

IMPACT REPORT

SCREEN ARTSELERATE PILOT PROGRAM MAY - JUNE 2025



A UNIQUE BUSINESS INCUBATOR FOR SCREEN PROFESSIONALS

SCREEN ARTSELERATE is a practical business incubator program for freelance filmmakers, games makers and screen practitioners designed to accelerate their professional development through training in business planning, financial literacy, self-promotion and wellbeing.

The program features in-person workshops and practical activities, guest speakers, resource sharing, online learning, peer support and expert mentoring.

The program was designed and developed by Creative Plus Business, a social enterprise dedicated to empowering creative professionals with entrepreneurial skills.

The pilot was supported by funding from Screen NSW and the NSW Business Connect program. It was hosted in partnership with the Arts & Cultural Exchange (ACE) as part of their Screen Cultures program in Parramatta NSW, in May-June 2025.



25

PARTICIPANTS

100%

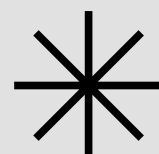
POSITIVE FEEDBACK

26%

IMPROVEMENT IN
PARTICIPANTS' FEELINGS
OF SELF-EFFICACY

“For emerging content producers across ACE’s Screen Cultures programs, Creative Plus Business’s SCREEN ARTSELERATE provided an invaluable grounding in fundamental business skill sets.”

Barry Gamba | Producer, Screen Cultures | ACE



THE PROGRAM

SCREEN ARTSELERATE is a comprehensive educational program designed to engage screen practitioners regardless of their previous experience in business. Creative learning styles and neurodiverse-friendly approaches are central to the pedagogical approach of this program. A wholistic approach to learning means participants to have access to a smorgasbord of support.



The 2025 pilot was designed specifically for the screen sector, but based on a similar program developed by C+B and delivered since 2020 with creative professionals throughout NSW and South Australia.

ELEMENT	DETAILS	OUTCOMES
Workshops	16 in-person learning modules covering planning, business basics, financial literacy, marketing & wellbeing.	Participants better understand the benefits of applying business principles to their existing professional work.
Guest Speakers	3 guests working professionally in the screen industry speak with honesty and vulnerability about their own pathway to 'success', and what they have learned.	Participants gain insights into the diverse pathways that can lead to different types of success, and connect with industry professionals.
Activities	Participants work together on in-class activities centred on finding your purpose, setting goals, diversification of income and marketing strategies.	Participants brainstorm safely with fellow professionals and devise practical & creative ways to implement their learning.
Peer Coaching	The Buddy Program teaches participants how to coach one another in a safe and guided way, and then participants are placed into Buddy Pods of 3 - 4 people.	Participants learn how to implement peer coaching strategies and create meaningful and enduring connections with each other.
Expert Mentoring	In this pilot, participant could access 4 hours of personalised and confidential mentoring with a screen business expert through the Business Connect program.	Participants improved their strategic planning and business acumen, ultimately boosting their confidence and professionalism.
Access to Resources	Participants could access additional webinars, online workshops and resources located in a bespoke Dropbox folder.	Participants were able to continue their professional development after the program concluded, and share their learning with others.

MEETING DEMAND

NSW is also home to 51% of Australia’s screen production businesses, and over 14,000 workers. According to UK statistics, freelancers make up 28% of the workforce, which could be as many as 4,000 individuals in NSW. Screen work is characterised by short-term contracts and freelance arrangements that make a significant impact on the professional sustainability of creatives, crew, and service professionals. SCREEN ARTSELERATE is the only program that comprehensively addresses the business challenges faced by freelance and self-employed screen professionals as a result of the ‘gig economy’ in the screen industry. It’s also the only program that brings together creatives, crew, games, festivals and support orgs that make up the screen ecosystem.



