

Following is a brief response to the request for input to Screen Australia's review of the Enterprise Program. We have not addressed the criteria specifically but hope that this will be of use in providing the views of a group of Melbourne based producers:

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### **en-ter-prise**

noun

1. a project undertaken or to be undertaken, especially one that is important or difficult or that requires boldness or energy.
2. a plan for such a project.
3. participation or engagement in such projects
4. boldness or readiness in undertaking; adventurous spirit; ingenuity.
5. a company organized for commercial purposes; business firm.

We are asking for SA to take a broader definition of enterprise that allows for a more diversified selection of producer and production companies that are deemed eligible for assistance. This is a necessity given the changing production landscape and the evolving range of digital platforms and revenue streams now available to producers.

Guidelines and eligibility criteria should not prescribe the type of business model required but rather allow for any valid business model that can demonstrate a strong business case. This may involve a single producer who can demonstrate employment outcomes, career advancement opportunities and perhaps a broader monetisation of product. Equally it might involve a "cluster" of producers seeking to increase productivity by sharing facilities and resources whilst maintaining separate project slates. The level of funding should be flexible enough to support the various types of activities.

In the last five years the industry has come to be dominated by a number of major companies however it is important that smaller companies are not discounted. Small companies can be more flexible and more willing to try new things. Helping the small companies compete and be profitable can be of benefit to everyone.

In addition to the above we would welcome further discussion regarding the support of distributors through the Enterprise program and the guidelines around Enterprise recipients re-applying for funds at the end of the three-year funding period.

It needs to be acknowledged that sometimes the best ideas come from unexpected sources and funds need to be made available to realise those ideas. It is a small, volatile industry, and in the words of William Goldman "Nobody knows anything..... "