

AUSTIN FILM SOCIETY  
CREATIVE WORKFORCE  
REPORT 2024





**As a leading organization for four decades, the Austin Film Society empowers the community to make, watch, and love film and creative media.**

With the tremendous growth of the creative economy in Texas, AFS supports an interconnected and sustainable ecosystem for film and media production.

By providing the industry with crucial resources and connecting emerging creators with new opportunities, we serve as a model for community empowerment through media production.



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# PRODUCTION SPENDING IMPACT

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## AUSTIN STUDIOS

Austin Studios is a professional 20-acre production complex founded in 2000 by the Austin Film Society and operated in partnership with the City of Austin. As a hub for the local industry, Austin Studios ensures that major productions have a home in Austin, creating thousands of local jobs that pay the industry's median wage.



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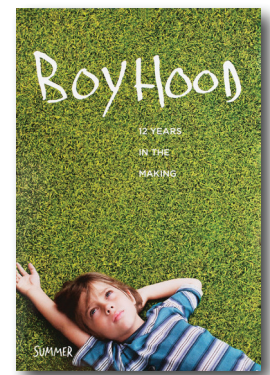
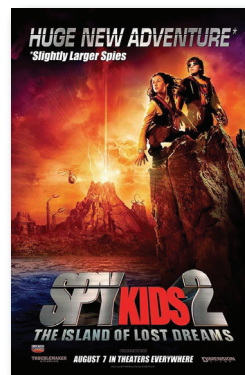
## AUSTIN STUDIOS BY THE NUMBERS

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**37,000+**  
JOBS

**1,100+**  
PROJECTS

**\$2.6+ BILLION**  
IN ECONOMIC IMPACT



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# INDUSTRY ACCESS

**AFS programs provide access to professional opportunities in the film and creative media industries. Our position in the local industry is a beacon for artists and emerging creators looking to expand their skills, broaden their networks, and start their careers.**



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## AFS CREATIVE CAREERS

provides workforce development and training for emerging creatives.

Pages 4-9

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## COMMUNITY ACCESS & TRAINING

provides open access to media-making tools, instruction, content distribution services, and other resources for those in the Austin area.

Pages 10-11

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## ARTIST DEVELOPMENT

provides grant funding, workshop opportunities, and other support services to the most promising emerging filmmakers throughout Texas.

Pages 12-13

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# AFS CREATIVE CAREERS: DEVELOPING AUSTIN'S CREATIVE WORKFORCE



**“Working at SXSW was one of the best experiences of my life, and I couldn’t have done it without the Creative Careers program and the experience I received from it. I am grateful for all the opportunities AFS has given me.”**

**—Cassandra Ariztegui**  
SPRING '22 GRADUATE

**For more than 20 years, the Austin Film Society has supported the creative workforce by providing training, industry access, and workforce development opportunities.**

- AFS’s internship program recently expanded to include workforce development resources through the AFS Creative Careers program.
- Creative Careers graduates have found jobs in a variety of fields, including roles as production assistants, camera operators, editors, and production coordinators.

**120+**  
participants  
since 2021

**120+**  
job placements

# AFS CREATIVE CAREERS: DEVELOPING AUSTIN'S CREATIVE WORKFORCE

The AFS Creative Careers program provides equitable access to participants from diverse backgrounds, including those who are economically disadvantaged, supporting their advancement in the industry toward jobs that pay at or above the average wage.

People of color and women are underrepresented in key creative roles according to the Hollywood Diversity Report.

“Creative Careers has had a tremendous impact on my confidence and my ability to secure freelance work in the Austin area.”

—*Dylan Aguilera*  
SPRING '23 GRADUATE



**150 hrs**

**of training and hands-on experience**  
*on average per participant*

*Curriculum includes job-specific classes like production assistant training, technical classes to learn things like lighting and grip roles, and courses dedicated to creative skill-building in subjects like 3D animation.*

# AFS CREATIVE CAREERS: DEVELOPING AUSTIN'S CREATIVE WORKFORCE

**AFS Creative Careers is helping the film and TV industry foster diversity.**

Program demographics for 2022-24:



**73%**

identified with a  
community of color



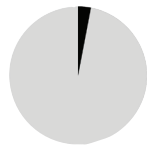
**46%**

identified as women



**95%**

identified as  
economically disadvantaged



**4%**

identified as having  
a disability



**27%**

identified with the  
LGBTQIA+ community



**8%**

identified as non-binary  
or gender non-conforming

*\*According to the US Bureau of Labor Statistics, the median pay in 2023 for film and video editors and camera operators was \$65,070/year and \$31.28/hour. The city of Austin's living wage is \$21.63/hour as of October 2024.*

# AFS CREATIVE CAREERS: DEVELOPING AUSTIN'S CREATIVE WORKFORCE

AFS CREATIVE WORKFORCE REPORT 2024

**“I now have the confidence to highlight my skills and experience in an interview setting and navigate the job search in a more efficient way.”**

