

# AFTRS

CREATING  
THE FUTURE

CORPORATE STRATEGY 2022–2026

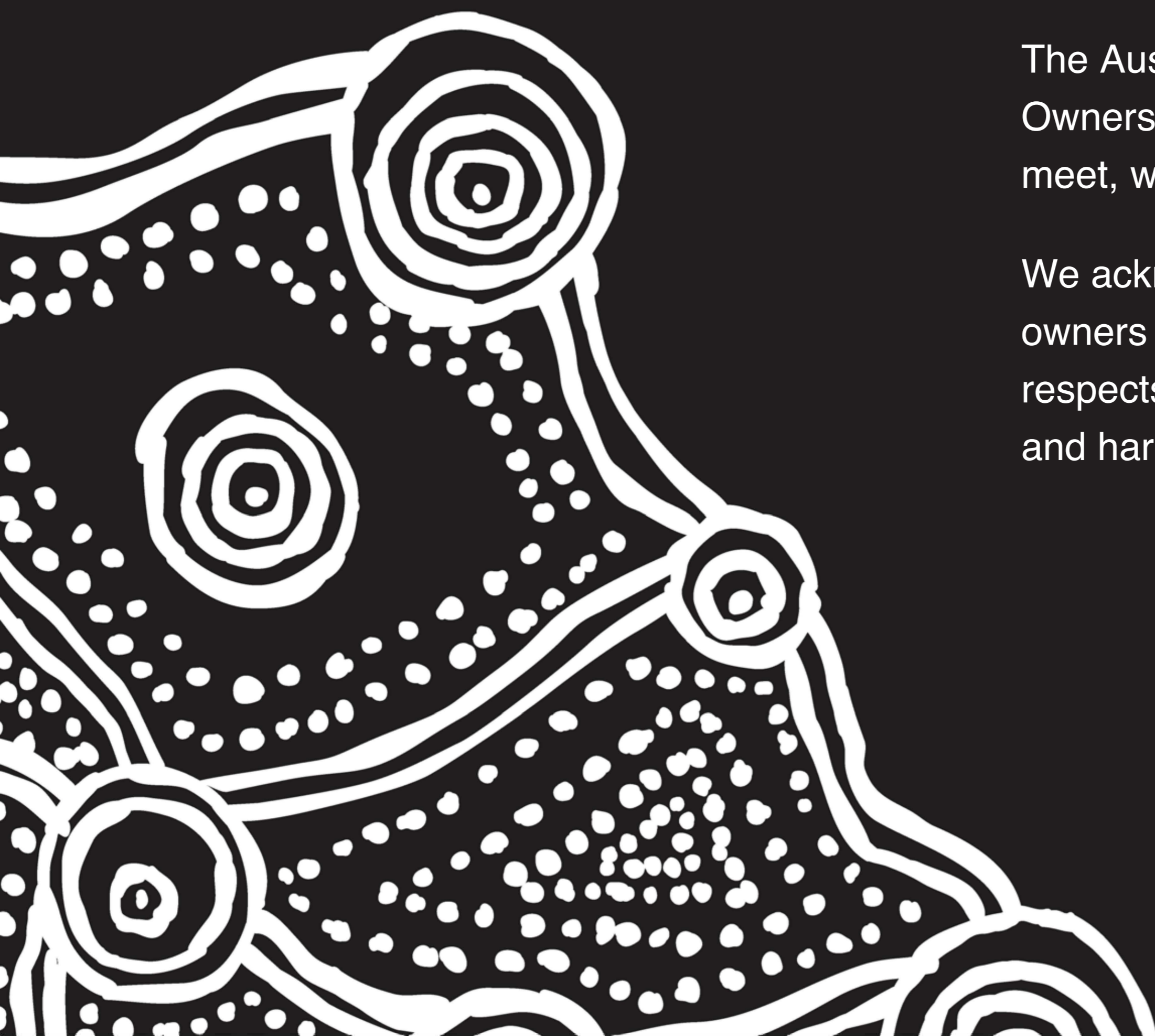


# AFTRS

## ACKNOWLEDGEMENT OF COUNTRY

The Australian Film Television and Radio School acknowledges the Traditional Owners, the Bidjigal and Gadigal peoples of the Eora Nation, on whose land we meet, work, study, learn and teach.

We acknowledge all Aboriginal and Zenadh Kes (Torres Strait Islands) peoples as owners of vast bodies of knowledges and wisdoms about this land and pay our respects to their ongoing guidance on how to live here responsibly, accountably and harmoniously.



