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CABINET DECISION

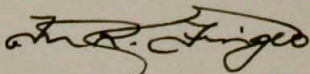
NO. 829

Submission No.: 717

Title: FILM PRODUCTION IN THE NORTHERN TERRITORY

Cabinet agreed to the expenditure of \$32,000 on an initial major film project with Film Australia.

Cabinet authorised the establishment of a committee to co-ordinate and rationalise Northern Territory Government film and audio-visual production. The committee would be responsible for deciding priorities among requirements submitted annually by individual Departments and Authorities, and have responsibility for arranging contracts for all Northern Territory Government film or audio-visual production.



(M.R. FINGER),
Secretary to Cabinet.

5 September, 1979.

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THE NORTHERN TERRITORY OF AUSTRALIA

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Copy No. 1

FOR CABINET

SUBMISSION NO. 717

Title:	FILM PRODUCTION IN THE NORTHERN TERRITORY.
Cabinet Member:	P.A.E. Everingham, Chief Minister and Attorney-General.
Purpose:	To obtain approval to use the facilities of Film Australia to provide film and audio-visual productions for the Northern Territory Government and in the long-term to encourage and support a private-enterprise film industry in the Northern Territory.
Relation to existing policy:	Consistent with Government policy to involve private enterprise where possible in Government projects.
Timing/ legislative priority:	No legislation required.
Announcement of decision, tabling, etc.:	A suitable media release is at Attachment A. An advertisement calling for expressions of interest from local filmmakers to be inserted in Northern Territory newspapers is at Attachment E.
Action required before announcement:	None.
Staffing implications, numbers and costs, etc.:	No staffing implications.
Total cost:	Outlay for initial film: \$32,000. Future costs would be determined relative to specific needs of Departments and would be budgeted for annually.

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THE ISSUES

1. (a) To decide between proposals by Film Australia (Attachment C) and the South Australian Film Corporation (Attachment D) to assist the Northern Territory Government in the production of promotional and other films and audio-visual series.
- (b) To authorise establishment of a committee to overview Northern Territory Government film and audio-visual programs.
- (c) To authorise the placement of advertisements in Northern Territory newspapers seeking expressions of interest from local film-makers in Government proposals (Attachment E).

BACKGROUND

2. In September 1978, a local film-maker suggested that the Northern Territory Government establish its own film corporation. The South Australian Film Corporation heard of the suggestion and submitted a proposal to the Northern Territory Government. Subsequently, at the Government's invitation, Film Australia also submitted a proposal.

CONSIDERATION OF THE ISSUES

3. Assessment of the two proposals shows that:
 - (a) The South Australian Film Corporation requires a general consultancy fee of \$10,000 per annum, with a further fee of \$100 a day, plus fares and accommodation, for visits made to the Territory for consultation. Film Australia requires no annual consultancy fee. Visits to the Territory for consultation would be on the basis of Public Service travel allowance, plus fares and accommodation. If the volume of work warrants it, Film Australia is prepared to base a producer in the Territory for an extended period to handle production locally and to assist Darwin-based film-makers.
 - (b) The arrangement envisaged by Film Australia is completely open-ended. It does not involve the Northern Territory Government in any form of

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contract, other than for specific productions individually agreed upon. The Northern Territory Government would have client status which would simply allow it to request Film Australia to give whatever assistance was required to produce a specific film, audio-visual presentation or series of film clips.

- (c) The South Australian Film Corporation proposal appears to envisage an on-going role on an annual consultancy-fee basis. Film Australia's proposal means that it would eventually phase itself out in favour of local industry except for distribution and marketing assistance and an on-call basis for production assistance. It sees its role as wherever possible utilising local talent and assisting talent to improve its expertise.
- (d) The South Australian Film Corporation and Film Australia offer substantially similar expertise in film production, distribution and marketing. The South Australian Film Corporation's estimated costs per minute of finished film are higher than those quoted by Film Australia.

