicable	Every \$1 invested generated \$3.95 of production expenditure	Not applicable

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Year	Type of production	Screen Australia investment	Total production expenditure	KPI for ratio of production expenditure to investment	Ratio of production expenditure to investment	KPI status
2009-10	Features	\$31.2 million	\$148.2 million	Every \$1 of Screen Australia investment will generate at least \$3 worth of production.	Every \$1 invested generated \$4.75 of production expenditure	Achieved
	Documentaries	\$14.0 million	\$42.4 million	Every \$1 of Screen Australia investment will generate \$2 to \$3 of production.	Every \$1 invested generated \$3.02 of production expenditure	Achieved
	Adult TV drama	\$12.3 million	\$70.7 million	Every \$1 of Screen Australia investment will generate \$4 to \$5 of production.	Every \$1 invested generated \$5.74 of production expenditure	Achieved
	Children's TV drama	\$4.7 million	\$18.6 million	Every \$1 of Screen Australia investment will generate \$3 to \$4 of production.	Every \$1 invested generated \$4.00 of production expenditure	Achieved

Further information about Screen Australia's activities and performance is available in Annual Reports.