



Submission No 9

Inquiry into Australia's relationship with India as an emerging world power

Organisation: Australia India Film Council

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Chair**

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From: films and casting TEMPLE [filmsandcastingtemple@usa.net]
Sent: Wednesday, 31 May 2006 10:52 AM
To: Ferguson, Alan (Senator)
Cc: Edwards, Graham (MP); Bartlett, Andrew (Senator); Crossin, Patricia (Senator); Hutchins, Steve (Senator); Payne, Marise (Senator); Stott Despoja, Natasha (Senator); Baird, Bruce (MP); Committee, JSCFADT (REPS); Johnson, Michael (MP)
Subject: Inquiry into Australia's relationship with India as an emerging world power

Dear Senator Ferguson and committee members,

I am writing to you in response to the call for submissions for the probe into Australia's relationship with India.

I am the founding head of Australia India Film Arts Media & Entertainment Council (industry chapter of AIBC) and also the Managing Director of TEMPLE the biggest and the only award winning film and TV production and consultancy firm at Fox Studios working exclusively between India and Australia.

Over the years film and media links between India and Australia have grown exponentially, with more than 130 projects including feature films, TV series, Music Videos, documentaries, TV Commercials utilizing professionals and locations from both countries. Our company has been involved with more than 120 of these 130+ projects. This has laid the foundation for more meaningful and beneficial bilateral trade through collaborations and co-productions. Currently, even in the absence of a co-production treaty, there are more than 100 million dollars worth of India centric Australian projects. Working as co-producers for a number of these projects it is encouraging to notice the benefits to Australian film and media industry through collaboration with India.

I believe that Australia has many features in its media and film industries which will be welcome in India and will help Australia tap in the 18% annual growth of Indian entertainment sector. This will be of huge benefit to not only Australian exports but also to the struggling Australian film industry. This is not only proven by the current 'in development' projects but also by the large number of Australian film and media professionals working in India on Indian projects getting paid Australian rates and winning awards for it.

Personally and professionally I believe that the above and other fragmented efforts will result in more benefits for Australia if and when they have a cohesive approach with support from the government

I am writing to volunteer detailed feedback and submission in the film, media, and art sectors of the Indo Australian bilateral trade.

I also suggest the initiation of a coproduction treaty between India and Australia to adequately tap in the high growth of Indian entertainment sector.

Will be honoured to contribute in any way to your enquiry. Please don't hesitate to contact me if you have any queries or if I could be of any help .

Warm regards

Anupam Sharma

31/05/2006

Producer Director

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