4. Films and audio-visual material produced would:

- . Promote overseas and within Australia the investment, trade and tourism potential of the Northern Territory;
- . Encourage public awareness of the Northern Territory and its Government's aims;
- . Promote a sense of 'belonging' among Territorians and an understanding of the cultural differences and problems of individual ethnic groups;
- . Assist training programs;
- . Create a medium for two-way communication between Aboriginal communities and the Northern Territory Government.

5. Film Australia suggests setting up a program administration committee to control Northern Territory Government film production and to decide priorities among annual production requirements submitted by individual Departments and

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Authorities. It suggests this committee comprise the Director-General of the Chief Minister's Department, the Under-Treasurer, the Director of Information and, in the short-term, an officer of Film Australia.

6. During their visit to Darwin, Film Australia executives met and assessed two of the known local film-makers. However, because there may be others who are not known, Film Australia proposes that the Director of Information places an advertisement in all Northern Territory newspapers seeking expressions of interest from such people. Film Australia would assist in assessing the skills of applicants.

OPTIONS

7. The Northern Territory Government does not have the expertise and professional skills to set up a film corporation. The cost would be prohibitive. The proposals by Film Australia and the South Australian Film Corporation each provide a basis for producing films at a reasonable cost.
8. The alternative to establishing a co-ordinating committee as suggested by Film Australia is, in that organisation's words "...to risk an unco-ordinated proliferation of programs, staff, equipment and objectives which may turn out to be counter to Government policy, contradictory to each other, duplicatory, or all three".

PUBLIC IMPACT OF THE RECOMMENDATIONS

9. Adoption of the Film Australia proposal or the South Australian Film Corporation proposal would have public impact in that it would indicate that the Northern Territory Government was taking positive action to publicise the Territory and to support local industry. The Government also would be seen to be trying to bridge the communication gap with Aboriginal communities, as this would be part of the total film and audio-visual concept.

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10. The Northern Territory Government also would be seen to be furthering its policy of encouraging local industry and utilising local expertise for Government projects.

FINANCIAL CONSIDERATIONS

11. A ten-minute film suitable for use by an overseas trade mission or for general display or promotional work, would cost \$32,000. Expenditure has been allowed for in the Draft Estimates of the Chief Minister's Department with the possibility of some input from other Departments.
12. Other costs in this financial year would be in trial productions for the cross-cultural communications project and preliminary scripting of an Aboriginal education program promoting self-reliance. Expenditure has been allowed for in the Draft Estimates of the Chief Minister's Department.
13. Programs in future years would seek Budget allocations.

EMPLOYMENT CONSIDERATIONS

14. Approval of recommendations in this Cabinet Submission would not have any immediate impact on employment, other than to provide additional work for a local film-maker and eventual employment opportunities for junior or experienced staff.

CO-ORDINATION

15. Implementation of the recommendations will require co-ordination with other Departments and Authorities, but this would become a function of the proposed program administration committee. There would need to be co-ordination of existing or proposed Northern Territory Government film or audio-visual programs, facilities and equipment.

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PUBLICITY

16. Approval of the recommendations should be widely publicised to alert Territory film-makers and the public to the Government's intention to involve local expertise and talent and, in the long-term, encourage a Territory film industry.

TIMING

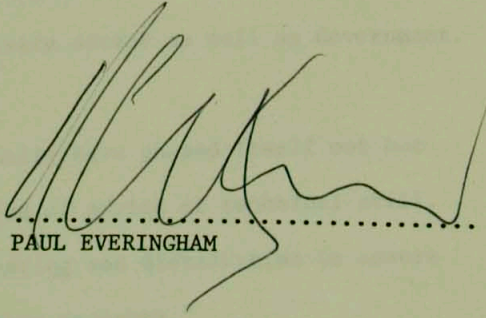
17. Early Cabinet consideration is requested so that some initial film work can be carried out before the end of the Dry season to overcome technical problems associated with production during the Wet.

