

General Comment:

For my part, I believe that the Enterprise Programs, certainly Enterprise: People and Enterprise: Industry, is a positive move forward, promoting concepts that are industry conscious, much broader in its remit, they create jobs, support Producers and Production Companies, provide opportunities for new financing and distribution models, it's most urgent.

It also needs to be said that the Enterprise Programs are very different to the normal production project application demands. I believe that the overall tone of the 'industry' project requirements are unnecessarily bureaucratic in its demands and constructed with little experience of 'Industry' realities, (e.g. 'details of other sources of funding' prior to receiving SA's commitment or funding, what comes first? What is the purpose of a 3 minute video presentation? There are a number of other contradictions in procedural expectations). I would recommend that, at least for the Enterprise: Industry program, SA gets Industry people to select applicants.

Comments on Enterprise Programs:

Enterprise: People

In principle a very good idea, this program will do much for the new members of the screen industry, by learning on the job, benefitting through skill transfer and ongoing employment. There are obvious long term benefits for the industry itself, creating new IP, promoting professionalism, enthusiasm, at the same time introducing them to the reality of the complexities and exigencies of the industry.

However, the program needs refining;

From the employers point of view, who has a lot to offer in transfer of knowledge and experienced, but does not have the initial means to employ them on an ongoing basis; What if he does not get on with the trainee? Who is responsible for the Insurances and the administration, holiday pay, tax, super, union conditions? How do I get rid of an employee that I have contracted with SA to keep for two years? Who owns any IP created by or with the trainee? Do I employ him or SA?

From the Trainees point of view; 'I have a certificate stating I'm a Producer, why should I be employed for two years as a junior? What if I don't get on with my employer? Am I indentured for two years, can I get out of it? Why can I not do what I want?

Enterprise: Stories

I am having difficulty with Enterprise: Stories, specifically in its relation to the main theme of 'Industry' support. While the concept of developing longer form programs, mainly for television in itself is ok and I support, but surely it belongs in the SA's general Production and Development funding program category and not in the 'Industry' enterprise programs. As I read it, but I could be wrong, its intent is for production entities creating these programs. With the exception of employing cast and crew for longer periods (which would happen anyway) it seems to have little to do with the broader concept of supporting the 'Industry'.

Enterprise: Industry

A great concept, but I believe a better way is for SA to provide a grant for a short listed written application of promise to gather information on potential partners, service providers, local and overseas finance sources, new distribution methods, local and international broadcasters, Internet hubs, etc. This all takes time, effort and expense; this cannot be achieved without support from SA in order to present a full and comprehensive application.

As well, it needs to be considered that industry organisations are under pressure and won't respond in earnest or commit to any proposal unless there is a serious prospect of success. Any approach to them must be backed by an absolutely essential Letter of Intent from SA, providing authenticity with it, it avoids embarrassment for a proposer. On the other hand, for SA's benefit, this two stage way of operating will provide sustainability and longevity of a project undertaken under the Enterprise: Industry program.

Oscar Scherl

Producer, CEO Open Eye Pty Ltd, osscca@westnet.com.au M; 0412714631