



# **SAFC Submission to Federal Government’s Cultural and Creative Satellite Accounts Methodology refresh consultation**

## **Background:**

Established in 1972, the South Australian Film Corporation (SAFC) is South Australia’s leading screen authority and investment agency, supporting the development, growth, and promotion of the state’s screen production sector.

The SAFC’s position reflects its status as a statutory authority with a mandate to champion the South Australian screen sector. The SAFC does not purport to reflect the views of the broader South Australian screen industry.

The SAFC wishes to express its thanks to the Bureau of Communications, Arts and Regional Research (BCARR) within the Department of Infrastructure, Transport, Regional Development, Communications and the Arts, for the opportunity to provide input into this round of consultation.

## **Summary of SAFC Feedback:**

- The SAFC supports BCARR’s work to refresh the cultural and creative activity satellite accounts.
- The SAFC agrees with BCARR that the current framework does not adequately capture the depth and breadth of Australia’s cultural and creative activity.
- As a screen authority, the SAFC’s interest is in the accurate collection of data relating to screen industry activity. Screen activity relevant to the SAFC includes the development and production of film, television, immersive/extended reality (XR), post-production, digital and visual effects, and game development for any screen.
- The SAFC recommends the next phase of consultation include greater involvement with industry peak bodies and screen agencies to review the proposed classifications directly related to the Australian screen industry.
- In particular, the SAFC notes that the domains relating to post-production, digital and visual effects (PDV) and game development, which are not adequately reflected within the Australian and New Zealand standard classifications of industries and occupations (ANZSIC and ANZSCO) require further examination.
- The SAFC supports an approach to satellite accounts which is future-focused and acknowledges that activity within the screen sector is highly digitised and rapidly evolving.



**SAFC is responding specifically to the Request for feedback questions:**

**1. How do you currently use the cultural and creative activity satellite accounts and estimates?**

The SAFC does not directly use the satellite accounts, however ABS data is used for Economic Contribution Studies of South Australia's screen sector which is used by the SAFC for a variety of purposes.

**2. Are there further studies in the cultural and creative literature relevant for this analysis?**

Screen Australia's Drama Report (produced annually), which provides a retrospective analysis of Australian drama production spend.

Reports published by creative industry consultancy Olsberg SPI.

**3. What are your thoughts on the new trident framework?**

Not applicable.

**4. What are your thoughts on the proposed layers, domains, and categories of cultural and creative activity?**

*Figure 5. The concentric circles of the cultural industries*

The SAFC would suggest that all activity within the screen industry should be defined as core creative industry. The SAFC would suggest separating television and radio. The SAFC would suggest renaming video and computer games to digital games. The SAFC would suggest adding post-production, digital and visual effects (PDV) and online/streamed content.

**5. What are your thoughts on the scope of industries and occupations included in the proposed definition of cultural and creative sector?**

Screen industry jobs are difficult to measure because, as with many other rapidly evolving and highly digitised sectors, screen industry specific roles are not well covered by the ANZSCO codes. The proposed cultural and creative domains do not adequately cover post-production, digital and visual effects (PDV) or digital game development. PDV refers to those activities which create audio and visual elements for film or television other than by principal photography. It also covers the manipulation of those elements using sound, editing, visual effects, computer generated images, mixing, colour grading and duplication services.



The SAFC would support grouping these occupations into two categories:

- Picture post, sound post and music services
- Visual effects (VFX) and animation services

Within the Proposed IOPC 24290060, the SAFC would suggest separating video games from poker machines or from any form of gambling. Video game development is a growing creative industry in its own right that exists separately to gambling.

6. **What other datasets could BCARR use to further improve the estimates?**

Business Longitudinal Analysis Data Environment (BLADE) data.

**Conclusion:**

The SAFC would be happy to assist with compiling input from the South Australian screen industry and looks forward to contributing to the next round of consultation.