

# Senate Standing Committee on Environment, Communications and the Arts

Answers to questions on notice

## Environment, Water, Heritage and the Arts portfolio

Additional Estimates, February 2009

<b>Outcome:</b>	4	<b>Question No:</b>	246
<b>Output:</b>	4.1		
<b>Division/Agency:</b>	Screen Australia		
<b>Topic:</b>	Supported Productions		
<b>Hansard Page ECA:</b>	123 (23/2/09)		

### Senator asked:

**Senator BIRMINGHAM**—How many productions did the predecessor to Screen Australia support through investments in the previous financial year?

**Mr Pearson**—I would have to take that on notice.

**Senator BIRMINGHAM**—How many productions is the target to support this financial year out of the \$60 million?

**Dr Harley**—I am advised that it is 90 productions.

**Senator BIRMINGHAM**—Perhaps if you could take that on notice. Could you give us the Prior [agencies]? That is fine, but also the breakdown across genres for those 90 targets.

**Dr Harley**—Of those we know that 25 of the 90 are feature films.

**Senator BIRMINGHAM**—So 25 of the 90 are feature films, and the rest are then documentaries and children's programming and—

**Dr Harley**—Adult drama for television.

**Senator BIRMINGHAM**—If you could provide some of the breakdown.

### Answers:

In the previous financial year (2007-08), the predecessors to Screen Australia supported 115 productions through investment.

This financial year (2008-09), Screen Australia will support 90 productions, with the breakdown across genres as follows:

Features	18
Adult TV	7
Children's TV	7
Documentary	58

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<b>Outcome:</b>	4	<b>Question No:</b>	247
<b>Output:</b>	4.1		
<b>Division/Agency:</b>	Screen Australia		
<b>Topic:</b>	Efficiency Dividend		
<b>Hansard Page ECA:</b>	Written Question on Notice		

**Senator Birmingham asked:**

1. How has Screen Australia implemented the one-off two per cent efficiency dividend (ED)?
2. Where have savings been achieved – i.e. which programs/resources have been cut?
3. Has Screen Australia had to reduce any activities that it considers to be ‘core business’ or has it had to reduce service standards as a result of the ED?

**Answers:**

1. The Efficiency Dividend was implemented prior to Screen Australia coming into operation on 1 July 2008. Therefore, the agency’s first budget already took into account the efficiency dividend and as a result it has not been required to specifically identify any savings.
2. Not applicable.
3. Not applicable.

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<b>Outcome:</b>	4	<b>Question No:</b>	248
<b>Output:</b>	4.1		
<b>Division/Agency:</b>	Screen Australia		
<b>Topic:</b>	Staffing		
<b>Hansard Page ECA:</b>	Written Question on Notice		

**Senator Birmingham asked:**

1. Have staffing numbers been reduced as a result of the efficiency dividend and/or other budget cuts? If so, where and at what level?
2. Are there any plans for staff reductions? If so, please advise details i.e. reduction target, how this will be achieved, services/programs to be cut etc.
3. What changes are underway or planned for graduate recruitment, cadetships or similar programs? Are such employment programs being reduced? If so, by how many and has Screen Australia done an analysis on long term effect on retention and attrition?
4. Has Screen Australia's consultancy expenditure increased due to reduced staffing?

**Answers:**

1. No.
2. Yes. There is reduction target of approximately 20 staff. This will be achieved via a streamlining of administrative processes and implementation of system improvements in records and financial information management.
3. None.
4. No.

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<b>Outcome:</b>	4	<b>Question No:</b>	249
<b>Output:</b>	4.1		
<b>Division/Agency:</b>	Screen Australia		
<b>Topic:</b>	Appropriation		
<b>Hansard Page ECA:</b>	Written Question on Notice		

**Senator Birmingham asked:**

Noting the Government's *Federal Financial Relations Bill 2009*, which appropriates money to Treasury to pass on to the States;

- Does Screen Australia receive any appropriations that will be transferred to the Treasury Dept?
- What are these?

**Answer:**

- No.
- Not applicable.

