

AFTRS

Whose stories?

Diversity in Australian Media

**AUSTRALIAN FILM TELEVISION & RADIO
SCHOOL**



Australian Government

SCREEN FOREVER

SCREEN FOREVER 2017

14-16 November 2017, Melbourne



ROSE TROCHE



GEORGINA DOWNER

INSTITUTE OF PUBLIC
AFFAIRS

YOU'RE DOING THAT WHITE THING



DIVERSITY CONVERSATIONS

Tweet

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 **Screen Producers Aus**
@Screen_Producer


"We need more diversity on our boards, on our funding boards, our broadcasters. That's the only way we're going to make stuff happen." Sally Riley @ABCAustralia on 'Good Practice in Inclusive Screen Work' [#SCREENFOREVER](#)

2:37 PM · Nov 16, 2017

8 Retweets 18 Likes






Tweet


 **ALEXANDRA GEORGE**
@los_alexandra





Great to hear @QandA at [#SCREENFOREVER](#) start with deep focus on gender and cultural [#diversity](#) on screen... twitter.com/i/web/status/9...

14/11/17, 1:46 pm

6 LIKES

 **littlebookofhope** @littlebookofhop 2d
@los_alexandra @QandA I agree but hope they will include disability next time (20% of the population yet the most u... twitter.com/i/web/status/9...

Tweet

 **Screen Producers Aus**
@Screen_Producer

Bob Campbell "We encourage people of diverse backgrounds to sit in on writers rooms" [#SCREENFOREVER](#)

14/11/17, 1:49 pm

1 RETWEET 2 LIKES

Tweet

 **Screen Producers Aus**
@Screen_Producer

Spa congratulates Australia on this outcome in a world where diversity and inclusion is critical to the Screen industry [#YESFOREVER](#)

15/11/17, 10:04 am

2 RETWEETS 4 LIKES

The Screen Diversity and Inclusion Network



[FIND OUT MORE](#)

MEMBERS



Australian Screen Industry Group



Create NSW
Arts, Screen & Culture



Reconciliation Industry Network Group



South Australian Film Corporation





CHARTER

R

1. We aim to actively reflect the diversity of Australian society at every level of our workforce, by gender, age, race, sexual orientation, nationality, religion and disability or geographic location, both in our employees and the stories we tell





