

Screen Industry Workforce Development – Action Plan Summary

The [WA Screen Industry Strategy](#) is the WA State Government's framework to support the growth and development of the WA Screen Industry, supporting the WA Government's commitments including the new Perth Film Studios. The Strategy has identified Workforce: Building capacity and capability as one of its 4 Strategic Pillars:

Workforce: Developing skills and expertise

This strategic pillar recognises the growth of the WA screen industry cannot occur without a skilled and available workforce. Increased industry investment will create a steady pipeline of screen production activity in the State. This requires a workforce of skilled and experienced practitioners ready to fill the jobs these productions will bring.

This workforce strategy development is supported under the following strategy initiative: **Initiative #4:** (Develop) a Screen Industry Workforce Plan and Implementation.

Workforce Strategy Scope

The scope of the Screen Industry Workforce Strategy focuses on the roles, functions and activities required for physical production both on location and at the new Perth Film Studios. The strategy focuses on scripted and documentary production 'Above the Line' (ATL) and 'Below the Line' (BTL) skills and roles.

ATL roles include the writers, directors, producers. BTL crew roles consist of Heads of Department and on-set crew that do not sit ATL. BTL roles range from camera, lighting and rigging, sound, production design, art department, costume and make-up, production department, unit and transport, locations, stunts, health and safety, production accountants, and payroll. The majority of the sector's workforce are below the line roles.

Screen Industry Workforce Development Strategy

The Screen Industry Workforce Development Strategy outlines a range of strategies, to build sector capacity over a phased implementation period:

Pilot Phase 2024 to 2026: Screen Capacity Building Programs.

Phase 1: Building capacity and capability (2026 to 2027)

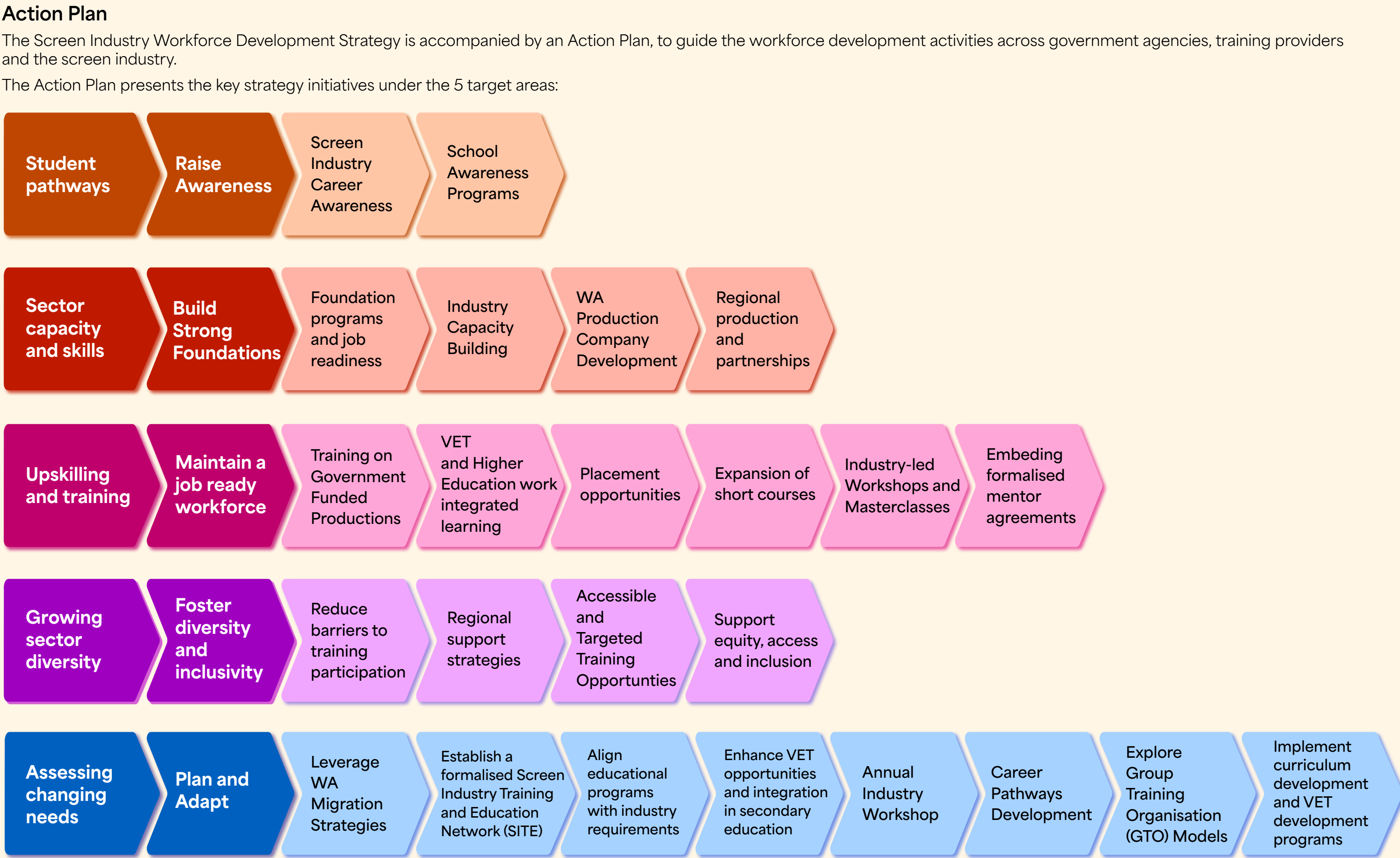
- **Strategy 1** – Raise awareness and build strong foundations: Awareness of career pathways and job opportunities, build foundational skills and attract and retain talent.
- **Strategy 2** – Government supported infrastructure, productions and incentives: Opportunities for job training through government supported productions.
- **Strategy 3** – WA Screen Industry Training and Education Network: A formalised education and training network to foster collaboration, direct links between industry and education providers.

