

**Sent:** Friday, 31 January 2014 10:11 PM  
**To:** Feedback  
**Subject:** ENTERPRISE FUNDING REVIEW | submission

Hello Graeme and team

I sit on the sidelines of your industry. I've supported a couple of networks of creatives on a pro-bono basis, on business planning and business pitching topics. I also have a small documentary film maker as a client ... we are working on a business plan. And I attended the briefing at the Verona in Sydney.

The first thing that amazes me about Enterprise Funding [EF] is the 'song and dance' required to apply for funding which in total is 4% of your total industry funding, as I understood it from the briefing. This simply doesn't make any sense to me ... the effort to apply is way out of sync with the reward. Yes, and rightly so, you must have detailed accountability as to how you allocate, and recipients use, money from the 'public purse'. But you make it too hard and too detailed for such a small amount.

The second thing that amazes me are the names of the recipients to date ... they are ones that I recognise from movie and TV credits ... and I am not an industry insider. Where are the small people? Where are those where an injection of funds would transform their business and facets of your industry. Again it all appears to be out of sync.

I don't think you should single out for Enterprise Funding, in the way that you have currently done. 4% is almost a rounding error in your overall spend.

So I urge you to:

- either take a radical approach to EF (eg dispense \$100K to 30 small enterprises to be spent in one of five ways,)
- or, look at all your funding programs to determine how they can be redefined to serve the whole industry from the very smallest enterprise to the very largest.

It's time to take that broader look and I urge you to do that.

I hope this helps, and not hinders.

Cheers - John

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**[John Groarke](#)**  
Principal | [JEGMC](#)