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<b>Outcome:</b>	4	<b>Question No:</b>	250
<b>Output:</b>	4.1		
<b>Division/Agency:</b>	Screen Australia		
<b>Topic:</b>	Resources		
<b>Hansard Page ECA:</b>	Written Question on Notice		

**Senator Birmingham asked:**

1. Does Screen Australia have enough analytical resources at its disposal? For example, the Government has cut funding to the ABS – is Screen Australia provided with enough data collection for evidence-based policy making and evaluation?
2. Did Screen Australia use any depreciation funding for recurrent expenditure in 2007-08?
3. Has Screen Australia used any depreciation funding for recurrent expenditure this year?
4. Has any depreciation funding been used for purposes other than the replacement of capital items in 2007-08?
5. How much has Screen Australia spent on the replacement of capital items in the first six months of 2008-09?

**Answers:**

1. Screen Australia does currently have enough analytical resources at its disposal but is examining ways of enhancing data collection capabilities for the industry.
2. This is not applicable as Screen Australia commenced operations from 1 July 2008.
3. No.
4. Screen Australia commenced operations from 1 July 2008.
5. \$77,000.

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<b>Outcome:</b>	4	<b>Question No:</b>	251
<b>Output:</b>	4.1		
<b>Division/Agency:</b>	Screen Australia		
<b>Topic:</b>	Stimulus package		
<b>Hansard Page ECA:</b>	Written Question on Notice		

**Senator Birmingham asked:**

1. Does Screen Australia have any involvement in measures announced as part of the \$42 billion budget stimulus package?
2. If so, was (and when was) Screen Australia asked for input before the stimulus package was announced?
3. When did Screen Australia know details about the stimulus package affecting its portfolio?

**Answers:**

1. No.
2. Not applicable.
3. Not applicable.

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**Outcome:** 4 **Question No:** 252  
**Output:** 4.1  
**Division/Agency:** Screen Australia  
**Topic:** Staffing  
**Hansard Page ECA:** Written Question on Notice

**Senator Birmingham asked:**

1. What is the current total staffing for Screen Australia – permanent and temporary?
2. What was the total Full Time Equivalent (FTE) staffing level for Screen Australia on 1 July 2008?
3. How many permanent staff were recruited in calendar year (CY) 2008 and in financial year (FY) 2008-09 to date? What level are these staff?
4. How many temporary positions exist or have been created in CY 2008 and in FY 2008-09 to date?
5. For CY 2008 and FY 2008-09 to date, how many employees have been employed on contract and what is the average length of their employment period?

**Answers:**

1. Permanent - 93, temporary - 67.
2. 188.2 FTE.
3. Two permanent staff were recruited in CY 2008, one at EL1 level and one at APS 3 level. No additional permanent staff have been recruited in FY 2008/09 to date.
4. For CY 2008, 8 temporary positions existed and in FY 2008/09 to date, 21 temporary positions exist.
5. In CY 2008, 9 employees were employed on contract with an average employment period of 10.9 months. In FY 2008/09 to date 15 employees have been employed on contract with an average employment period of 13.8 months.

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<b>Outcome:</b>	4	<b>Question No:</b>	253
<b>Output:</b>	4.1		
<b>Division/Agency:</b>	Screen Australia		
<b>Topic:</b>	Underspend		
<b>Hansard Page ECA:</b>	Written Question on Notice		

**Senator Birmingham asked:**

1. Which programs are currently tracking for an underspend this financial year?
2. How many of Screen Australia's funding programs/budget measures lapse this Financial Year and what are they?

**Answers:**

1. None.
2. None.



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<b>Outcome:</b>	4	<b>Question No:</b>	254
<b>Output:</b>	4.1		
<b>Division/Agency:</b>	Screen Australia		
<b>Topic:</b>	Gershon Review		
<b>Hansard Page ECA:</b>	Written Question on Notice		

**Senator Birmingham asked:**

1. What impact will the Gershon Review have on Screen Australia?
2. How much money will be saved?
3. Will Screen Australia be required to return any money to Budget for 2009-10?