Phase 2: Strengthening and Expansion (2026 to 2029)

- **Strategy 4** – Upskilling and Reskilling programs: An adaptable and job ready workforce.
- **Strategy 5** – Diversity and Inclusion: Increase understanding of key principles and best practice, strong leadership and active advocacy.

Phase 3: Maturing (2029 and beyond)

- **Strategy 6** – Innovation and adaptability: Building on previous strategies, formalised mentor agreements, group training models.
- **Strategy 7** – Future skills needs: Continuous learning and development; innovative curriculum development.



A detailed breakdown of delivery partners and timelines for Action Plan initiatives is outlined on the following pages.

WA Screen Industry Strategy 2024-2034

				PilotPhase 1Phase 2Phase 3										
Screen Industry Workforce Development - Action Plan	Responsible Agency	Delivering	Beneficiaries											
Raise awareness				24	25	26	27	28	29	30	31	32	33	34
Screen Industry Career Awareness: Establish an online presence as a central reference point for new and existing resources and promote opportunities in the WA screen industry through media and communications.	CITS	CITS	Job seekers, wider community			•	•	•	•	•	•	•	•	•
School Awareness Programs: Foster early interest and awareness of screen industry careers among secondary school students. Promote screen career pathways and career taster programs.	DTWD/FutureNow	FutureNow	Students, teachers, parents			•	•	•	•	•	•	•	•	•
Build strong foundations														
Foundation programs and job readiness: Provide a range of foundational skills and knowledge relevant to the screen industry to develop a versatile workforce. Including set ready programs, and recognising core competencies across other creative industries.	DTWD/FutureNow	Education and training providers	Portfolio workers, job seekers	•	•	•	•	•	•	•	•	•	•	•
Industry Capacity Building: Fast-track growth in key targeted sectors of the WA screen industry to enable WA businesses to service production in WA.	CITS/Screenwest	Screenwest and screen industry	Small to medium size businesses		•	•	•							
WA Production Company Development: Support new career pathways for ATL practitioners, enabling extended placements in WA production companies and upskilling in development and producing fundamentals.	CITS/Screenwest	Screenwest, WA production companies, and ATL practitioners	Emerging and mid-career ATL workers, WA production companies			•	•	•						
Regional production and partnerships: Continue to provide employment opportunities for local talent through regional production. Support new entrants in regional communities and by giving them their first paid opportunity and by offering small jobs such as local advertising or filming local events.	CITS/Screenwest	Regional business development associations, regional local government and community groups	Screen industry practioners and small businesses in regional WA	•	•	•	•	•	•	•	•	•	•	•
Maintain a job ready workforce														
Training on Government Funded Productions: Enable WA based screen workers to develop practical skills and industry knowledge through on-the-job experience including local and in-bound productions and short form productions. Encourage experienced screen professionals with existing links to WA to re-establish in the State and support skills development.	CITS/Screenwest	Screenwest, production companies, industry training providers and mentors	Screen workers at all career stages, producers, screen workers returning to WA	•	•	•	•	•	•	•	•	•	•	•
VET and Higher Education work integrated learning: Through the newly formed SITE network seek to enhance integrated practical learning experiences for better students outcomes for those seeking careers in the screen industry.	CITS	SITE Network, education and training providers	Students, early career workers			•	•	•	•	•	•	•	•	•
Placements: Funding assistance to support placement opportunities for professional development, skills development, build individual capacity and progress careers.	CITS/Screenwest	Screenwest, employers, industry training providers and mentors	Screen workers at all career stages		•	•	•	•	•	•	•	•	•	•
Expansion of short courses: Specialist training and micro-credentials for upskilling and retaining skilled workers and developing an adapable and job ready workforce.	Education and training institutions/industry training providers	Education and training institutions and industry training providers	ABL and BTL screen workers at all career stages					•	•	•				
Industry-Led Workshops and Masterclasses: Provide grants to support experienced screen organisations and individuals to deliver professional skills development workshops/masterclasses that address identified skills gaps within the WA industry.	CITS/Screenwest/industry training providers	Industry training providers, Screenwest	Screen workers at all career stages		•	•	•	•						
Embed formalised mentor agreements: Facilitate knowledge transfer and skill development through structured mentorship programs across a range of roles and linked to production opportunities and production facilities.	Industry training providers /production facilities and production services providers	Production companies and production facilities	Early and mid-career screen workers, creative portfolio workers								•	•	•	•

