

Feedback and Comments on the Screen Australia proposed Draft Program Guidelines for development and production financing.

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While I welcome this simplified program and the further inclusion of 'innovation' segments, I concur with the points made by Debrah Allanson regarding the seemingly low nature of the development funding for innovation media products. As an interactive Exec Producer, I believe that \$30k is not enough for a team to develop a prototype or get an idea through the development stage to production ready financing.

Similarly, full production financing for a serious interactive title requires the same if not more money as a feature film. \$200k is not enough in this respect and I believe the maximum should be lifted to match the maximum for similar feature film production funding.

In both cases, if the project and title cannot support the claim for the amount of funding or does just not warrant the maximum investment then the application should be rejected (as with a similar application would be for feature film production). However, if an 'innovative' project can support the budget then I do not see a reason why it should be disadvantaged or have to scale down to meet funding criteria.

My final point is in relation to the Enterprise Program. I feel this is a step in the right direction and a good move away from project by project financing which encourages individual project development and not the creation of valuable ongoing organisational assets for media production. I am also unclear about as to if this would relate to interactive or innovative media production. I do not see why this could not be the case. Lastly, I would think it very beneficial to the interactive and innovative media industries for this program to be made available to new organisations of experienced individuals that are planing to develop a slate of titles and not just established entities (of which there are very few in Australia). Thereby stimulating key individuals to leave the employment of an overseas company to develop locally owned IP, to the benefit of the industry.

Best regards
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