**Answers:**

1. None.
2. Not applicable.
3. No.

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<b>Outcome:</b>	4	<b>Question No:</b>	255
<b>Output:</b>	4.1		
<b>Division/Agency:</b>	Screen Australia		
<b>Topic:</b>	Media monitoring		
<b>Hansard Page ECA:</b>	Written Question on Notice		

**Senator Birmingham asked:**

1. How much was spent on media monitoring in CY 2008?
2. How much has been spent on media monitoring in FY 2008-09 to date?
3. How many staff in Screen Australia are employed for media related duties?

**Answers:**

1. Screen Australia started operations on 1 July 2008. Media monitoring spend in CY 2008 (1/7/08-31/12/08) was \$43,074.  
(Please note media subscriptions are also used to track screen production for research purposes.)
2. Media monitoring spend in FY 2008-09 (to end Feb 2009) is \$60,877.  
(Please note media subscriptions are also used to track screen production for research purposes.)
3. One FTE.

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<b>Outcome:</b>	4	<b>Question No:</b>	256
<b>Output:</b>	4.1		
<b>Division/Agency:</b>	Screen Australia		
<b>Topic:</b>	Government Advertising		
<b>Hansard Page ECA:</b>	Written Question on Notice		

### Senator Birmingham asked:

1. What communications programs has Screen Australia undertaken, or is planning to undertake?
2. For each program, what is the total spend? Please detail including media advertisements (where placed and costs).
3. What was the total spend on advertising by Screen Australia in CY 2008 and for FY 2008/09 to date?

### Answers:

1. A program of industry consultation was conducted in September and October 2008 as part of developing the agency's new program guidelines. This comprised drafts for comment placed on the Screen Australia website, as well as two rounds of seminars in capital cities, publicised through trade media releases, industry guilds, email newsletters and the Screen Australia website. No paid advertising was taken as part of this industry consultation program.

Screen Australia plans to place paid advertising in electronic trade media during April/May 2009 to support industry briefing sessions on working with the new agency in each capital city.

2. Industry consultation for new program guidelines - \$26,000 (flights, accommodation, venue hire).

April/May 2009 paid advertising campaign - \$10,000 (media cost only, advertisements to be created inhouse). Advertisements to be placed in electronic trade media.

3. Screen Australia commenced operations on 1 July 2008. Advertising spend in FY 2008/09 is \$3,995 to date.

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**Outcome:** 4 **Question No:** 257  
**Output:** 4.1  
**Division/Agency:** Screen Australia  
**Topic:** Hospitality  
**Hansard Page ECA:** Written Question on Notice

**Senator Birmingham asked:**

What is Screen Australia's hospitality spend for CY 2008 and for FY 2008/09 to date?  
Please detail date, location, purpose and cost of all events.

**Answer:**

Screen Australia commenced operations on 1 July 2008. The following lists Screen Australia's hospitality expenditure to date.

Date	Location	Purpose	Cost
4 July 2008	Cinema	"Message stick" screening reception	\$ 5,828
4 August 2008	Office	Film Australia farewell function	\$ 2,820
11- 14 August 2008	Restaurant	Indivision Marketing Workshop	\$ 9,417
29 August 2008	Hotel	Investment team planning meeting	\$ 2,290
9 September 2008	Restaurant	Recoupment restructure meeting	\$ 1,232
12 September 2008	Aust High Commission	Toronto International Film Festival Reception	\$ 4,444
24 September 2008	Office	Staff reception – restructure	\$ 1,005
6-10 October 2008	Hotel	MIPCOM International reception	\$ 7,196
17 October 2008	Office	Welcome for new CEO	\$ 2,176
17-19 November 2008	Hotel	Development workshop	\$ 3,926
24 November 2008	Restaurant	Farewell for Interim CEO	\$ 1,250
4 December 2008	Restaurant	Cannes Film Festival reception	\$ 1,903
8 December 2008	Hotel	Consultation with Film makers	\$ 1,091
11 December 2008	Restaurant	International adviser's dinner	\$ 1,271
18 December 2008	Hotel	End of year function - Sydney	\$12,581
20 December 2008	Restaurant	Branch Planning meeting	\$ 1,252
20 December 2008	Hotel	End of year function - Melbourne	\$ 1,147
		<b>CY 2008 sub-total</b>	<b>\$60,829</b>
13 January 2009	Restaurant	G'day LA delegation dinner	\$ 1,051
28 January 2009	Restaurant	Cinemart delegation dinner	\$ 1,126
12 February 2009		Kidscreen New York Marketing Reception	\$13,851
		<b>FY 2008/09 Total</b>	<b>\$76,857</b>

