



AUSTRALIAN CHILDREN'S
TELEVISION FOUNDATION

SUBMISSION TO THE SCREEN AUSTRALIA REVIEW OF MARKETING SUPPORT & PROMOTION AND RESEARCH & STATISTICS FUNCTIONS

The Australian Children's Television Foundation ("**ACTF**") is pleased to have the opportunity to respond to Screen Australia's review of its Marketing Support & Promotion and Research & Statistics functions.

The ACTF is a national not-for-profit children's media production and policy hub. As such, the ACTF performs a wide range of functions within children's media; as a voice in policy matters; as a distributor of and investor in Australian children's television series; and as an instigator of new, innovative and entertaining children's media. In performing these roles, the ACTF has found Screen Australia's marketing support and research arms to be indispensable resources.

In preparing policy reviews and responses, the ACTF finds the "big picture" perspective that Screen Australia's Research and Statistics arm provides extremely useful. With the merger of the Film Finance Corporation ("**FFC**"), Film Australia and the Australian Film Commission ("**AFC**"), an opportunity to improve the breadth and depth of the Research and Statistics function has arisen. Screen Australia is in a position to consolidate the AFC's knowledge of production spend and hours of content produced with the traditional FFC focus on sales and recoupment statistics. Screen Australia is thus able to provide the Government and industry with a more complete view of the film and television business in Australia, as well as objective analysis of the strengths and weaknesses of the industry, which will ultimately improve the quality of media policy debate in Australia.

The ACTF believes that Screen Australia can and should play a leading role in developing and responding to policy directions in the screen industry; not as a self-serving lobby group for the industry as a whole, but in a policy leadership role which draws on its comprehensive industry knowledge and experience. Involvement in project development, financing and investment, marketing and distribution, combined with research and statistics, means that Screen Australia is in a unique position to inform policy direction.

Screen Australia's Marketing Support and Promotion arm performs invaluable work at international markets. Its financial assistance scheme enables new and independent producers to attend international markets and sell their programs overseas, which, in turn, creates a more diverse industry and improves the quality of the programs it produces. The ACTF Marketing Team has long commented that the Screen Australia stand at international markets results in a higher profile for the Australian film and television industry in general. The stand provides independent Australian producers with facilities and resources and helps to build an easily-identifiable Australian section at each market. This fosters international recognition of our industry and the "Australian" brand.

The costs of the Marketing and Research functions are a valuable investment in the long-term health of the Australian screen industry. They are important functions which benefit all producers, whether directly through the provision of funding to attend markets, or indirectly through the strengthening of the industry. These roles need to be funded properly to be effective.

The ACTF believes that Screen Australia is best-placed to provide these resources and support to the industry. The Research & Statistics, policy and Marketing Support & Promotion functions provide valuable infrastructure to the screen industries

The ACTF
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