RECOMMENDATIONS

18. It is recommended that Cabinet:
 - (a) Adopt in principle Film Australia's proposal.
 - (b) Agree in principle with the expenditure of \$32,000 on an initial major film project.
 - (c) Authorise establishment of a committee to co-ordinate and rationalise Northern Territory Government film and audio-visual production. The committee would be responsible for deciding priorities among requirements submitted annually by individual Departments and Authorities, and have responsibility for arranging contracts for all Northern Territory Government film or audio-visual productions.

..... 17/8/79

DATE



.....

PAUL EVERINGHAM

MEDIA RELEASE

The Northern Territory will gain greater exposure overseas and within Australia through a decision by the Government to enter into an annual film and audio-visual production programme.

The Chief Minister, Mr. Paul Everingham, announced today that the Government had made arrangements with Film Australia, the production organisation funded by the Federal Government, to assist the Territory.

Mr. Everingham said that while Film Australia would supervise and provide all technical staff such as cameramen in the initial stages of the arrangement, local film industry people would be drawn into Territory projects.

Film Australia would assist in their training and development to a standard where they would be able to compete for contracts for Territory film work.

"This is in line with the Northern Territory Government's stated policy of not only encouraging local industry, but where there is sufficient expertise outside the Government in functions normally handled by the Government, to contract work out," Mr. Everingham said.

"By providing this kind of basis, we hope to get the burgeoning film industry which we have here in the Territory to the stage where it can stand on its own feet and get work from the private sector as well as Government."

"At this point, Film Australia will virtually have phased itself out but will continue to assist where there is need of advice or technical skill. It also will continue to assist with marketing and distribution to ensure that Territory films get the widest possible exposure."

Mr. Everingham said his recent trip to America on a tourist-promotion project had made him realise even more clearly how little was known overseas about the Northern Territory, not only about its tourist attractions, but about its trade and industrial potential.

However, while some of the film and audio-visual productions planned for the future would be aimed at this type of promotion, the arrangement with Film Australia would be used within the Northern Territory to publicise Government programmes and initiatives and to make the public aware of the role the population as a whole had in the Territory's development.

Future film programmes would try to promote a sense of "belonging" among Territorians and an understanding of the cultural differences and problems faced by individual ethnic groups, including Aboriginals.

One of the early aspects which would be explored by the committee administering the production programme would be ways in which film and audio-visual techniques could be used to provide a two-way communication link with the Territory's Aboriginal communities.

"Too many films have been made about the Territory which do not adequately express the views and special needs of the Territory," Mr. Everingham added.

"They've been written by outsiders for outsiders. It's time the Territory had an input in the field."

ATTACHMENT B

Television and radio coverage of the Government's decision can be arranged at the same time as the original announcement and distribution of the Media Release, or subsequently.

The television channels in Darwin and Alice Springs should be approached about screening locally any films or suitable audio-visual material produced.



FILM AUSTRALIA

Eton Road Lindfield
(PO Box 46 Lindfield)
NSW 2070 Australia
Telephone 467 0111
Telegrams 'Filmaust' Sydney
Telex 22734

FD 79/51

6 July 1979

Mr. L. Ellis
Director of Information
Department of Chief Minister
P.O. Box 4396
DARWIN NT 5794

FILM AND AUDIO VISUAL PRODUCTION RECOMMENDATIONS

Peter Johnson and I have pleasure in submitting these recommendations to you on behalf of Mr. Denys Brown. We hope they will fulfill your requirements.

Two major considerations have affected our recommendations.

Firstly, the development of local persons with skill should be encouraged as an investment in the future.

Secondly, a practical, inexpensive, start to production should be made so that future demand for programs goes hand in hand with evaluation of results achieved and the maintenance of suitable distribution (screening of all sorts) outlets. This is most important as programs without audiences (small or large according to the agreed objective) are useless and therefore a waste of money.

Film Australia has been most pleased to advise you and will be happy to consider doing so again.

