



19 August 2022

***Submission to Department of Infrastructure, Transport, Regional Development, Communications and the Arts (Office for the Arts).***

**RE: A new National Cultural Policy**

We live in a screen culture and the value of a national cinema is confirmed by the commitment by governments to subsidise our film industry. Our cultural touchstones are reinforced through film – seeing ourselves on screen is exhilarating, validating and essential to understanding who we are. As an artform, film is both culturally unifying on the domestic/ national level and explanatory in international contexts. Film is an efficient means to communicate culture.

The screen landscape and pathway to audiences is changing. Federal investment in Australian productions must be complemented with direct investment in developing audiences and engagement with our national content. Film Festivals are best placed to grow and enhance screen culture and achieve a focal point for industry and audiences to interact.

At present, policy does not adequately prioritise connecting product with the marketplace/ audiences in Australia – our cultural validation continues to occur through selection by international film festivals. There is an opportunity to elevate our own films and stories where it matters, at home, with our own film festivals.

Currently film festivals are eligible to apply for modest federal subsidy through Screen Australia. Adelaide Film Festival is grateful for the recently confirmed investment of \$100,000 pa it is to receive over the next 3 years. This is however a small fraction of the cost of presenting the event and a small fraction of both what the state government invests in the event and by contrast, a tiny portion of what is invested federally in the production of films.

Established as a biennial festival in 2003, the Adelaide Film Festival has recently announced it will now be presented annually each October. As such, we are currently on deadline finalising the program for this year's festival due to take place 19-30 October. The full program will be announced Mon 12 September. With this in mind, we trust we may be forgiven for the brevity of this submission, and we hope to be included in ongoing, future discussions and planning about the formation of a new national cultural policy.

**Submission made by Adelaide Film Festival**

[Redacted signature block]

This submission can be made public, if required.