

Wednesday 18 February 2009

Dr Ruth Harley
CEO
Screen Australia
GPO Box 3984
Sydney NSW 2001

Dear Dr Ruth Harley

RE Stage 2 Review: Terms of Reference

Thank you for the opportunity to submit feedback on Screen Australia's Marketing Support and Promotion, and Research and Statistic programs.

Film Victoria is committed to exploring ways to enhance data collection and dissemination of research. We believe that Screen Australia's support and research programs are of immense value to the industry in general. The current data collected, including ongoing additions such as the Producer Offset analysis in The National Survey, give the industry data which assists with identifying trends, opportunities and challenges.

If a restructure of current Research and Statistics reporting was to occur, it would be appreciated if Screen Australia could consider these suggestions:

- A breakdown of all data analysis state-by-state to gain a better understanding of current production activity, identify gaps and improve strategic planning.
- Consistent inclusion of the location of the Production Company and the Production Shoot in the online database and in the Upcoming Production Report to further enhance understanding of industry movement and trends and allow for easy identification of up and coming productions.
- Inclusion of an analysis in the Box Office Backgrounder on admissions, to provide an additional understanding of audience engagement and account for ticket price increases.
- A comparison incorporated in the Box Office Backgrounder of how Australian films perform in regional areas compared to metro locations including length of release, number of screens, attendance and box office takings will also provide a more complete picture.
- An extension of the comparison in the Box Office Backgrounder to include international films made with a similar budget. The inclusion of admissions, number of screens and takings of productions with a similar budget would allow the industry to compare the success of Australian production with international productions on a like-for-like basis.
- Creation of a similar report to the Box Office Backgrounder on Television which provides an analysis of the television data collected in Get the Picture, including an investigation on network and broadcaster licence fees.

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- Align research and statistics with those collected by the Australian Bureau of Statistics. Of particular significance is ensuring that economic multipliers for the industry are current and valid.
- Continue the data collection into the video games industry undertaken by the Australian Bureau of Statistics and include comprehensive statistical data on games development across all platforms and digital media production in Get the Picture.

In the event that new statistical reports are designed for dissemination we believe there is a need to collect data on emerging platforms for audience engagement including digital media, online, mobile phone and an examination of the status of low budget production in the industry, currently not captured in the National Annual Survey.

Screen Australia's Marketing Support and Promotion programs are invaluable resources for filmmakers. Film Victoria strongly feels that there is not a workshop or grant or initiative offered which doesn't carry importance for the Australian screen industry practitioners and a reduction in Marketing Support and Promotion programs could potentially have an adverse effect on the industry.

Film Victoria is keen to work collaboratively with other state and federal agencies. We would like to ensure the workshops, initiatives and funding programs we offer compliment those presented by Screen Australia. Additionally Film Victoria would commit to sharing data and working together to build knowledge and resources to ensure statistics and research benefit the industry.

As a member of Ausfilm and as a state agency, Film Victoria supports endeavours to represent and promote Australia internationally.

Film Victoria looks forward to learning the outcome of this submission stage and continuing to work with Screen Australia in the future.

Yours Sincerely



Sandra Sdraulig
CEO
Film Victoria