

## Media reports on the Australian Film Industry 2015 08 25

**8 July 2015:** Screen Australia is workshopping some new approaches to building pride in Australian film. We are looking to reframe the ways people think and talk about Australian film – shifting perceptions of success away from a simplistic focus purely on box office performance, to encompass less visible achievements, and a deeper appreciation for the many impressive achievements in a global industry.

[http://www.screenaustralia.gov.au/news\\_and\\_events/2015/gn\\_150708\\_prideAusfilmcampaign.asp](http://www.screenaustralia.gov.au/news_and_events/2015/gn_150708_prideAusfilmcampaign.asp)  
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**10 Feb 2015:** Australian film and TV industry economic contribution declines despite growth in online. **The contribution the Australian film and television industry makes to the economy declined by \$800m between 2009 and 2013 according to a new report.** The report, prepared by Deloitte Access Economics, shows the economic contribution has reduced from \$6.6bn in financial year 2009-10 to \$5.8bn in 2012-13, a decline of 12 per cent, with employment also 4.2 per cent lower at 46,632 full-time equivalent positions (FTE) over the same period.

<http://mumbrella.com.au/economic-contribution-film-television-industry-australia-report-275232#more-275232>

**3/12/2014: *The Conversation*:** Zombie metrics: why Australian cinema just won't stay dead + Video by Jason Kent [pureindependentpictures.com](http://pureindependentpictures.com)

"All you can see in any direction are carefully written epitaphs. The *Sydney Morning Herald* **wants to know** why we won't watch Australian films. Over at *News.com.au*, they're **worrying** that local audiences are snubbing local films. *Pedestrian* is **asking** whether there's any hope at all. And then there's **a doco** just released online devoted entirely and without irony to the topic of what's wrong with Australian films..."

[https://theconversation.com/zombie-metrics-why-australian-cinema-just-wont-stay-dead-34808?utm\\_medium=email&utm\\_campaign=Latest+from+The+Conversation+for+3+December+2014+-+2147&utm\\_content=Latest+from+The+Conversation+for+3+December+2014+-+2147&utm\\_source=campaign\\_monitor&utm\\_term=Zombie%20metrics%20why%20Australian%20cinema%20just%20wont%20stay%20dead](https://theconversation.com/zombie-metrics-why-australian-cinema-just-wont-stay-dead-34808?utm_medium=email&utm_campaign=Latest+from+The+Conversation+for+3+December+2014+-+2147&utm_content=Latest+from+The+Conversation+for+3+December+2014+-+2147&utm_source=campaign_monitor&utm_term=Zombie%20metrics%20why%20Australian%20cinema%20just%20wont%20stay%20dead)

**wants to know:** <http://www.smh.com.au/entertainment/movies/why-wont-we-watch-australian-films-20141024-11bhia.html>

**worrying:** <http://www.news.com.au/entertainment/movies/local-audiences-snob-australian-filmmakers-yet-hollywood-loves-them/story-fnk853hr-1227057559133>

**asking:** <http://www.pedestrian.tv/news/arts-and-culture/is-there-any-hope-for-the-australian-film-industry/851976ab-8e3e-4a85-bd2c-d4da098dc963.htm>

**a doco:** <https://www.youtube.com/watch?v=hysgluIbDZA&list=UU7Jklxy6rPnK9GWJS6bEvOA>

**11/11/2014 By Don Groves:** Market share plunges for Australian films.

Australian films' share of the national box-office this year is destined to fall well short of last year's 3.5% and the 10-year average of 3.8%.

<http://if.com.au/2014/11/11/article/Market-share-plunges-for-Australian-films/LPHDOIITWX.html>

**17 Oct 2013:** Lauren Carroll Harris author of '**Not At A Cinema Near You: Australia's Film Distribution Problem**', says, "We're dealing with an imperial force." 88% of the market share of Australian cinema is owned by Hollywood, "which has the market here stitched up," she says. "I don't think you can underestimate the impact of that."

<https://sam.arts.unsw.edu.au/newsroom/opinion/lauren-carroll-harris-not-at-a-cinema-near-you/>

**18 August 2012:** By Brendan Swift: Do Australian films cost too much to produce?

... The Australian industry only produces one or two 'event' films a year (such as **Australia** or **Happy Feet Two**), leaving dozens of lower-budget films struggling to compete without star casts or heavy special effects. Few find a widespread audience at local cinemas or turn a profit...

<http://if.com.au/2012/08/17/article/Do-Australian-films-cost-too-much-to-produce/UEILRYWODL.html>