



30 January 2014

SUBMISSION from SUNJIVE STUDIOS

RE: ENTERPRISE FUNDING: PROGRAM REVIEW & FUTURE OPTIONS

SunJive Studios acknowledges and supports Screen Australia's commitment to, and investment in the development and implementation of the Enterprise Funding Program to date. We believe that the Enterprise Funding Program is a significant industry-building initiative and has proven successful in helping to create a sustainable screen industry and should continue. We consider that the Enterprise Funding Program works well with the Australian Producer Offset.

However, we are of the view that the Enterprise Funding Program, through this current review, has the opportunity to make an even greater impact on the industry. Future options for the Enterprise Funding Program should consider the following:

- Enabling Australian producers and production companies to become international players
- Focus on companies that are seeding development and projects with international market appeal and where the focus to market includes partnerships, representation and involvement by parties in other markets e.g. USA, India, UK and Germany
- An increase in the current funding allocation to allow for companies to develop a slate of productions over a 5 year period
- Reconsider the cap of \$350k per enterprise allowing the amount to be based on merit of the slate and status of projects
- That the principle of the funding be as a "grant" and therefore the repayment of the "loan" not be required, where the enterprise recipient has proven profitable and can evidence the reinvestment of profits into growing the business*
- That there be a "New Entrants" category for those who may not necessarily have the "standard" track record but can demonstrate the direction of the business, has projects in an advanced stage of development and has the potential to deliver on Australian industry priorities i.e. co-production and co-financing activity with treaty countries and beyond
- A key criteria should be diversity of companies in the selection process and include companies who push boundaries, bridge the gap between theory and practice, distribute and produce broad range of content for multiple platforms etc.
- Extend the parameters of the grant to enable companies to pursue and/or extend their distribution activity.

Thank you for giving us the opportunity to respond to the Enterprise Program Review.

Yours sincerely

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