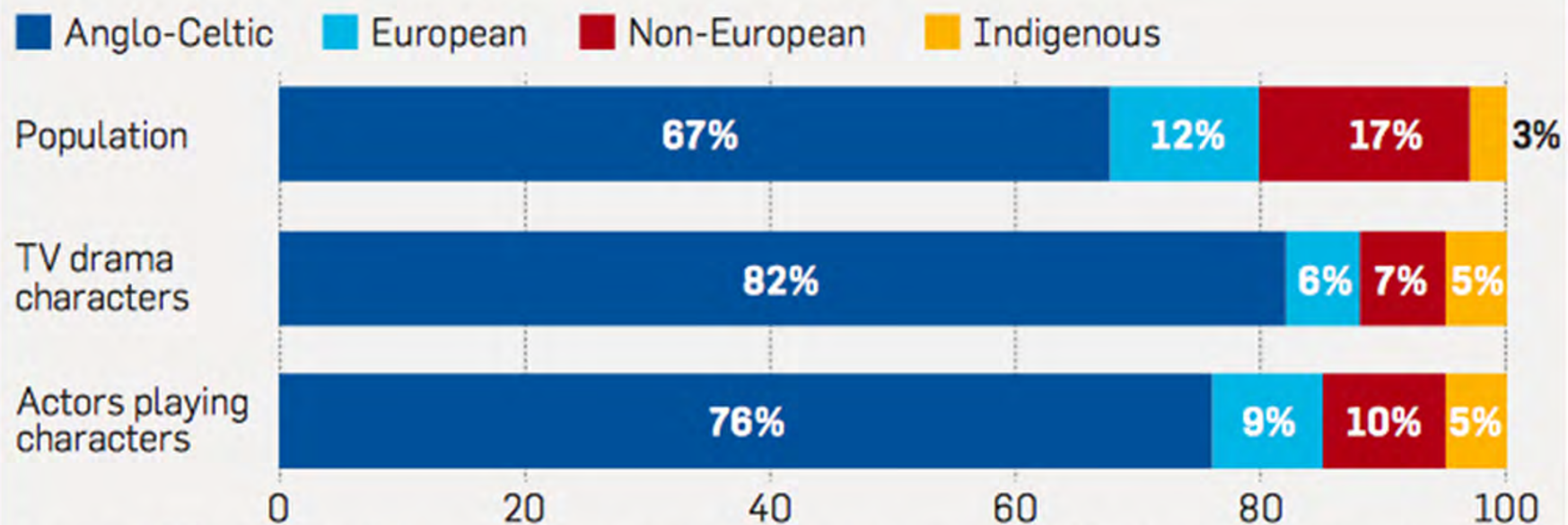


Seeing ourselves

Reflections on diversity in
Australian TV drama

THE DIVERSITY PROBLEM – ON SCREEN

Cultural backgrounds of characters, and the actors who played them, in Australian TV drama, compared to the Australian population



Based on 1,961 main/recurring characters and the actors who played them across 199 TV drama programs broadcast 2011 to 2015. Australian population based on 2011 Census of Population and Housing.

AFTRS

INCLUSIVE PATHWAYS FRAMEWORK

FOR SCREEN
STORYTELLING TALENT

PREPARED FOR AFTRS
NOVEMBER 2016
Georgie McClean

The Gist
Strategy + Engagement

Focus on practitioners
and career pathways

PRACTITIONERS – THE BARRIERS

- **Exclusive industry**
- **Geographic (and socio economic) concentration of industry**
- **Financial barriers to participation**
- **Access issues**
- **Gender related workforce issues**
- **Conscious and unconscious bias**
- **Eternally emerging categories**
- **Underestimation of audience**



HELEN KAPALOS
Screen Producer Australia

"When I began my career there were very few women working in the media and even less in positions of influence. Drawing a parallel comparison with the perspective of someone from a CALD community today, if you don't see someone who looks like you working in an industry you may already feel at a disadvantage and therefore less likely to choose this as a viable career option."

The Gist
Media and Entertainment



SCREEN PRODUCERS AUSTRALIA
SCREEN FOREVER
MELBOURNE 2018



SCREEN PRODUCERS AUSTRALIA
SCREEN FOREVER
MELBOURNE 2018



SCREEN PRODUCERS AUSTRALIA
SCREEN FOREVER
MELBOURNE 2018

THE ISSUES – PRACTICES

- How we hire/ fund/ develop talent
- Need to move from consultation to creative agency
- Need to build capacities across the sector in engaging with diversity
- Need to create inclusive work places



THE ISSUES – DECISION-MAKERS

- Such a white industry
- Don't identify with stories outside the known
- Hire alike
- Low risk tolerance
- Low awareness – failure to ask the second question

IMPROVING PRACTICE



Deborah Williams
Creative Diversity
Network (UK)

- Try it
- Do it
- Make mistakes
- Learn from them
- Go back to the beginning
- “We’re the creative industries, let’s be creative”

THE NEW MOMENTUM

- Issue of relevance – in era of ubiquitous choice
- Commercial imperative – “ultimately you are talking about people, and people spend money”
- Understanding of audience is broadening



Top 20 Australian Film Releases 2017

1 Jan – 11 Nov 2017

	<u>Title</u>	<u>Distributor</u>	<u>Box Office</u>
1	LION	TRANSMISSION	\$29,545,626
2	RED DOG: TRUE BLUE*	ROADSHOW	\$7,384,663
3	JASPER JONES	MADMAN	\$2,703,451
4	DANCE ACADEMY	STUDIOCANAL	\$2,100,219
5	MOUNTAIN	MADMAN	\$2,005,591
6	ALI'S WEDDING	MADMAN	\$1,333,360

THE STEPS FORWARD

- Measurement system
- Targets
- Diversity Action Plans + dedicated funding
- Collaborations to develop career pathways

TALENT CAMP



- Partnership model
- 15-20 new creatives in each state
- Practical training into internships



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