

OUR VISION

ACMI presents and champions the art and culture of the moving image, inspiring people to engage richly with screen practice as it evolves globally and locally.

We celebrate excellence in film, television, videogames, digital culture and art, and explore their contemporary evolution in the era of user-creation, social media and digital convergence.

We support screen content innovation by fostering new ideas, talent, learning, experimentation, research and collaborative networks in Australia and worldwide.

Our vibrant exhibitions, screenings, events, workshops and collections invite people to experience, create and share in today's connected world, and help shape screen culture as it changes our lives.

OUR PURPOSE

The moving image is a powerful expression of human experience and imagination. Capturing our ideas, memories and reality through stories and images helps us make sense of ourselves, our lives and our world. As a dynamic arena for cultural and creative exchange, ACMI empowers people to be informed communicators, critics and creators in the global culture of the moving image.

OUR AIMS

- » **Cultural Leadership:** To engage the widest audiences and communities of interest, enabling them to experience and explore excellence and new perspectives in the moving image.
- » **Creativity and Learning:** To foster talent, creative skills, personal expression, formal and informal learning in screen literacy, and promote its progress in educational practice.
- » **Innovation Catalyst:** To promote experimentation in screen content, and act as a catalyst for innovation in digital culture, through creative-industry collaborations and professional networks.
- » **Knowledge and Collections:** To collect, research and make accessible screen heritage and social memories, generating critical appreciation of the field, its impacts and evolving directions.
- » **Sustainability:** To maintain a robust, entrepreneurial organisation with diverse funding; an energetic, expert, learning culture; and the highest achievable environmental performance.

OUR VALUES

- » **Warm Welcome:** Driven by enthusiasm for the moving image and focus on quality of experience, we engage audiences and partners in a spirit of friendship, inclusion and shared endeavour.
- » **Sense of Theatre:** We promote fresh ideas, innovation and vivid memories through experiences infused with energy, style and pleasure. We aim to intrigue, excite and challenge our audiences to discover something new, and to be inspired by the encounter.
- » **Passion and Depth:** We believe in the value of knowledge, inquiry and open exchange of ideas to empower and evolve new thinking. We bring authority and an independent voice to forge a culture of informed debate and bold action with our stakeholders.
- » **Respect and Integrity:** We respect the diverse people and ideas we engage with, and communicate openly, constructively and with integrity. We seek rigour, coherence and fairness in forming opinions and reaching decisions, and take responsibility for our actions.