

National Cultural Policy Submission (Public)

Sustainable Screens Australia

[Sustainable Screens Australia](#) (SSA) is an industry-led initiative that is addressing the growing need to reduce the Australian screen industry's environmental impact. We welcome the opportunity to inform the National Cultural Policy – and advocate for the inclusion of an environmental sustainability lens and practical supports from Government to help artists, organisations and industry to create and practice in a sustainable way.

SSA is founded on a vision to transform the Australian screen production industry into one which integrates sustainability into everyday practices. Creating screen content should not be at the expense of the planet, so we are working to build capacity at all levels of the industry to reduce our collective environmental footprint in line with science-based targets. For the past two years, we have been working closely with key stakeholders across the industry to create an engaged, member-driven organisation that is advocating for and building capacity for the local screen industry to adopt environmentally sustainable practices.

This submission focuses on the challenges and opportunities for the film and television industry within the **Strong Institutions** pillar.

Sustainability is a challenge and an opportunity for screen content creators and the arts

The film industry is a key pillar of the arts landscape in Australia – the local screen production industry contributes over \$5.34b in value-add to the economy and over 31,000 full-time equivalent jobs. As international productions are increasingly attracted to work in the Australian space, there is an enormous opportunity for Australia to become a leader in environmentally sustainable screen production practices – to support the arts community and our planet.

Over the past decade, various approaches to reducing the screen industry's environmental footprint have emerged globally. International models range from cross-sectorial private consortiums like We Are Albert in the UK, to professional associations like the PGA and MPPA in the US, driving change within their membership ranks. **There is an opportunity for the Australian screen industry to not only bring us in line with existing initiatives – but to become an international leader in sustainable screen production practice.**

As more and more international productions come to our shores, many with sustainability obligations and internal mandates, it is critical that we strengthen our local industry's institutions with the tools and knowledge necessary to track, measure and reduce the carbon-footprint and environmental impact of our productions, and the wider industry.

Over the past 18 months, Sustainable Screens Australia has worked closely with stakeholders across the industry, including Netflix, ABC, SBS, BBC Studios, Matchbox Pictures, CJZ, ScreenNSW, VicScreen and Screen Tas – as well as many other individual filmmakers, broadcasters, production houses and screen agencies. The response to this work has been overwhelmingly positive, with a clear appetite and enthusiasm to enable and implement a standardised, supportive national framework for embedding sustainability into all aspects of screen production in Australia.

Practically, Sustainable Screens Australia is building capacity to measure and reduce our industry's collective environmental footprint through:

- The development of a National Framework supported by an online hub and toolkit;
- Customised 'Sustainable Production' training for and by industry practitioners; and
- A bespoke carbon calculator tool.

The support of Government is critical in moving towards this framework, so that the burden does not fall solely on practitioners and individual companies.

As the new National Cultural Policy is developed, there is a clear opportunity to strengthen institutions by taking a holistic approach to supporting arts practice in line with sustainability. While this submission focuses on opportunities in the film industry, there are opportunities across the arts for the Government to support artists and creators to contribute to our vibrant cultural landscape in a way which also safeguards our environment and climate.

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