

Mr Graeme Mason  
CEO Screen Australia

## SCREEN TASMANIA RESPONSE ENTERPRISE PROGRAM DRAFT GUIDELINES

Dear Graeme

Thank you for the opportunity to provide comments on the draft guidelines issued in relation to the SA Enterprise Program.

Screen Tasmania commends the intention to continue to fund this program, (despite the funding reductions you are currently facing), which in its revised form, represents an exciting opportunity to contribute to the growth of screen enterprises across Australia.

In our original submission, Screen Tasmania sought to address the issues faced by regionally based screen enterprises. Whilst the revised guidelines don't specifically address regional issues, the proposed themes of People, Stories and Growth, seem to provide an elegant approach to supporting the broader industry irrespective of their location through skills development, employment opportunities, innovative new business models and increases to high quality, audience-engaging screen content.

We also commend the five guiding principles which allow for a flexible approach in considering all options and models, the encouragement of risk taking and entrepreneurialism and the ambition to build sustainability and renew the ecology of the sector to ensure benefits to the broader industry.

We also support the intention to focus on writers and creative producers who are the engine room of the industry - generating ideas and getting them off the ground. Screen Tasmania previously offered a three year Creative Producer scheme with very solid outcomes, and there is most definitely across the broader industry, an absence of Creative Producers in particular.

We imagine that this will be an extremely competitive program, and whilst we respect that regional enterprises cannot be prioritised as support must be merit based, it is hoped that there will be an active commitment on the part of SA to engage with and attract the regional sector to apply to this program and we are happy to work with you in any capacity to help facilitate this.

We do have some questions regarding some of the detail in the proposed guidelines which remain unclear however in principle, Screen Tasmania strongly supports the revised Enterprise Program and appreciate the considerable work you and your team have undertaken to assist in growing the broader industry over the long term. We trust that this program will become in its own way, as successful as its predecessor.

Yours sincerely



Karena Slaninka  
Director, Screen Tasmania

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