**—Will Carroll**  
SPRING '22 GRADUATE



**“I now have a network of fellow creatives that pull me into productions. The program reinvigorated my professional and creative life. I couldn't recommend it enough!”**

**—Cain Bonet**  
FALL '23 GRADUATE



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# AFS CREATIVE CAREERS: DEVELOPING AUSTIN'S CREATIVE WORKFORCE



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**AFS Creative Careers participants have multiple avenues for gaining practical experience on set.**

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**AFS's Production Services** department serves local businesses by fulfilling their video content needs. Creative Careers participants work in crew positions during these gigs and interact directly with clients to develop real-world skills.

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During the Creative Careers program, participants are also able to shadow professional filmmakers on working sets due to AFS's many connections with local artists and the industry.

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AFS CREATIVE CAREERS:  
DEVELOPING AUSTIN'S CREATIVE WORKFORCE

AFS CREATIVE CAREERS GRADUATES HAVE GONE ON TO WORK FOR  
A DIVERSE RANGE OF LOCAL AND NATIONAL EMPLOYERS



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# COMMUNITY ACCESS & TRAINING

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**AFS connects Austinites to educational enrichment opportunities and career advancement through its creative media facility, Austin Public, operated in partnership with the City of Austin.**

Austin Public is a state-of-the-art production facility where Austin-area residents can access training, equipment, studio space, and content distribution services.

**Austin Public resources help creatives launch projects and build skills to join the creative workforce by offering:**

- 200 resource certification classes every year
- Low-to-no-cost access to state-of-the-art equipment and software

More than  
**550**  
active producers  
enrolled annually



**“Austin Public is a great resource that will help our local community continue to produce better content.”**

**—Bob King**

**AUSTIN PUBLIC PRODUCER**

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## COMMUNITY ACCESS & TRAINING

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**AFS offers continuing education courses for Texas residents seeking to expand their media and filmmaking skills in areas such as writing, directing, and animation.**

More than  
**1,000**  
class participants  
annually



**“AFS courses are very content rich with industry experts who are currently in their field teaching and supporting adult learners as they embark on a journey in creative media.”**

**—Michelle Washington**

**AFS CREATIVE CAREERS,  
SPRING '24 GRADUATE**



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# ARTIST DEVELOPMENT

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**The Austin Film Society’s Artist Development programs have provided vital opportunities for Texas filmmakers since 1996 through direct cash grants and career advancement opportunities, launching significant filmmaking careers.**

AFS’s Artist Development programs include the annual Artist Intensive and Doc Intensive, both of which are invitational artist retreats that provide opportunities for focused work supported by experienced creative and producing mentors.

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**SINCE 1996**  
**\$2.7** MILLION **IN GRANTS TO** **525+** FILMMAKERS



*WHAT WE LEAVE BEHIND*  
Directed by Iliana Sosa

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## AFS CREATIVE WORKFORCE REPORT 2024



*AFS-supported filmmakers Monique Walton and Greg Kwedar at an AFS Cinema-hosted screening of their film SING SING.*

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## ARTIST DEVELOPMENT

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**Creative development programs like the Artist Intensive connect Texas artists with nationally recognized mentors and have provided significant career leaps for participants.**

Filmmakers that have gone through the program have secured major distribution deals via Netflix, HBO, ITVS, A24, and others.



**“When no one understood our film, AFS did. Truly this film wouldn’t have happened without AFS.”**

**—Morrisa Maltz**

**Director, THE UNKNOWN COUNTRY**



Internationale  
Filmfestspiele  
Berlin



FESTIVAL DE CANNES

**SXSW**



TRIBECA  
FESTIVAL

*AFS-supported projects premiere annually at the world's most prestigious film festivals.*

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## CREATIVE CULTURE

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**The AFS Cinema, Austin's two-screen community art house theater, showcases the work of regional filmmakers as well as a variety of classic and rare films alongside new international discoveries.**

By hosting special guests and filmmakers from around the world, and showcasing the work of local Texas filmmakers, the AFS Cinema provides a vibrant artistic crossroads and a gathering place for the creative community.

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Over  
**70,000**  
audience members  
each year

&

**50+**  
visiting artists  
and guest speakers





*Austinites Richard Linklater and Glen Powell celebrate Netflix's premiere of their film HIT MAN with the cast in downtown Austin.*

**AFS sees industry infrastructure, jobs, art, artists, and access as the pillars of an ecosystem that supports a thriving economy and creative scene.**

Our programs are interconnected and provide measurable outcomes while yielding the intangible benefits of professional serendipity and community connection. We look to our partners to continue supporting this work as we collectively aim for a vibrant, creative, and economically prosperous future for our city and our region.



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## Contact

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*Stats are current as of November 2024.*