Sincerely,

TIMOTHY READ

PETER JOHNSON

RECOMMENDATIONS

IMMEDIATE

1. Place the "Trade film" on a production footing with a completion deadline of mid-September.
 - (a) Film Australia to executive produce the film using freelance industry personnel; to write, photograph, direct and edit. Final mixing to be done at Film Australia.
 - (b) The film to be shot in 16mm, with a view to blow up to 35mm, and not to have a complex "plot" or story line or employ extensive synch sound or narration over techniques. The film will be short (8 - 10 minutes) fast-moving, musical, evocative in its images, whether it be industry, mining or landscape, and not attempt to cram quantities of factual information into the audience. This should be done by those attending the fair and the supporting literature.
 - (c) Production also begin, when appropriate, on a colour brochure to accompany the film helping to publicize it and saying where it is available.
 - (d) \$30,000 be set aside for the budget.

Note: It is possible that a local technician will be employed on this film.

2. Preliminary research (writing work) begin on the "Aboriginal Education" program with the theme of self-reliance. This to be co-ordinated with recommendation 4 below.
3. Begin a trial audio visual production within Mr. Linder's project and budget. The objective of this trial program (probably centred on his Goulburn Island work) would be to establish production methods for Aborigine audio visual programs and to try out the distribution outlets in other communities to see if an effective working network exists.

Film Australia would be prepared to nominate a freelance writer to work with Mr. Linder and others as well supervise actual production albeit with the minimum of intrusion.

4. Place advertisements inviting expressions of interest to write or produce programs from N.T. residents. The responses would be evaluated and a general discussion meeting called at the time of the "double-head" approval screening of the Trade film.
5. Discussions at a senior level (Ministerial) take place concerning Recommendation 6).

WITHIN THREE MONTHS

6. Selection of members of the Audio Visual Program Administration Committee (AVPAC).
Begin setting guidelines and working methods for the Committee in consultation with Department Heads.
7. Survey actual status of a-v equipment (including projectors) in the 34 settlements and community areas where it may be intended to show the Linder education program and the Territory Magazine. Decisions can then be taken as to most effective production and distribution media.

(this recommendation is the result of two conflicting accounts we have received on the status of the equipment).
8. Call for a feasibility paper on the "Territory Tales" magazine concept. Particularly, invite Mr. Micheal Atkinson to speak to this and offer story line submissions for a trial production to be shot, probably on 16mm for showing throughout the Territory. Funds for this should come from those (hopefully) not affected, or completely used up by the Trade film.

The dissemination of genuine human interest stories via film to people in remote communities, is possibly the most important tool available for building up a feeling of "Territorial Unity". "If these walls could speak", could be a model for some segments of the magazine using famous territory stories.

9. Evaluate progress and/or results on the audio visual and Trade film projects.

WITHIN SIX MONTHS

10. Call for Government departments to nominate production requirements in 1980/81.
11. Formalize the status of AVPAC within the Department of Chief Minister.
12. Make every endeavour to get one, maybe two magazine programs underway for shooting after the wet.
13. Examine progress on the Linder a/v programs and begin program forward planning if results seem to justify this.
14. Distribute "Trade film" within the Territory and ask Film Australia for further recommendations on its effective distribution/usage overseas.

WITHIN NINE MONTHS

15. Finalize acceptable Government program for 1980/81 including budget levels, program objectives, distribution/usage, and target audiences.

Film Australia to be consulted if thought desirable.

16. Select a portion of the program (probably 2/3) for contract placement to the industry as a whole in Australia. This program should include the Aboriginal Education film.
17. Scripting process to begin on selected program with a three month deadline.
18. Usual tendering procedure to begin when the scripts for those programs for contract production are ready.

(These technical details can be supplied by Film Australia and need not take up space here).
19. Finalization of successful tenderers and letting of contracts for actual production in 1980/81.

SOME GENERAL OBSERVATIONS AND RECOMMENDATIONS

1. A swift move, if only an announcement, is necessary to clarify what the N.T. Government is doing about program production.