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<b>Outcome:</b>	4	<b>Question No:</b>	258
<b>Output:</b>	4.1		
<b>Division/Agency:</b>	Screen Australia		
<b>Topic:</b>	Board Appointments		
<b>Hansard Page ECA:</b>	Written Question on Notice		

**Senator Birmingham asked:**

1. What is the gender ratio on each board across the portfolio, and what is the total ratio across the portfolio?
2. In which states/territories do these Board members reside??

**Answer:**

1. The gender ratio for the Screen Australia Board is: 4 males: 3 females. The Department of the Environment, Water, Heritage and the Arts has responded to a similar question on notice (number 213) in relation to Board Members across the greater portfolio.
2. Five Screen Australia Board members reside in NSW, one in Victoria and one in Queensland.

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<b>Outcome:</b>	4	<b>Question No:</b>	259
<b>Output:</b>	4.1		
<b>Division/Agency:</b>	Screen Australia		
<b>Topic:</b>	FOI requests		
<b>Hansard Page ECA:</b>	Written Question on Notice		

**Senator Birmingham asked:**

1. Has Screen Australia received any advice on how to respond to Freedom of Information (FOI) requests?
2. How many FOI requests has Screen Australia received?
3. How many have been granted or denied?
4. How many conclusive certificates have been issued in relation to FOI requests?

**Answers:**

1. No.
2. One.
3. One granted, none denied.
4. None.

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**Outcome:** 4 **Question No:** 260  
**Output:** 4.1  
**Division/Agency:** Screen Australia  
**Topic:** Consultancies  
**Hansard Page ECA:** Written Question on Notice

### Senator Birmingham asked:

1. How many consultancies have been undertaken or are underway since November 2007?
2. Please identify the name of the consultant, the subject matter of the consultancy, the duration and cost of the consultancy, and the method of procurement (i.e. open tender, direct source, etc). Please also include total value for all consultancies.
3. How many consultancies are planned or budgeted for this calendar year?
4. Have these been published in Screen Australia's Annual Procurement Plan (APP) on the AusTender website? If not, why not? In each case please identify the subject matter, duration, cost and method of procurement as above, and the name of the consultant if known.

### Answers:

1. Screen Australia commenced operations on 1 July 2008. Total consultancies to date are 18. (Excludes assessors).
2. These consultancies are listed below.

Consultant	Subject	Duration	Cost	Procurement
J Chissick Pty Ltd	Marketing	ongoing	\$137,505	Specialist skills - direct
Scott Meek	Creative evaluation	ongoing	\$102,000	Specialist skills – direct
Aurion Corporation Pty Ltd	HRMIS amendments	ad hoc	\$35,000	Direct – existing system
Property Concept & Management Pty Ltd	Property consultancy – surplus space	2 months	\$19,000	3 quotes
Malcolm Long Associates	SA Board facilitator	1 week	\$4,545	Specialist skills – direct
Moneypenny Services	Producer offset financing market review	1 month	\$20,000	Specialist skills – direct
Lucy Milne	Documentary marketing and sales review	1 week	\$5,000	Specialist skills - direct

