<table>
<thead>
<tr>
<th>Context</th>
<th>VISION</th>
<th>VALUES</th>
<th>MISSION</th>
</tr>
</thead>
</table>
|         | To support growth and diversity of screen production in Australia, New Zealand and around the world. | Diversity Enriches the World  
The variety of content that our members create makes the world more interesting – and education a lot more engaging and compelling.  
The Power of Creativity  
Creativity has a unique ability to express, communicate and spread ideas.  
Value of Ideas  
The ideas expressed by our members help shape conversations and debate in our society.  
Achievement through Collaboration  
We form partnerships with our members, stakeholders and third parties and work closely to achieve our mutual goals.  
Transparency  
We are not-for-profit, we have no hidden agendas and we are accountable. This is reflected in everything we do. | To provide access to audio-visual content and to collect and distribute income for rightsholders |
|         |        |        |         |
| Goals   | Greater ACCESS to and usage of audio visual content for licensees | Strengthening of our REPUTATION with stakeholders | A quality experience for members by developing our SERVICES in support of their businesses |

Leveraging our GOVERNANCE AND CAPABILITIES to achieve