This lines up with recommendation 4 to have general discussions about aspects of the situation including program need, uniform equipment, future equipment, capitalization/or not, etc. etc. There is a real need to bring interested parties together in open session. This includes the departments.

2. As a general policy, Government film production should be controlled by a small committee (AVPAC) which has the power to decide priorities. This will be uncomfortable at first and recommendations 6. and 10. should be carefully and genuinely undertaken.

The alternative is to risk an unco-ordinated proliferation of programs, staff, equipment, and objectives which may turn out to be counter to Government policy, contradictory to each other, or duplicatory, or all three.

3. AVPAC should be small, very senior and sensitive to the fact that program production does not effectively survive in an overly beaucroatic environment. As a suggestion, it should comprise:-

Director-General	Chief Minister's Dept.
Equivalent	Finance Department.
Director of Office of Information	
Film Australia Member - short term.	

This committee will be serviced by departmental staff of course and will be senior enough to implement decisions (or recommendations).

It should be noted that if program production continues over the years then it is inevitable that a person will be appointed specially to co-ordinate and administer the program. Should this occur, it cannot be stressed too much that a senior appointment be made. This will protect the process of future planning, actual production,

and evaluation from being unreasonably downgraded which is generally the normal occurrence.

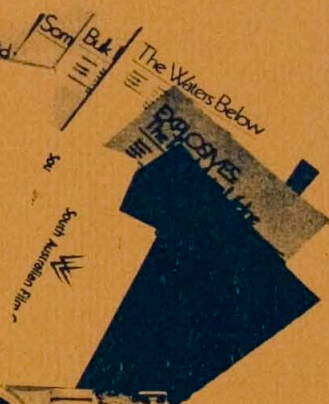
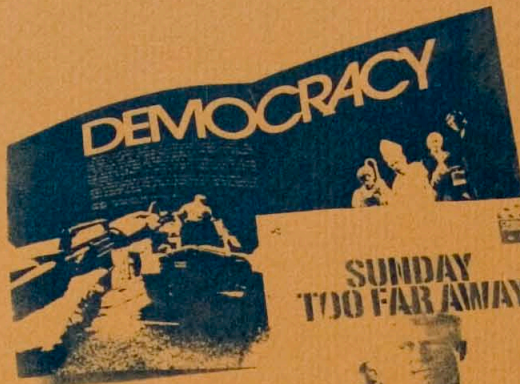
In Commonwealth Public Service terms the senior person, who will succeed the Director of Information on AVPAC, should be in the second division.

4. Incentives: The development of local expertise and a (small) industry should not rely on government production alone. Incentive measures, possibly through the N.T.D.C., should be devised to encourage commercial documentary and advertising programs. The local television stations should be asked to discuss the telecast of local material.

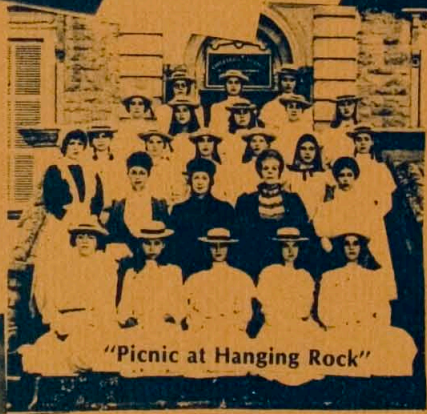
Subject to program output levels over a three/five year period, equipment purchase incentives, and re-settlement incentives for established film makers interstate should be discussed and considered.

The question of equipment purchase, by whom and for whom, shared around or not, is worrying. We did not have time to consider the question fully enough. Further discussions will take place and something written to add to these recommendations.

5. The old train carriage behind Block 8 should be refurbished and set up as an a/v display centre.



Total Film



South Australian Film Corporation

64 Fullarton Road, Norwood 5067, South Australia
Telephone 08-42 4973 Telex SAFC AA88206



ATTACHMENT D

64 Fullarton Road,
Norwood,
P.O. Box 263
South Australia 5067
Telephone: 42 4973
Telex: AA88206 (SAFC)

South Australian Film Corporation

AD425 SJ:VB

6th April 1979.

