



Submission No 11

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

Organisation: Australia India Film Arts, Media and Arts Council

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on behalf of; John Winter [winterj@bigpond.net.au]

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Dear Senator Ferguson,

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

We are board members of Australia India Film Arts, Media, and Arts Council, the apex body working between India and Australia in the related areas. The council is a chapter of the Australia India Business Council.

We write to you not only as board members of the above council but also as active film and media industry professionals with significant experience in the Indian entertainment sector.

Over the years film and media links between India and Australia have grown exponentially, with more than 130 Indian projects (including feature films, TV series, music videos, documentaries, TV commercials) having used Australian resources (crew, locations, facilities) in recent years.

This has laid the foundation for a more meaningful and beneficial bilateral relationship. Currently, even in the absence of a co-production treaty, there are more than 100 million dollars worth of India centric Australian projects in development.

After cricket, film is the obvious next choice to develop further cultural links between India and Australian. Given the scale and the elevated status of film making in India, closer and more effective collaboration in this sector would help promote stronger cultural, trade, tourism and political ties between the two countries.

We suggest that speedy discussions and finalization of a co production treaty between the two countries will help the Australia film industry tap in the 18% annual growth of the Indian entertainment sector.

As industry professionals we would be honoured to further contribute to your enquiry and assist in better and mutually beneficial relations between India and Australia - particularly in the films, media, and arts sectors.

Please don't hesitate to contact us as below.

Warm regards

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