# ARTWORK STORY

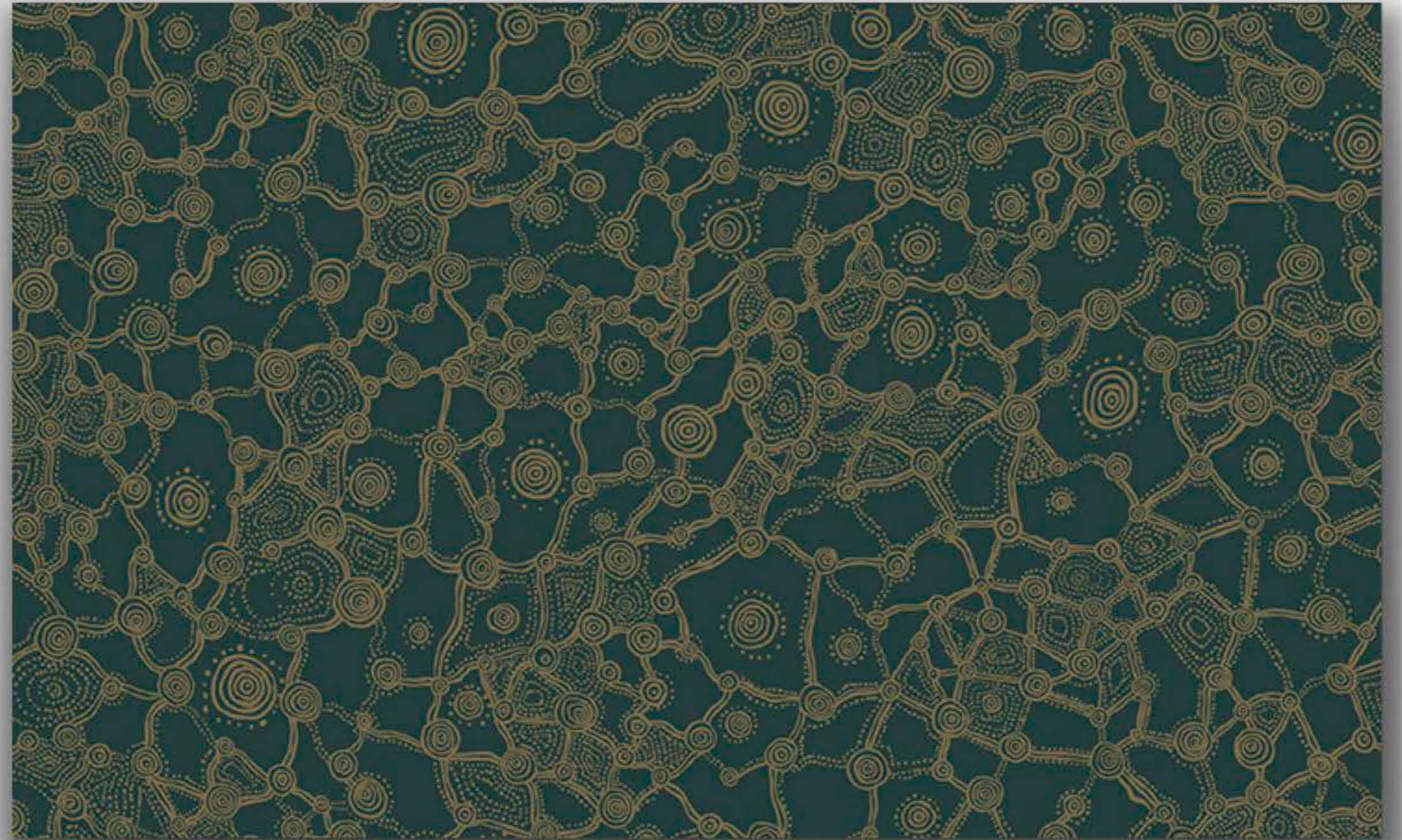
## Desert Place

Fires are lit at the camping place. Food is cooked and stories are told as the sun fades in the dusk of the spinifex country.

This artwork design from the Balarinji Art Collection has been created for the Australian Film Television and Radio School.

The Balarinji Art Collection consist of 316 individual artworks, predominantly gouache on paper, created by the Balarinji design studio. The works were created by John and Ros Moriarty and various indigenous artists, who were part of the Balarinji team.

This artwork is part of the Balarinji Art Collection held at the National Museum of Australia.



