

OUR PURPOSE

We support our member's businesses to produce the world's best screen stories.

OUR GUIDING PRINCIPLES



LEAD

We embrace change and create opportunities.



UNITE

We collaborate and connect to deliver the best possible outcomes.



IMPACT

Focus on what matters for our members. Their success is our success.

OUR STRATEGIC DIRECTIONS

1

Lead and support our members through changes in the screen industry.

2

Increase value and benefit to members.

3

Make SPA a great place to work and work with.

OUR OUTCOMES

STRATEGIC DIRECTION 1

1.1

Advocate and champion positive industry reform that ensures sustainable business.

1.2

Navigate new and emerging technologies benefits and impacts on members and the industry.

1.3

Facilitate international opportunities for members.

STRATEGIC DIRECTION 2

2.1

Build and strengthen membership and engagement.

2.2

Improved membership support systems and mechanisms.

2.3

Provide highly relevant membership value.

STRATEGIC DIRECTION 3

3.1

Strengthen systems and processes to support our work.

3.2

Ensure a strong and capable workforce and effective organisation.

3.3

Contemporary governance mechanisms and vehicles to support our organisation purpose and direction.