

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