# MISSION & PURPOSE

## MISSION

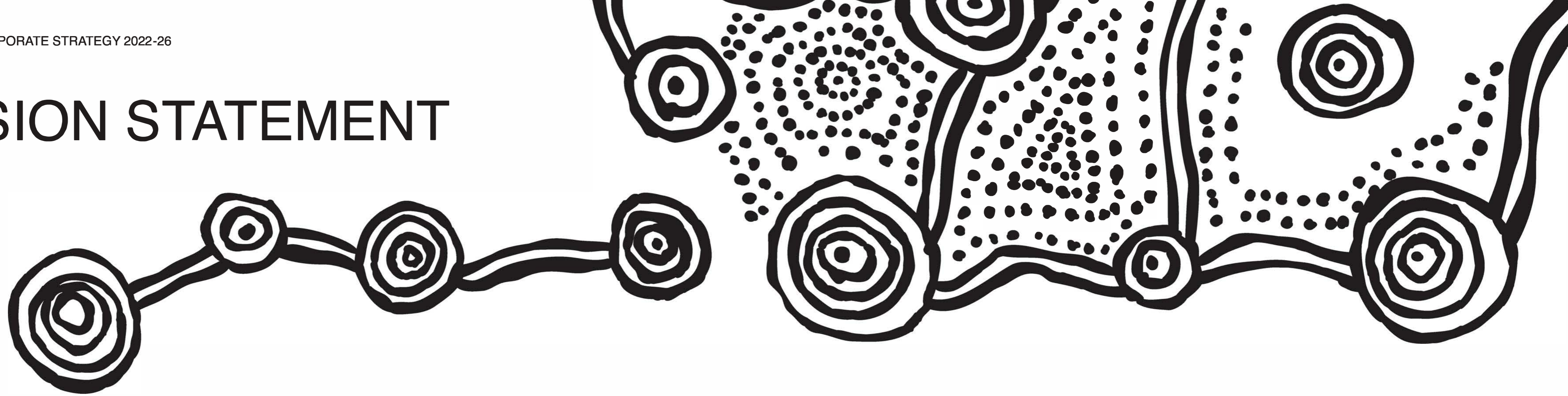
Delivering world-leading creative education across the nation so Australian talent and culture thrive at home and around the world.

## PURPOSE

Working hand-in-hand with the screen and broadcast industries, AFTRS is a global centre of excellence that provides Australians with the highest level of screen and broadcast education, training and research.



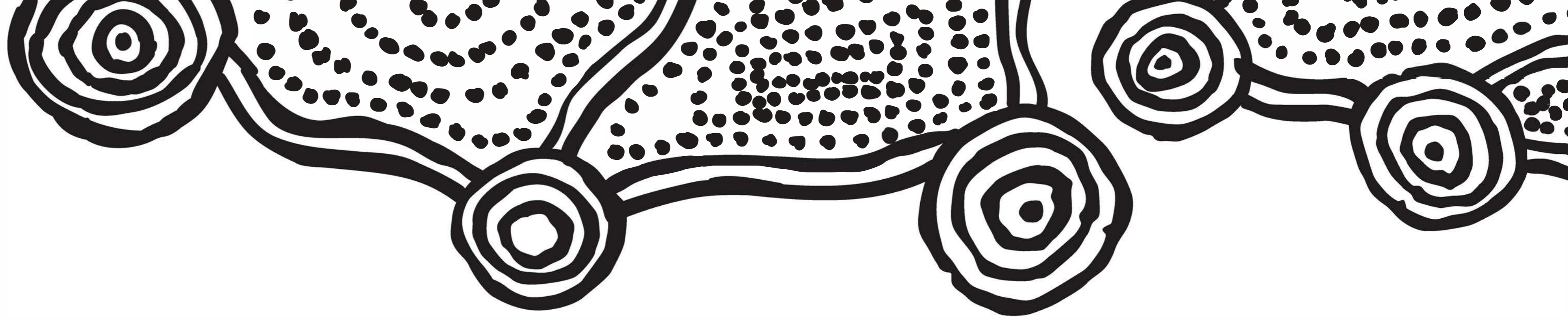
# VISION STATEMENT



We believe that a country is shaped by its stories. In an increasingly complex world, Australians have never needed good stories more, to understand who we are and who we can be. As the national screen and broadcast school, AFTRS' job is to train the talent who can create these stories.

Our pursuit of excellence is Australian in its nature and global in its ambition. It is empowered by the strength of First Nations cultures and the rich diversity of our society. We strive for excellence in artistry and craft and we embrace the essential need for ethical, inclusive collaboration.

# VALUES



## Excellence

We are leaders in our fields and strive to adapt in the face of an ever-changing Industry.

## Courage

We are curious, resilient and embrace challenge and the unfamiliar with open-hearted perseverance.

## Community

We work together with respect, responsibility and reciprocity, recognizing that our strength comes from inclusivity and shared accountability.

