



30. April 2008

Sue McCreadie  
Policy Officer  
NSWFTO

**Re. NSWFMG, response to FTO Strategic Review:**

The NSWFMG does support the findings of the FTO Strategic Review.

We welcome the policy objective of NSW re-establishing itself as the centre of the Australian Film Industry, of the FTO repositioning itself as catalyst and of the organisation broadening its roles across the industry.

We accept that the industry is rapidly changing and redefining and acknowledge that there must be serious adaptation. We note the comments that NSW has been “existing, not thriving” and would add that Sydney’s “55%” of the current industry, is precariously held.

The FTO review refers to “acknowledgement of the role of SME”s and creative professionals in the future development of the industry. We anticipate a significant opportunity in helping NSW to achieve these goals, but must emphasise that without maintaining viable businesses, we will lose any opportunity to develop a viable industry.

The NSWFMG has long called for a number of measures. These include the establishment of a one stop shop service , such as the concierge service outlined in the report. The co-ordination of govt services and incentives to present NSW as a “can do” state. The maximisation of both local and international productions, in order to facilitate ongoing employment and training.

We support the “push/pull/ leverage” aspects of the report, particularly in increasing effective coordination across the various govt bodies involved. Of the many agencies represented at the Conference, the significance of this interdependence was strongly argued.

The report comments that TV commercials have traditionally been a significant contributor to the viability of the NSW Film & TV industry, and we welcome the acknowledgement of their role.

We note that the transition to new technologies has many pitfalls as well as opportunities, and we encourage the prioritisation of the FTO encouraging NSW in business opportunities and viability, rather than in free market creativity for its own sake.

The Strategic report ventures boldly into new territory. The NSWFMG supports bold new initiatives, and we look forward to working with the FTO to achieve the goal of being one of the main strategic industries of the future, and of NSW regaining its place in the Australian Film Industry.

Regards,  
Suzy Carter,