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Technology One	Financial Management Information System – consolidation and upgrade	12 months	\$190,000	Direct – existing system
TCFT Business Services	FMIS project Management	12 months	\$133,200	Select tender
HBA Consulting	Collective Agreement	2 months	\$8,100	Direct
Davidson Workplace Solutions	HR Consultant – classification review	3 months	\$22,500	Direct
Festina Lente Productions	Database consultancy	12 months	\$45,000	Specialist skills – direct
Pelion Group Pty Ltd	Database	ongoing	\$45,000	3 quotes
Various	Funding Guidelines Review	1 day	\$7,000	Specialist skills – direct
Iron Clad Networks	Database retainer	ongoing	\$26,000	Direct
Life Mastery Aust	Facilitator Strategic Planning	1 week	\$9,780	Direct
Ernst & Young	Tax advice	1 week	\$10,600	Specialist skills – direct
Future step	Structural review	3 months	\$113,636	Select tender due to timing
		<b>Total</b>	<b>\$933,866</b>	

3. Number planned or budgeted for to 31 December 2009 is 10 continuing consultancies. No new consultancies planned – all are continuation of existing arrangements.
4. Screen Australia procurement policy requires purchases over \$50,000 to be considered for tender. In addition, consideration is given to the following factors to determine if a formal full tender (via AusTender) is undertaken or a select tender:
  - urgency of the requirement;
  - limited number of known potential suppliers;
  - competitiveness in the market place;
  - a supplier's prior knowledge or experience with a particular activity that other suppliers could not build up unless extensive additional costs and time delays were incurred; and
  - compatibility with existing equipment.

None of the above consultancies have been advertised on AusTender due to either timing constraints as a result of the program review for the new organisation, or the specialist skills required.



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<b>Outcome:</b>	4	<b>Question No:</b>	261
<b>Output:</b>	4.1		
<b>Division/Agency:</b>	Screen Australia		
<b>Topic:</b>	Project <i>Please Explain</i>		
<b>Hansard Page ECA:</b>	Written Question on Notice		

### Senator Abetz asked:

1. How much money has Screen Australia made available to the project known as "Please Explain"?
2. Is Screen Australia planning to provide more money, than the \$110,000 already reported, to this film?
3. If money has been provided, on what date was the decision made to make that money available?
4. If awarded funding, on what basis was this particular project awarded funding?
5. Did Screen Australia, or its predecessor bodies, provide any funding toward the film 'Australia'?
  - If so, how much?
6. If Screen Australia was approached for funding, what date was it first approached to fund the film, 'Australia'?
7. Did the script as first presented to Screen Australia differ in any major way to the final production, including the characters in the film?
  - If so, how?

### Answers:

1. Total funding for *Please Explain* from Screen Australia is \$56,250, of which \$50,250 has been received by the producers so far. Additionally, *Please Explain* was selected for the ARISTA Script Development workshop in July 2008. Screen Australia's Development Division paid the travel and attendance costs for the producer and writer of the film to attend the six-day workshop in Tasmania. These costs, a total of \$11,100 were paid directly to Screen Tasmania which organised the workshop.
2. The producer will receive the further \$6,000 on Screen Australia's receipt of required delivery items (in this instance the revised draft script).
3. The decision to provide an initial \$26,250 was made on the 15th October 2007. The decision to provide a further \$30,000 was made on the 20th December 2008.
4. *Please Explain* applied for funding in August 2007 through the Feature Development Strand of the Australian Film Commission's Development Division funding guidelines. This strand was designed to support writers with some screenwriting credits to develop

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distinctive and viable feature film projects. Under the guidelines existing at that time, development funding was competitive and applications were assessed in funding rounds throughout the year. Fourteen applications were received for the round in which *Please Explain* was funded of which five were supported for funding.

The project re-applied for further funding in December 2008 under the "2nd Time +" funding program. Under this program projects that had already received development funding could apply for a next-draft script or further development where the producer could demonstrate that the project was progressing towards finance and/or production. The application for *Please Explain* was read by two assessors, one of whom had previously supported the project and one who was not familiar with it. *Please Explain* was considered to have advanced significantly, having progressed the script and attached a high-profile director and written interest from several potential sales agents and distributors. For this reason, it was supported for further development funding.

5. No.
6. Not applicable.
7. Not applicable.