## Creativity

We embrace different ideas, experiences and knowledges in the pursuit of creative excellence and innovation.

## Generosity

We share our skills and knowledge and are equipped and honoured to help tell each other's stories.



# THREE PILLARS

This strategy rests on three pillars: national reach, excellence and sustainability.



## NATIONAL REACH

Giving all Australians access to world-class screen and broadcast training education.

- FIRST NATIONS
- OUTREACH & INCLUSION
- FLEXIBLE DELIVERY

As the national screen and broadcast school, we engage, upskill and support talented learners in all States and Territories.

## EXCELLENCE

Industry aligned and future focused.

- LEARNING & TEACHING
- RESEARCH
- INDUSTRY ENGAGEMENT

Working hand in hand with industry, AFTRS offers the highest level of screen and broadcast training and education. Our graduates are sought after for their outstanding craft skills and artistry. They are enterprising, highly creative and professional. They understand the power of Australian story, underpinned by First Nations cultures, enriched by all Australians, to engage, entertain and connect audiences at home and around the world.

## SUSTAINABILITY

Adaptive, resilient & fit for purpose.

- BUSINESS DEVELOPMENT
- RESOURCING
- CREATIVITY & WELLBEING

AFTRS has a suite of scalable, adaptive face-to-face and online offerings that allows us to grow our business, whilst meeting local, regional and national demands for graduates, in a way that is sustainable for staff, school resources and industry.

# NATIONAL REACH



## FIRST NATIONS

Embedding First Nations values within AFTRS through the inclusion of First Nations' knowledges, voices, values and pedagogies to build the capacity and knowledges of staff, graduates and industry.

- Grow First Nations community stakeholders & projects
- Implement First Nations centred curriculum
- Develop an Aboriginal and Zenadth Kes Cultural Capability Framework as a foundation for building AFTRS cultural capability

## OUTREACH & INCLUSION

Supporting under-represented talent across Australia to create and lead in the Australian screen and broadcast industries and building an inclusive school culture that celebrates all Australians.

- Develop curriculum designed to foster cultural capacity within AFTRS and the Australian screen and broadcast sectors
- Build bridges from diverse communities into AFTRS, partnering with community organisations and high schools
- Grow an inclusive school community that recognises, supports and values the unique views, skills and experiences that each person brings to their work and learning

## FLEXIBLE DELIVERY

Creating a flexible and responsive model of delivery that allows us to make the most of our established strengths delivering face-to-face learning in our world-class Sydney campus.

- Create a unified, distinct, values driven AFTRS experience across our website, online platforms and physical spaces
- Design and implement a flexible delivery strategy for all Award and short courses
- Develop and grow partnerships with industry and tertiary partners across the country



# EXCELLENCE



## LEARNING & TEACHING

Creating future-oriented, industry-aligned learning experiences that provide pathways to life-long careers in the evolving screen and broadcast industries.

- Partner with industry in the design, development and delivery of courses
- Empower student learning through an experiential curriculum that is inclusive and flexible
- Enable teaching excellence

## RESEARCH

Providing industry with the knowledge it needs to keep Australia at the forefront of global innovation.

- Support a School culture of enquiry, exploration and rigour through an integrated, staff-driven research program
- Generate industry partnered, future-facing outputs
- Maintain an effective means of distributing and archiving research outputs that we actively promote and share

## INDUSTRY ENGAGEMENT

Enhancing deep engagement with industry partners across Australia.

- Increase national reach by building partnerships with state and territory peak screen bodies and key production and broadcast partners
- Secure graduate opportunities with industry partners to grow career pathways
- Support Industry's creative capacity through industry talks, research and partnerships

# SUSTAINABILITY



## BUSINESS DEVELOPMENT

Developing long-lasting strategic partnerships with organisations that share our values delivering incremental revenue and reach.

- Grow corporate and bespoke training partnerships
- Activate a network of industry and corporate partners across Australia
- Grow number and value of scholarships available to AFTRS students

## RESOURCING

Driving an adaptive and scalable organisation with an infrastructure fit for purpose, aligned to curriculum and centred around a high-quality student experience.

- Design a 5-year Building and Tech Plan that incorporates the infrastructure and technology needs of the strategy
- Scope, design and deliver an Environmental Plan

## CREATIVITY & WELLBEING

Recognising the importance of creativity to screen and audio excellence and the importance of wellbeing to being a creative.

- Ensure infrastructure, work and curriculum design facilitate and support a community culture of wellbeing and creativity
- Share our findings to support a resilient and thriving creative industry

AFTRS