

# AFTRS

## Corporate Plan 2011 – 2014



Australian Government

AFTRS

## LEGISLATIVE FRAMEWORK

AFTRS is a federal statutory authority established by the *Australian Film Television and Radio School Act (1973)*. Its functions are set out in the Act:

### Section 5

(1) The functions of the School are:

- (a) to provide advanced education and training by way of the development of the knowledge and skills required in connection with the production of programs;
- (b) to conduct and encourage research in connection with the production of programs;
- (c) to conduct such seminars and courses of education or training for persons engaged, or to be engaged, directly or indirectly, in connection with the production of programs as are approved by the Council;
- (d) to co-operate and make arrangements with other institutions and persons for purposes in connection with the production of programs or the provision of education or training of the kind referred to in paragraph (a);
- (e) for purposes in connection with the production of programs or the provision of education or training of the kind referred to in paragraph (a), to provide facilities for, and to offer the services of the staff of the School to, such other institutions or persons as are approved by the Council;
- (f) to make grants of financial assistance to persons to enable or assist those persons to receive education or undergo training of the kind referred to in paragraph (a);
- (g) to award such degrees, diplomas and certificates in relation to the passing of examinations or otherwise in relation to the education and training provided by the School as are specified in a determination; and
- (h) to do anything incidental or conducive to the performance of the foregoing functions.

## VISION STATEMENT

The Australian Film, Television and Radio School exists to enrich the screen arts and broadcast culture through education and training, research and the dissemination of ideas.

## GUIDING PRINCIPLES

*AFTRS encourages:*

### ***Creativity***

By providing opportunities for the exploration of artistic expression, ideas, innovation and risk-taking.

### ***Enterprise***

By fostering career sustainability, collaboration and resourcefulness.

*AFTRS activities are conducted in the spirit of:*

### ***Excellence***

Aspiring to the highest standards of creative excellence.

### ***Diversity***

Nurturing and valuing difference and originality.

### ***Respect***

Encouraging mutual respect in all collaborations.

## THE SCHOOL'S PURPOSE

The Australian Film, Television and Radio School (AFTRS) provides education and training in the screen arts and broadcast industries. AFTRS conducts research relevant to industry and disseminates ideas to stimulate conversation about the screen arts, creative practice and broadcast activity. It reaches out to Regional and Indigenous Australia, and to new markets to deliver short courses, tailored training, workshops and other screen arts and broadcast activities. It partners with cultural institutions and makes a unique contribution to joint activities with them through its creative expertise and educational reputation. It collaborates with industry to deliver relevant education and experience and it shares its facilities, services and resources with industry organisations, associations, and individuals for their activities and events.

## **1. EDUCATE AND CREATE**

### **OBJECTIVE**

AFTRS will continue to provide an outstanding education in screen arts and broadcasting through practice-oriented learning that is distinctive for its quality, its focus on creativity and its delivery through innovative methods.

1. Continue to evolve the award course program by expanding the course levels from introductory skills at the beginner level to levels offering advanced conceptual thinking and application.
2. Maintain creative standards across the award course levels by continuing to merit select students for entry and provide an outstanding education experience through high quality teaching and leading edge curriculum.
3. Develop an education program for non-fiction production for free-to-air and subscription television and for other producers and distributors of non-fiction content, including the corporate and education sector.
4. Continue to develop and explore opportunities to enhance the education experience through the Online Learning Strategy.
5. Continue to build the School's brand to attract a broader group of students, from culturally and socially diverse backgrounds.

## **2. ENGAGEMENT AND PARTICIPATION**

### **OBJECTIVE**

AFTRS will reach out to cultural organisations and institutions, the regions, new markets and communities to engage, contribute and share its specialist knowledge, training and education.

1. Explore and develop partnerships through a range of new cultural and strategic alliances to share our unique educational and training specialisation for their benefit and for AFTRS to benefit and grow.
2. Explore and build new opportunities to deliver Open Program activities to meet the educational and training needs in screen arts and broadcasting in Regional Australia.
3. Develop, expand and deliver Open Program activities to meet the education and training needs in screen arts and broadcasting to new markets of teachers and schoolchildren.
4. To enable anytime, anyplace learning in response to the interest of individuals in screen arts and broadcasting, implement and extend the Online Learning Environment Strategy.

5. To meet the demands of the rapidly evolving media landscape, continue to commission targeted research of relevance to industry.
6. Continue to encourage challenging discourse on significant issues in the screen arts and broadcasting industries through the dissemination of ideas and sharing of expertise, through publication and events.
7. Continue to develop the next generation of Indigenous storytellers through the provision of education and training activities locally, in the regions and in remote areas.

### ***3. LEADERSHIP, COLLABORATION AND SUPPORT***

#### **OBJECTIVE**

AFTRS will continue to collaborate with Industry across the range of education, research and training activities and assist Industry to meet its skills requirements, and to support its activities and events.

1. Continue to collaborate with Industry practitioners, organisations and associations to deliver high quality, industry relevant experiential education to students.
2. Continue to develop further opportunities for award course students to connect and network with industry.
3. Seek to develop more internships, attachments and direct work experience with industry to benefit students.
4. Continue to offer and develop essential short courses for the screen arts and broadcast industries.
5. Continue to encourage industry engagement with AFTRS by making the AFTRS facility available for industry activities and events.

## ***4. PERFORMANCE AND ACCOUNTABILITY***

### **OBJECTIVE**

AFTRS will manage and optimise the use of its resources by encouraging a productive and accountable environment.

1. AFTRS will provide an encouraging, productive and accountable environment in which all staff will have the opportunity to fulfil their roles and responsibilities to contribute to achieving the School's goals.
2. Encourage staff to be innovative and productive to improve the efficiency and effectiveness of educational, administrative and operational processes.
3. Extend the School's financial resources by increasing net revenue through the sale of its award courses and short courses.