The Hon. P. A. E. Everingham, M.L.A.,
Chief Minister of the Northern Territory,
Block 8, Mitchell Street,
DARWIN. 5794

My dear Chief Minister,

During our discussion on Monday, 26 March, you invited me to forward a proposal for involvement of the Corporation in film-making and distribution for the Northern Territory. That proposal is attached.

From discussion with many senior Government officers and with business people in Darwin and Alice Springs we concluded that a wide range of films is required for use in the Northern Territory. Some of these can be bought from outside producers, including this Corporation - many others will need to be made to meet the special needs of the Territory.

There are indications already that the same mistakes, misguided enthusiasms and unco-ordinated efforts are developing in the Northern Territory that have occurred elsewhere in Australia in film-making for and by Government. I have taken the liberty, therefore, of recommending to your Government steps that will make it possible to develop purposeful policies and procedures for the effective and economic use of film in the Northern Territory.

The Northern Territory Government could quickly be involved in expenditures on all film projects and purchases totalling around \$1,000,000 annually. Use of our experience and resources, at least in the formative stages of development, would help to ensure that Government funds were applied wisely and well.

Yours sincerely,

STUART JAY
Assistant Director.

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DOCUMENTARY FILM PRODUCTION
IN THE NORTHERN TERRITORY

These papers comprise:

- . Recommendations on co-ordination of film production and acquisition of film (including videotape) and associated production and projection equipment;
- . List of suggested productions, either nominated by people in the Northern Territory or observed by us as being of value;
- . Summary of film and videotape formats and approximate order of production costs; and
- . Summary of the resources offered by the South Australian Film Corporation in the production and distribution of film and suggested basis for consultancy with the Northern Territory Government.

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64 Fullarton Road,
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South Australian Film Corporation

RECOMMENDATIONS ON COMMISSIONING OF FILM PRODUCTION AND ACQUISITION OF FILM (INCLUDING VIDEOTAPE) AND ASSOCIATED PRODUCTION AND PROJECTION EQUIPMENT

(Note: in this paper "film" includes videotape)

1. That the Northern Territory Government establish immediately a Government Film Committee to co-ordinate expenditure of all Government funds allocated to the acquisition of film and associated production and projection equipment; engagement of staff or contractors for production of film and provision (in whole or part) of funds, staff or facilities for production of film by outside production companies or individuals; and to advise Government on planning and co-ordination of the development of local film production and film library resources.
2. That this Committee be as small in number as practicable, comprising (say) the Permanent Head or other senior executives from -
 - Department of the Chief Minister (Chairman)
 - Office of the Director of Information
 - Office of the Public Service Commissioner
 - Department of Community Development
 - Department of Industrial Development
 - Department of Education
 - Department of Health(with representation co-opted from other departments and instrumentalities where specific matters so require).
3. That a Cabinet direction be issued immediately to all Northern Territory Government departments and instrumentalities promulgating the establishment and functions of the Committee and requiring that the Committee be:
 - a. informed promptly of filming currently in progress or on order and of all film production and projection equipment currently held or already ordered for purchase or rental, with details of the uses made or intended for such films and equipment;