56%

Participants from a CaLD background

44%

Participants identified as Female and/or Gender Fluid

18%

Participants identified as living with disability

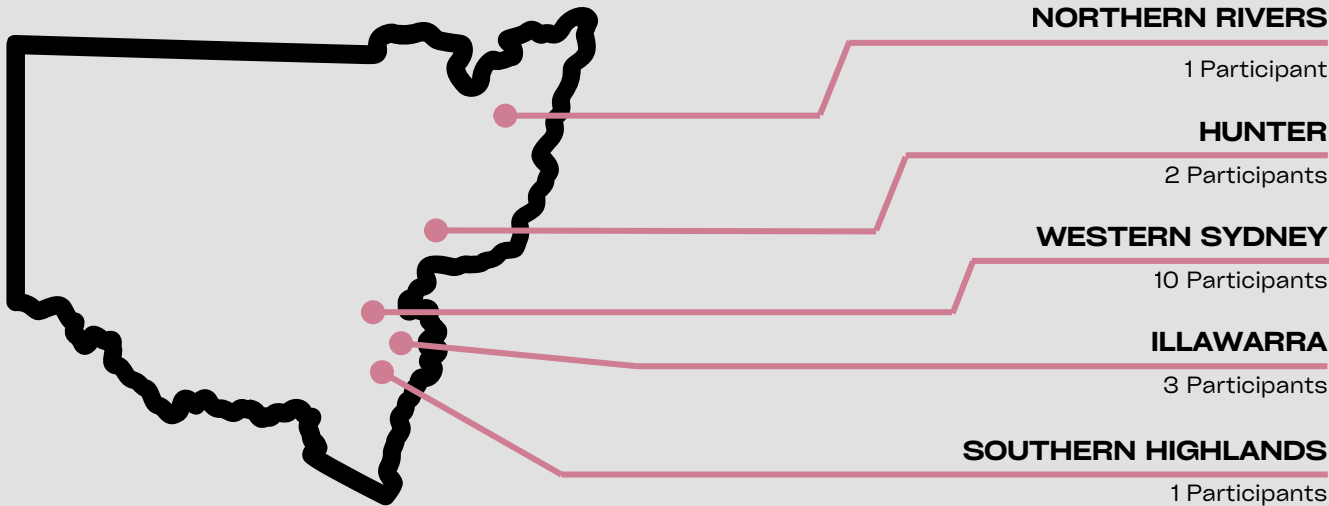
18%

Participants identified as LGBTQIA+

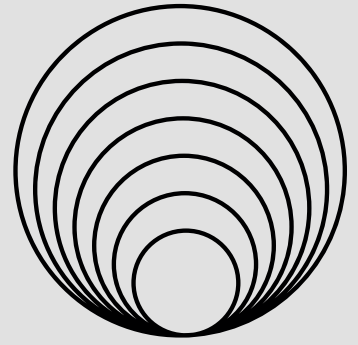
BEYOND METRO

17 of 25 participants (68%) were from outside of metropolitan Sydney.

23% were under 30 years of age.
2 identified as First Nations.



