

The Australian International Documentary Conference (AIDC) brief submission for Stage 2 Review Screen Australia.

I would like to submit this brief paper to assist Screen Australia with the review of the departments; Marketing, Support and Promotion and Research & Statistics.

Due to a time pressures (the submission deadline coincides with the first day of AIDC), this submission is brief and to the point. Please contact me if you require any further information at this time.

AIDC had a long and productive relationship with the former agencies FFC, AFC and Film Australia. We have in the past worked closely with the different departments within these agencies and have proven our organisation to be an efficient tool for their needs.

We wish to continue this win/win relationship with Screen Australia and for this purpose welcome dialogue towards the development of a joint “plan of attack”. AIDC is keen to form a strategic partnership with Screen Australia, formulate goals which are mutually beneficial and therefore help develop the industry in an efficient way.

AIDC offers Screen Australia active consultation in its operations and forward thinking, representation on AIDC’s National Board of Directors and a non-partisan platform for debate within the documentary sector.

AIDC is in essence a marketing organisation for Australian factual content and a business and creativity development body.

AIDC brings the world to Australia and Australia to the world. Over the years we have helped build the reputation of Australian product by inviting international broadcasters, filmmakers and festival programmers to the biggest show case of Australian factual content, the AIDC.

We have build relationships between Australians and the rest of the world and will continue to do so. We believe that we can further develop MeetMarket, Screen Australia’s and AIDC’s joint market initiative. Our thinking includes opening up MeetMarket’s website throughout the year to keep the conversation between producers and investors alive. We are keen to develop relationships with international markets and have MeetMarket projects flow into their arenas.

In April/May 2009 AIDC will lead an Australian Delegation to Hot Docs. Hot Docs is North America’s A-list documentary festival, conference and market. This is the first time that the AIDC will extend it’s services beyond the organisation of the annual conference.

AIDC is about to embark on a business planning process to fine tune its services to the industry. We would like to conduct this exercise in consultation with Screen Australia to ensure that we streamline the various industry development initiatives available in Australia in the most effective way.

It is our ambition to embark on a long term strategic partnership with Screen Australia. We welcome the review the agency is undergoing and have confidence in the outcomes. AIDC has grown from strength to strength and has a bright future. These are exciting times.

The AIDC's expertise in the promotion of factual content creation is a valuable asset and we welcome the opportunity to provide any assistance with the review process that Screen Australia may seek.

AIDC would ask Screen Australia to, at least, continue the support we have received from the FFC, AFC and Film Australia in the past, with appropriate increases in line with CPI.

For further information, please contact us at any time.

With regards,

Joost den Hartog
AIDC Executive Director
joost@aidc.com.au
+61882711488

Victoria Raywood
Company Secretary
Secretary to the Board
Victoria@aidc.com.au
+61882711488