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## **Response to the Northern Territory Screen Industry Visioning DRAFT Strategic Framework for the NEW NTFO –April 9 2009**

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- I believe that if the new NTFO Framework does not start with that organisation having as a core function supporting, encouraging and building on the existing industry, we are frankly wasting our time.
- The framework mentions supporting incoming productions, but not creating strategies to attract them.
- The point on export marketing needs to state “businesses” rather than companies, not all businesses or sole traders are companies. Also, apart from the fact that most businesses are already exporting i.e. interstate and internationally, the language used is vague. The NTFO will, in 5 years, only have to advance “*towards*” export “*readiness*” not actually achieve and increase export outcomes. Also those increases and outcomes need to be quantified. We need to instead increase exports and the opportunities to make them.
- It talks about support to new and existing NT SME’s. Let’s hope that NTFO would never support establishment of new SMEs over the urgent need to first achieve a very real and sustainable industry in conjunction with those businesses that already make up the marketplace.

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