Key: CITS: Department of Creative Industries, Tourism and Sport | DTWD: Department of Training and Workforce Development.

WA Screen Industry Strategy 2024-2034

Screen Industry Workforce Development - Action Plan				PilotPhase 1Phase 2Phase 3										
Responsible Agency	Delivering	Beneficiaries												
Foster diversity and inclusivity			24	25	26	27	28	29	30	31	32	33	34	
Reduce barriers to training participation: Continue to explore ways to improve accessibility to accredited screen industry training for equity and low socioeconomic communities.	Education and training providers	Education and training providers	Low SES students, early and mid career workers from under represented groups											
Regional support strategies: Enhance regional support in the screen industry, by exploring innovative training delivery practices, increased regional training and opportunities to build the skill base in regional WA.	Education and training providers	Education and training providers and industry training providers	Regionally based students and workers											
Accessible and Targeted Training Opportunities: Leverage existing programs and develop accessible and relevant training programs for First Nations people and people from diverse communities.	Education and training providers	Education and training providers and industry training providers	First Nations people, people with disability, people from under represented groups											
Support equity, access and inclusion: Increase the industry’s understanding of Equity, Diversity and Inclusion (EDI) key principles through training and inclusion in best practice guidelines.	CITS, education and training providers	Education and training providers, Screenwest and screen industry	Workers, employers											
Plan and Adapt														
Leverage WA Migration Strategies: Explore potential to fill specialised screen industry roles that cannot be filled locally through migration pathways.	DTWD	DTWD	Skilled migrants, employers											
Establish a formalised Screen Industry Training and Education Network (SITE): Foster a collaborative, non-competitive environment for education providers (from secondary and tertiary institutions) and industry representatives.	CITS/FutureNow	FutureNow	Teachers, industry, education and training providers											
Align educational programs with industry requirements: Through increased collaboration and a formalised SITE network ensure the Creative Arts and Screen secondary school curriculum supports the future of the WA Screen industry.	CITS/FutureNow	Education and training providers	Industry, students, education and training providers											
Enhance VET opportunities and integration in secondary education: Through strategic engagement of the network, explore and improve VET integration and delivery for better outcomes for students pursuing careers in the screen industry.	CITS/FutureNow	Education and training providers	Students, entry-level workers											
Industry Workshop: Hold an annual workshop with the industry to maintain current knowledge, to inform programs and address workforce issues and skills gaps.	CITS/FutureNow	FutureNow	Industry representatives, education and training providers											
Career Pathways Development: Creative a comprehensive career map detailing various career pathway to assist new entrants and support mid-career professionals in developing their careers in the screen industry.	CITS	Consultant	Students, jobseekers, early and mid-career workers											
Explore Group Training Organisation (GTO) Model: Ensure continuity in training and support for industry traineeships and placements through group employment and training models for productions.	DTWD	Group training organisations	Trainees, production facilities, employers											
Implement curriculum development and VET curriculum development programs: Enhance the curriculum to prepare students for a changing industry, ensure training packages continue to meet industry needs across all screen roles.	DE, education and training providers	DE, education and training providers	Students, education and training providers											

Key: CITS: Department of Creative Industries, Tourism and Sport | DTWD: Department of Training and Workforce Development | DE: Department of Education.