

TAKE US FOR WHAT WE ARE – we are regional, resilient and we are worth it.

As an organisation, the challenges and opportunities that Far South Film Inc see in the cultural sector are:

- Challenge - there is still a perception that the work of filmmakers and artists is not 'worthwhile' – i.e. not of any economic value – how do we measure, gauge and publish the figures/stats/output to disprove this perception?
- Challenge – the current lack of but importance of the regional screen voice in terms of representation and diversity - *“you cannot be what you cannot see.”*
- Challenge – low budgets for screen stories regionally, difficulty of accessing state or federal funding due to lack of prior credits, on-set experience, attachments of established creative team which primarily arise due to not being in an urban area.
- Challenge - Lack of development and production funding for worthwhile regional screen stories
- Challenge - Further upskilling of the regional screen workforce and how to grow it into the future – connection with the educational sector is fraught as teachers are overworked and understaffed and there is no clear pathway to work with the Department of Education
- Challenge - opportunity for more collaboration between artforms – screen and visual arts, music, games, theatre, dance, ceramics, textiles

- Opportunity - new cultural policy – emphasise “ a place for every story, a story for every place” ie value the work of regional artists
- Opportunity – the continued relevance of screen content to the national conversation, whether it be in a feature length film, TV/streaming series, online series or Insta/Tik Tok video
- Opportunity - how can we leverage the above importance of screen content to benefit the screen creators in our region?

- Opportunity & Challenge - Impact of AI – we see this both as a challenge and an opportunity:
 - AI is great in that it can do some of the 'drudge' work involved in filmmaking – transcribing and summarising interviews, rotoscoping, masking, animation workflow
 - Challenge - partially due to the impact of AI, a lessening of the value of human creation/ filmmaking and subsequently a further lessening of filmmaking/screen budgets especially regionally where budgets are low to begin with.