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**Australian Cinematographers Society (ACS) response to the Northern Territory Screen Industry Visioning DRAFT Strategic Framework for the NEW NTFO –April 9 2009**

Overview

The Australian Cinematographer's Society are concerned that it had to raise many specific issues of relevance in its last comments on the process not directly related to the paper up for discussion. The ACS believes such specific elements needed to be raised as, although they had been specifically related to the Consultant, they either had not been plainly noted in the discussion paper or had not been incorporated into the discussion paper's points at all. It also seems that the questions asked of industry groups by the review and those that industry groups would like asked are not always the same.

The ACS makes the following comments in regard to the paper titled "Summary of Industry feedback to Phase 1-Strategic discussion paper":

- While there are many points that the ACS would agree with in the discussion paper it unfortunately cannot endorse the summary it gives due to the form it takes. While sometimes it correctly summarises what the submissions were saying, on too many occasions it does not. On other occasions it seems to raise as priorities issues that were either only raised by a couple of submissions or, disturbingly, some that were not raised at all. We believe an objective observer would not reasonably summarise or draw the conclusions made.

In regard to the The Draft strategic framework the ACS feels it could not endorse the process if the following points, which we have raised many times, are not brought forward into the next stage of the process:

- That the report identifies what the NT Screen industry actually *is*. This lack of definition, despite urging by the ACS, seems to limit both the ability of the current review process to define strategies for the future and for the interpretation of any final report by Government.
- That the report *plainly* states that the new NTFO will, as a core function support, encourage and, most importantly, build on the existing industry.

and

- Recognise that the existing NT industry is largely based on corporate production.

We believe that any expansion of industry into a majority broadcast production model, needs to recognise the very real skills that exist in the present industry as a priority. We believe that rather than trying to re-invent the wheel, current corporate Operators in all production areas should be given priority to upskill into broadcast production.

We further believe that point 2 of the Draft strategic framework needs to aim higher. Based on the Consultant's definition of "export" being interstate and international we believe many NT businesses are not only currently "ready" for export but are engaged in it right through the year.

Point 4 seems far too general and could really mean anything. Does just one NT company need to achieve this in each platform to say the new NTFO has reached its goal? This of course, is over 5 years!

Finally the ACS wishes to have noted that it feels a funding scheme similar to the Employment bridging scheme we have previously outlined, should be considered in the budget 2010/11.