

Sense & Centsability

sens and 'sen-sə'bilɪtɪ

1. sense of touch: sensory faculty, feeling, sensation, perception; sight, hearing, touch, taste, smell
2. conscious recognition: emotion you are aware of
3. appreciation, awareness, understanding, discernment: this decision makes sense
4. a way in which an expression or situation can be interpreted; a meaning

1. having shrewdness and good judgment, esp. in money or business matters
2. liking only things that are of good quality
3. accountableness - capable of being accounted for
4. skill in using analysis especially in financial thinking or reasoning

SCREEN AUSTRALIA ENTERPRISE FEEDBACK

Firstly, I would like to thank Screen Australia for the opportunity to respond to the Draft Guidelines released on 12 May 2014.

I come from a diverse production background and have established and run a number of successful businesses specialising in producing a variety of content including feature film, television series, animation, music videos, short films, multiplatform and branded content and advertising.

I have an ambitious and commercial slate and am proud of what I have achieved working with both emerging and experienced talent, independently and with generous state and federal support.

I have not applied for prior ENTERPRISE support due to the eligibility criteria.

The prior FEATURE ENTERPRISE program was geared specifically at emerging producers with only one or two produced features, which enabled those with less experience, to benefit via an injection of support at a crucial time in ones career and business growth. I had planned to apply for FEATURE ENTERPRISE in 2015. It would appear there are no plans to continue this program, which is disappointing and appears to concern many producers in similar circumstances.

The announcement of FEATURE ENTERPRISE STORIES as a vehicle to finance development of projects by increasing and strengthening the pool of experienced Australian writers and creative producers sounds promising. However, I expect this would mean producers with less experience would be competing with more experienced producers who have likely had the chance to demonstrate their abilities via other completed productions due in part to the advantage of having had ENTERPRISE support.

I am also concerned that former recipients may also be eligible for more funds via the new guidelines. Whilst I can see Screen Australia's argument in continuing to back those who have managed to achieve things with earlier rounds of funding, I am concerned there will be a whole sector of unproven talent who will be unable to compete with those with an already strong track record.

Will Screen Australia continue to fund development via the normal rounds, as is currently the case? If so, will those recipients of former Enterprise and new Enterprise funding be unable to access these funds? It would seem this would be the only way of making a system such as this equitable and accessible for emerging talent.

I'm keen to learn more about the STORIES and PEOPLE strands of the new proposed funding and hope evaluation of submissions will be based primarily on the strength of the concept and to a lesser extent relying on a proven track record of the submitting producer. This is where taking a chance may prove worthwhile.

The former ENTERPRISE Scheme appears to have been a welcome addition to the funding landscape and has benefitted many companies in becoming more successful and sustainable. Moving forward, I hope there can be a way of allowing accessibility to producers at all levels with viable and ambitious business models.

Yours sincerely,

A handwritten signature in black ink, appearing to be 'Leanne Tonkes', with a stylized, cursive script.

Leanne Tonkes
Producer

6 June 2014