

# SUBMISSION TO THE REVIEW OF THE NATIONAL INNOVATION SYSTEM

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## **Organisations**

Australian Film Commission (AFC)  
Film Australia Limited (FAL)  
Media Entertainment and Arts Alliance (MEAA)  
Australian Writers Guild (AWG)

## **Organisation Type**

AFC - Government Statutory Authority  
FAL - Government Company  
MEAA & AWG - industry and professional associations

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## **Declaration of Interest**

The AFC and Film Australia provide funds to support the development, production, distribution and marketing of innovative screen content. MEAA and the AWG do not have any specific interests relevant to the topic.

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by  
The Australian Film Commission,  
Film Australia Limited,  
Media Entertainment and Arts Alliance,  
and the Australian Writers Guild

The submission covers the following key points:

- The historical context citing contributions by the AFC and other screen agencies to earlier reviews dealing with innovation. While new ideas are the lynchpin of the current review, some evaluation should be made of earlier relevant recommendations – such as those to the Digital Industries Action Agenda.
- The innovation agenda in Australia has had a strong focus on science and has overlooked the arts. In this Review the government has opened the possibility of linking its arts policy to its innovation policy. The Centre of Excellence for Creative Industries and Innovation in Queensland has done much work to establish the critical contribution of the creative sector.
- The audiovisual industries are intrinsically innovative. The AFC and other screen agencies can point to a wide range of highly inventive and original projects that demonstrate creative problem solving, experimental technology and cross discipline partnerships. The Regional Digital Screen Network offers a good case study of innovation. An appendix provides further examples.
- Adequate funding is vital to foster innovation. The AFC and Film Australia make use of relatively limited funds and extensive partnerships to engender inventive screen content. To compete globally some formats such as feature films and computer games demand high budgets. In streamlining support programs, the Review needs to boost, rather than trim, the available funding to innovative projects.
- The AFC and Film Australia welcomes the government's pledge of \$17 million over four years in a new Creative Industries Innovation Centre. There should be consideration of how the laudable objectives of such a Centre could be disseminated to the wider business community. This is vital for those unable to physically attend the Centre and its training programs.
- Many of the mostly small and medium sized screen production companies and individuals that comprise the audiovisual industries would benefit from affordable access to a range of skills. Those inventing groundbreaking projects often lack time and resources to test their ideas, apply for R&D grants, research the marketplace and so on. The Innovation Review could recommend the establishment of an 'expertise bank' that could provide advice to creative businesses in areas such as marketing and research.