

Comment on Screen Australia draft program guidelines from Mary Hunter

Hi,

My comment is a simple one.... Where are the short form programs? The short form is a growing and important form in overseas territories, and a fabulous professional development platform. Why is it missing from these programs?

The short form is a vehicle for enhancing the vibrancy and diversification of creative works being produced in Australia, and should be encouraged for this reason alone. The short form is also a great way of fostering and connecting with creative emerging talents. The short form is an essential creative proving ground for Australian talent.

Why an organisation of such importance and potential in relation to the future of Australian visual media production should want to duck- and-weave this essential format is mystifying. The short form is here to stay.

Screen Australia needs to have the short form front-and-centre of their policies and programs going into the future. Screen Australia should run with this vibrant format wherever it takes us! Manage it, own it, love it! This is an opportunity for fostering a grass-roots- level vibrant Australian screen culture. The short form should be embraced with a passion! Everyone loves it!

Australian short form should be recognised by Screen Australia through its own well integrated Short Form Annual Program backed by a well financed grant system, a sophisticated program for establishing mentoring and executive producer links, facilitation of private sector and not-for-profit sponsorship, development and production expenditure subsidies, and facilitation of screening events nationally.

Thanks,
Mary Hunter.