



Screen Australia
GPO Box 3984
SYDNEY NSW 2001

To whom it may concern

Thank you for the opportunity to comment on Screen Australia Industry Support Programs Stage 2 review. In preparing this submission, artsACT consulted with appropriate representative from the ACT Cultural Council, the ACT Government's ministerial advisory body on the arts.

artsACT supports the broad aims of the Marketing Support and Promotion programs, as described by Screen Australia. However, we have the following suggestions about some of the Marketing Support programs.

The Marketing workshops should ensure that they encompass a diversity of film practice and have broad application to ensure the strategic development of marketing skills. The Sales (Domestic and International) and Library programs should be outsourced as it is not appropriate for Screen Australia, as a funding body, to also be directly involved in sales of film product. The Digital Learning program should be relocated to the National Film and Sound Archive as a more appropriate agency to provide that function. The Promotion program should be industry-wide and not for specific film titles.

We also note that the review of Screen Resource Organisations is scheduled for early 2009, and that current arrangements will continue until the end of the year. We would certainly be interested in this review, particular given that ACT film organisations benefit from this program.

In addition, artsACT considers that Screen Australia should provide support to film producers to ensure that they have fair and equitable access to film screens to present their work, including through appropriate marketing strategies.

Should you require further information about the issues raised in this submission, please contact either myself on 6207 2381 or Robert Piani, Program Manager (Key Arts Organisations) on 6207 2379.

Yours sincerely

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