



## 360 Degree Films

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### SENATE ENQUIRY INTO ABC IN HOUSE PRODUCTION

I wish to submit a personal response to this enquiry.

I have been an independent producer of quality programs for about 25 years. I run a small boutique production company in Melbourne called 360 Degree Films ([www.360degreefilms.com.au](http://www.360degreefilms.com.au)).

I applaud the recent decision of ABC management to close down in house production facilities in favour of out sourcing the production to the independent sector. I believe this decision will actually lead to more production and a blossoming of arts production in the independent sector.

May I cite my own success in the past 3 years since the ABC closed its internal natural history unit.

For many years I would approach the ABC natural history unit with ideas but always got turned away as I was told natural history was a specialist genre and needed specialist skills. Since the Unit was closed down 3 years ago my company has been commissioned by the ABC to produce 2 6x30 nature series (PENGUIN ISLAND and yet to go into production DEVIL ISLAND) - and a 1 hour production KANGAROO MOB. The budgets for these 3 projects totals nearly 5 million dollars – largely raised from the international marketplace with broadcaster sales. These projects will employ over 100 Australian independent contractors and in fact many of the previous employees of the Natural History Unit such as the cinematographer David Parer.

In addition to screening on the ABC, all of these projects have sold well in the international marketplace. PENGUIN ISLAND was presold to BBC1 and received a 20% audience share/4 million viewers when it was screened on prime time TV last year (2010). Apart from the BBC, the series has also screened in France, Germany, China and many other countries. DEVIL ISLAND has been presold into the UK to ITV, the main commercial channel in the UK as well as France TV. KANGAROO MOB was presold to Belgium, Sweden and Finland and has recently sold to PBS Nature in the USA.

There is a thriving independent production community. We are motivated to make programs and are constantly coming up with ideas and working hard to produce great programs for the ABC. We work around the clock-on average I work 80 hours a week. Few of us are motivated by superannuation, long service leave, overtime payments, per diems and so on. We are motivated simply to make great programs that are creatively challenging.

Whilst I appreciate the internal producers at the ABC being worried about losing their jobs – they will be well paid with redundancy packages and if they are any good-they will EASILY find work in the independent sector.

The current ABC in house commissioners work closely with hundreds of producers from the independent sector to ensure the very programs and ideas are made for the ABC audience.

Sincerely

SALLY INGLETON  
PRODUCER     September 9 2011