

National Cultural Policy Submission

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Submitted: As an individual

What challenges and opportunities do you see in the pillar or pillars most relevant to you? Feel free to respond to any or all pillars:

The Centrality of the Artist

Since entering the Australian screen industry in 2008 as a casual production employee, I have witnessed a major issue developing in the ability of Australian screen producers having the commercial viability to continue producing the quantity and quality of Australian screen stories needed to uphold our unique cultural identity.

Many factors have been investigated by various organisations into why this is; from the entry of the major streamers into the market generating greater investment in production attraction funding from federal and state funding bodies over locally produced content; to global challenges the international screen industry is facing (COVID-19 production delays; disruptions in the distribution and broadcast models; increased labor costs).

What is unique about Australia's situation within this challenge is the lack of business development skills many screen practitioners must develop commercially sustainable and thriving creative businesses. Whether a freelance make-up artist, or a full time independent production company, greater time and financial investment needs to be made by the Australian federal government to upskill and empower Australian screen practitioners to achieve the following:

- Adopt a 'business savvy' nature to navigate the complexities of modern Australian business culture with ease.
- Understand how to implement the basic foundations of a running a successful small business with an understanding of how to navigate the unique challenges experienced in the screen industry (i.e. intermittent employment, reliance on screen funding, rising production costs, etc).
- Invest time and resources into developing new innovative products and services for the Australian screen industry to help it compete at a global standard.
- Identify opportunities to grow their business and become more competitive in global markets.

Ways in which a new National Cultural Policy can be developed to help achieve the above is by committing to the following:

- Establish business development funding for companies and individuals to gain the necessary skills required to strengthen and grow their screen businesses.

- Provide advice and funding for screen industry practitioners from experienced business professionals (both inside and out of the screen industry) on how to get screen products and services to market.
- Establish a network of experienced screen industry practitioners who can provide advice and mentorship to the government for developing and establishing commercially successful screen businesses that operate at an global standard.
- Establish commercialisation pathways for the screen industry, adopting a similar approach to innovation development utilising research and grants (i.e. the Australian Entrepreneurs Program).

Please tell us how each of the 5 pillars are important to you and your practice and why. Feel free to respond to any or all that are applicable to you:

The Centrality of the Artist

I am an individual who has been employed and self-employed in many different roles within the screen industry who was on track to establishing her own screen production company. However, my own lack of knowledge of business development and understanding of how to navigate the intricacies of advanced business negotiations, particularly around private investment, has seen me pursue an alternative career. I am hopeful that in my current role will see me develop the necessary skills required to one day run my own commercially viable screen production business in Australia.