



18 February 2009

Dr Ruth Harley
Chief Executive Officer
Screen Australia
GPO Box 3984
Sydney NSW 2001

Via email: stage2@screenaustralia.gov.au

Dear Dr Harley,

SBS would like to thank Screen Australia for this opportunity to comment on its Stage 2 Review of Screen Australia Industry Support Programs.

Research and Statistics Unit

SBS writes in support of the excellent work of the Research and Statistics Unit. It is invaluable to have independent, accurate and timely research which is freely available for industry, government, the media and the public.

In the absence of timely and updated information from the ABS, the Research Unit is often the only source of current industry data.

It has proved to be responsive to industry-driven needs for specific data, and has covered the industry more in-depth in recent years. It provides policy-driven data which can anticipate business and cultural trends.

We would recommend that its functions all be retained if not enhanced. In addition, we would recommend a regular forum for the Unit to meet with industry policy and research colleagues to discuss current and future priorities for the Unit. We would also recommend a renewed focus on broadcasting data and audiences.

We look forward to discussing these issues with you. Please do not hesitate to contact us for any further detail on the issues raised here.

Best regards,

A handwritten signature in black ink, appearing to read 'Bruce Meagher', is positioned above the printed name.

Bruce Meagher
Director Strategy and Communications