SURVEY RESULTS



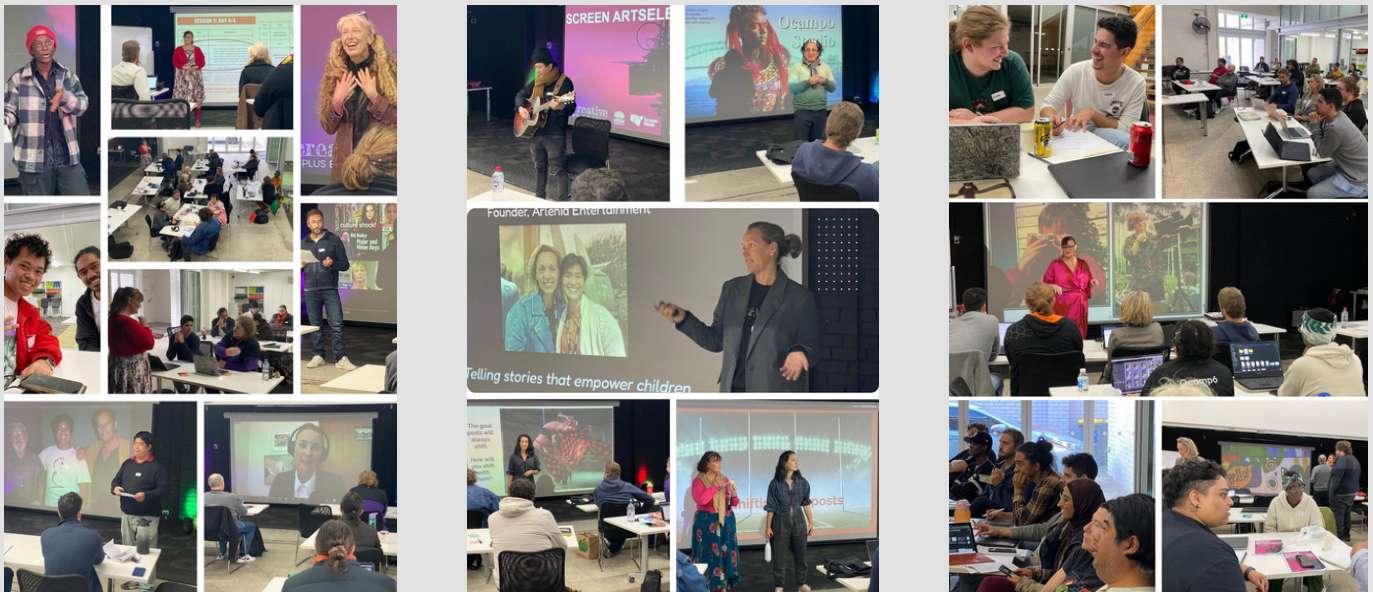
80% Participants felt that the program increased their small business capabilities.

100% Participants stated that the information and resources shared were helpful.

100% Participants felt that the program helped them to connect to their screen community.

100% Participants intended to implement what they learned at SCREEN ARTSELERATE.

100% Participants would refer a colleague or friend to the SCREEN ARTSELERATE program.



“I entered the program thinking ‘I got this, I’ve done traditional business courses before’, only to figure out that what they taught me would never help me to reach my goals. Thank you for translating the business world into my creative language in a way that I feel empowered and armed with the skills I need to chase my Big Hair Goals, and the self-compassion to not be the worst boss I’ve ever had.”

Laura Sambono | Founder, Bright Llama Productions

“As well as providing a deep dive into business and strategic planning for freelance filmmakers, the program offered insights and case studies for sustainable careers in the screen industry, and the hands-on and interactive program structure facilitated networking and collaborations between participants. This program is a crucial addition to the investment in a strong Western Sydney-based screen sector.”

Barry Gamba | Producer, Screen Cultures | ACE

BIOGRAPHIES GUEST SPEAKERS + FACILITATORS



Monica Davidson | Creative Plus Business Founder and Doyenne, Film Producer, Director, Speaker and Business Advisor
SCREEN ARTSELERATE designer and lead facilitator

Monica Davidson is an award-winning expert on the creative industries. She founded the social enterprise Creative Plus Business Group to help creatives at all stages of their careers to improve their business skills. Monica was appointed as Australia's first Creative Industries Business Advisor in 2013 and completed her Masters in Screen Arts and Business at AFTRS. Monica continues to juggle her creative practice with her business.



Nick Bolton | Film and Multi Media Producer, Director, Actor, Presenter, Business Advisor, Managing Director and Co-Founder of Ten Alphas
Speaker + Advisor

Nick is an award-winning all-media producer. He has provided strategic thinking, content production and distribution for clients in the government, corporate and enterprise sectors. He has also written, directed and produced a wide variety of screen content, most notably the production of *Finding Addison*, which won the 2024 AACTA award for Best Short Film.



Leonie Marsh | Film Producer, Founder of Screen Vixens
Speaker

Leonie Marsh has over twenty years' experience in the screen industry including an international background in the UK, USA and Australia. Leonie moved to London in 2006 to work with Matthew Vaughn's production company. Since her return Leonie has produced various short films and in 2018 she transitioned to podcast producing. Leonie started Screen Vixens in 2015 as a way for female-identifying producers to connect and collaborate.



