



The **values** that guide our work include:

- Resourcefulness:** making intelligent and creative use of limited resources
- Openness:** being receptive to new and diverse ideas and approaches
- Community:** sharing skills, talents, ideas and resources to support the work of others
- Accountability:** taking responsibility for our actions and their outcomes

## OUR OBJECTIVES

### 1. Vibrant Tasmanian screen culture

Show Tasmanian screen stories and develop screen culture locally

How?	Desired Outcomes
Provide infrastructure, curation etc to support screen events through strategic partnerships	Greater opportunities for screen stories to be shown statewide & increased audience exposure to local screen stories
Create new exhibition opportunities for Tasmanian screen stories in Tasmania	Increase awareness of local talent, raise practitioner understanding of audiences & increase cultural capital
Bring innovative content (and makers) to audiences through screenings, masterclasses etc.	Challenge, inform, motivate and expand local audiences' understanding of screen stories. Inspire screen practitioners and provide models they can emulate
Showcase and celebrate local success	Increased culture of success & recognition of expertise

### 2. Skilled, creative and resourceful Tasmanian screen practitioners

Identify and replenish talent while supporting the development of skilled, entrepreneurial and connected screen practitioners.

How?	Desired Outcomes
Provide an annual programme that develops the skills of practitioners and responds to local demand	Increased skill level and understanding of the scope of operating in the screen sector
Run production initiatives for emerging screen practitioners	Identify talent, develop and extend skills. Foster collaboration.
Provide advice and referral to individuals in all aspects of operating in the screen industry.	That practitioners have the skills required to crew Tasmanian productions and are supported to find new audiences for their projects
Work with practitioners to identify, reach and grow audiences	Greater clarity about the purpose of screen projects and greater success

### 3. Active network of Tasmanian screen practitioners

To support Tasmanian film and digital makers, community screen-based practitioners and artists to tell their screen stories

How?	Desired Outcomes
Encourage, facilitate and engage in collaborative projects with cultural and professional development outcomes	Increased use of effective visual narrative for a variety of reasons by Tasmanians
Hold industry events that are broadly attended by screen practitioners	Consolidate and expand the network of local screen practitioners
Provide and facilitate mentoring and work placement opportunities	Constructive relationships among Tasmanian screen practitioners and between practitioners and their communities.

### 4. A responsible, effective and dynamic organisation

To build an organisation that is resourced effectively for the local industry

How?	Desired Outcomes
Invest in equipment and facilities that enable screen projects to be affordably produced	Increased local production activity and access to appropriate equipment
Administrative costs	Our resources are used to directly benefit screen practitioners and their stories
Governance structures	WAT is a robust and flexible organisation with appropriate levels of transparent and accountable procedures

Our **vision** is to contribute to a vibrant, diverse and renewable Tasmanian screen culture.

Our **mission** is to encourage, develop and support emerging screen practitioners in Tasmania

