

Film Inquiry  
Submission No. 94.....



**Hon. Mike Rann MP**

The PREMIER of SOUTH AUSTRALIA

State Administration Centre  
200 Victoria Square, Adelaide

GPO Box 2343  
ADELAIDE SA 5001

Telephone  
(08) 8463 3166

ISD  
61-8-8463 3166

Facsimile  
(08) 8463 3168

[premier@saugov.sa.gov.au](mailto:premier@saugov.sa.gov.au)

[www.ministers.sa.gov.au/  
premier](http://www.ministers.sa.gov.au/premier)

The Secretary  
House of Representatives  
Standing Committee on Communications,  
Information Technology and the Arts  
Parliament House  
Canberra ACT 2600

Dear Secretary

On behalf of the Government of South Australia, please find attached a submission to the inquiry into the future opportunities for Australia's film, animation, special effects and electronic games industries.

These are all key creative industry sectors in which the South Australian Government, in particular, its advisory Economic Development Board (EDB) and the South Australian Film Corporation (SAFC) has an interest.

The EDB's *Framework for Economic Development in South Australia* released in May 2003 notes that '**South Australia already has a reputation as a 'creative place' and as a centre for the arts. We must enhance this reputation by facilitating the growth of our creative industries.**'

To grow our creative industries it is important to ensure Government programs achieve a balance between artistic creativity and commercial outcomes and that creative industry policies are incorporated within the broad ambit of economic development planning. I am pleased to note that the Commonwealth Government is devoting considerable resources to develop a broad strategy for the creative digital content industries. The inquiry, in combination with the ongoing Creative Industries Cluster Study, presents an exciting opportunity for these industries. As you may be aware, South Australia is home to a number of successful and international standard digital content creation firms.

However, there has been limited consultation with South Australian based organisations and minor reference to South Australia in the cluster analysis to date. This is a cause for concern with the potential that any unique local issues will not be addressed by Federal policy.

The South Australian Government submission is therefore focussed on highlighting the importance this state places on its creative industries, particularly those identified by the House of Representatives Standing Committee.

As the Standing Committee may know, film production has been an important industry within the South Australian economy for thirty years and can rightly claim to playing a significant role in the development of the modern Australian film industry.

In recognition of the industry's cultural and economic contribution the State Government has provided significant assistance through Government funded film programs administered principally through SAFC. The total SAFC grant is \$4.57 million per year of which \$966,000 is the operating grant and the remainder supports SAFC programs. The Revolving Film Fund was a one-off government allocation of \$3m (\$1.5m in 98/99 and \$1.5m in 99/00). The fund is 'topped-up' by returns on investment. South Australia's economic development agency also provides funds to assist film, new media and technology companies undertake enterprise improvement, investment raising and export focused business development. There are over 200 companies listed with the government agency, which fall into this industry grouping.

The creative milestones of the South Australian Government assisted film projects include:

- 48 films made by or invested in by the SAFC
- 2 Academy Award nominations (*Breaker Morant* and *Shine*)
- 68 festival exposures
- 485 total award nominations
- 83 Australian Film Institutes awards
- 110 Other Australian awards – (ACS, AWGIES etc)
- 147 overseas awards – BAFTA, Golden Globe, Emmy, Berlin, Cannes, Venice.

This strength and history in film production has flowed on to current strengths in animation, special effects and electronic games.

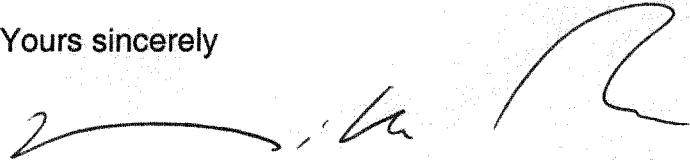
Through the EDB a creative industries strategic paper will be released which will include recommendations on strengthening the digital content industries such as film production and electronic games development contribution to the South Australian economy. Opportunities to link in with Federal initiatives will be explored as a priority.

The results of an online industry survey undertaken by SAFC have been attached for the Standing Committee's information. The survey was completed by approximately 100 South Australian companies involved in both traditional and new media industries and covers a number of areas such as key activities, delivery mechanisms, the effect of the digital revolution on existing business, re-skilling and client base.

Should you wish to discuss any matter in the South Australian Government's submission, please contact Mr Tony Kyriacou – Project Manager, Office of Economic Development on (08) 8303 2503.

The industries covered by the inquiry are important to both the economy and culture of South Australia and I look forward to monitoring the progress of the Standing Committee's findings.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Mike Rann', with a large, stylized flourish at the end.

**MIKE RANN**  
**Premier**

22/8/2003