Rosie Lourde | Film Producer, Actor, Director
Speaker + Advisor

Rosie Lourde, a filmmaker with experience across various roles, formats, and genres, is known for her feature directorial debut *Romance on the Menu*, which trended on Netflix and earned a Australian Director's Guild Award nomination. Rosie was previously an Investment Manager at Screen Australia's Online Production fund and has served on the Screen Australia Gender Matters Taskforce since 2020. She became Taskforce Chair in 2023.



Felicity Blake | Film Producer, Social Impact Campaign Strategist
Advisor

Felicity Blake is a documentarian, field producer and social impact campaign strategist. She established The Dove Media in 2007 where her work as a documentary researcher, writer, field producer, director and impact campaign producer has contributed to acclaimed documentaries including *Whiteley*, *Dying to Live*, and *The Burning Season*. Felicity has also sustained a parallel career in event production, including the Olympic Games in Paris.



Jess Milne | Documentary Filmmaker, Director, Cinematographer, Lecturer, Creative Director and Co-Founder of Ten Alphas
Advisor

Jess is a filmmaker and visual communicator with experience as a documentary filmmaker, corporate/commercial director and cinematographer. Jess has worked for leading corporate companies and is the Creative Director and Co-Founder of Ten Alphas, a content production company. Jess is also an experienced mentor and lecturer, and is recognised as an award-winning cinematographer and producer.

OUTCOMES + IMPACT

The pilot SCREEN ARTSELERATE program achieved its primary outcome and helped participants build their professional development and collaboration opportunities. Over the 6 weeks of the program, the facilitators and guest speakers shared practical ideas for developing small business skills, financial literacy and marketing strategies, all with a central foundation of wellbeing.

The program fostered business and strategic planning, as participants were given time and support to devise practical goals for their businesses and creative careers. Their work in the Buddy Pods and their final presentations directly support the development and execution of new screen projects, and the foundation of screen businesses to support those projects.

Participants were given all the tools needed to develop their entrepreneurial skills, which empowered them to be more self-sufficient and innovative in how they produce and distribute their content. Balancing commercial and creative work was discussed throughout as part of the real-life experience of most working professionals, and program built capacity and self-determination by encouraging practitioners to think beyond the government-funded filmmaking route.

SCREEN ARTSELERATE created a safe and friendly space where creative collaborations were started, meaningful mentoring occurred and ACE reported that new industry connections were made for them with filmmakers from outside Western Sydney.

FUTURE POTENTIAL

In future, Creative Plus Business intends to partner with a wider range of screen organisations for the delivery of the program, which will provide meaningful capacity and professional development opportunities for screen professionals across NSW.

SCREEN VIXENS



A thriving national network of women screen producers accessing opportunities, resources, membership and more.

SCREENWORKS



National member-based non-profit committed to supporting and empowering screen creatives and crew across regional Australia.

SCREEN ILLAWARRA



Southern NSW peak body for the promotion of screen production, employment, professional development, and advocacy.

ACCESSIBLE ARTS



The leading disability, access and inclusion training provider for the Arts and Culture sector in NSW

QUEERSCREEN



An organisation that exists to transform and engage individuals and communities through queer storytelling on screen.

AWESOME BLACK



Foundation dedicated to empowering First Nations creators by providing opportunities and support to thrive in the creative industries.



statement of thanks

ACKNOWLEDGEMENTS

Thank you to all who contributed to the success of the SCREEN ARTSELERATE pilot:

CREATIVE PLUS BUSINESS

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DEVELOPMENT MANAGER
CATHERINE ZEALAND, INDUSTRY
DEVELOPMENT OFFICER

ARTS & CULTURAL EXCHANGE

BARRY GAMBA, SCREEN CULTURES
PRODUCER

ORIGINAL SPIN

LACHLAN CAMELLERI

Creative Plus Business acknowledges the Gadigal people, the original custodians of the land where our head office sits, and their continuing spiritual, cultural, and physical connection to this place now called Sydney. Sovereignty was never ceded. This always was and always will be Aboriginal Land.

creative

+ PLUS BUSINESS

CONTACTS

Program Information

To learn more about SCREEN ARTSELERATE, or to create a bespoke program outline that meets the needs of your community or organisation:

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