- b. consulted before new orders are placed for purchase or hiring of such equipment and before staff or contractors are engaged for production of film;
 - c. informed of all funding proposed for the 1979/80 financial year in acquisition of film prints and videotape programmes, film production and projection equipment, engagement of staff or contractors or commissioning (in part or whole and whether by direct funding or provision of supporting staff or facilities) of film production from any source, including training institutions already established or proposed in the Northern Territory; and
 - d. provided with a list of subjects, in order of need, that can usefully and effectively be filmed, with details of the objectives and intended audience for each such film.
4. That the Committee advise the Government as soon as practicable on whether a single appropriation should be made to fund all Government film expenditures or whether some or all departments and instrumentalities should budget individually for such expenditure, within guidelines and limits recommended by the Committee to and approved by Government.
 5. That the Committee explore and advise Government upon avenues for co-operation between Government and the private sector in the Northern Territory in developing and jointly funding a programme of film production of benefit to both sectors. (The Northern Territory Business Advisory Council, advising the Minister for Industrial Development, could be a useful starting point for development of such co-operation.)
 6. That the Committee examine and report to Government on:
 - a. the need for and economics of phased development of film production resources within the Northern Territory; and
 - b. the present scale and system of purchasing prints and videotape copies of films for use by Northern Territory Government departments and agencies, and the economics and effectiveness for users of developing a central library and/or regional film library system.
 7. That the Committee consider and report to Government upon appointment of the South Australian Film Corporation as its consultant for an initial period of, say, two years to advise the Committee upon technical and commercial aspects of film production and usage, and also to undertake production and distribution of film for the Northern Territory Government on terms and conditions to be agreed for each production or group of productions.

FILM SUBJECTS OF VALUE TO THE NORTHERN TERRITORY

From discussions with many Government officers and business people in Darwin and Alice Springs there emerged this list of appropriate and useful subjects for films to be made in the Northern Territory.

These subjects could be filmed in one or several of the available film and videotape formats, depending upon specific objectives to be determined in detailed discussions with client organisations. Some would be of value chiefly, though not exclusively, in the Northern Territory. Others would be more appropriate for promotional or informational use elsewhere in Australia and/or overseas.

This list could (and doubtless will) be expanded as Government departments and agencies plan their use of film. At this juncture the list is intended only as a broad guide to the range and diversity of films of value to the Northern Territory and as evidence of the need for prompt action by Government to establish an ordered approach to the setting of priorities and determination of cost-effectiveness in the production and use of film.

GOVERNMENT POLICY AND PLANNING

Short films on major regional and project developments, to be used for public information in the Northern Territory and, where appropriate, to encourage external investment and participation. (New towns, large housing and commercial developments, industrial estates, etc.)

CONSTITUTIONAL DEVELOPMENT AND GOVERNMENT

The History of the Northern Territory (series of films)

Self-Government - how it developed; • the Northern Territory Constitution - what it provides and what it means to white people, aborigines, business people, etc.

Statehood - when, how and with what benefits and effects ?

GOVERNMENT AT WORK

Government in the Northern Territory - how the Legislative Assembly, Cabinet, Opposition are constituted; how the Assembly functions - what it does for people.

Local Government - what does it do - why, how and at what cost?

The Public Service - what does it do, how and at what cost? (series of short films on major departments and agencies for recruitment, in-service training and public information).

Commonwealth - Northern Territory Government Relationships
- which does what and how?

The Courts - their role in Northern Territory society - how they function.

The Police - their role, responsibilities and functions.

EMERGENCY SERVICES - what to do in a cyclone, a bushfire or when lost in the bush.

NATIONAL PARKS - series of films both for education of visitors (with Super-8mm. copies for sale to tourists at airports, parks, etc.?) and, in collaboration with the Directorate of Tourism, for cinema and/or television release outside the Northern Territory. Specific films should aim at special interest tourist groups involved, e.g., with gems, flora, fauna, fishing, photography, amateur anthropology, aboriginal arts and crafts, four-wheel drive clubs.

ECONOMIC MANAGEMENT

Each annual budget - how compiled, who pays, what functions it funds, what new initiatives it supports and with that benefit to which groups? (Radio and press reports reach the relative few who understand public finance - a film could bring greater clarity to a much wider audience.)

LAND AND HOUSING

The Land and the People - who owns what parts of the Northern Territory? How is land held in ownership or in trust - what are the rights of ownership, how are they obtained, sold or transferred? What are the comparative rights of white people, of traditional landholders? (Separate films for public information in the Northern Territory and for use outside the Territory to explain policies, problems and intentions.)

Housing - types of construction (e.g. on the ground - or on stilts?), use of solar units, designing for tropical living and for cyclones, alternatives for aboriginal housing, social aspects of town-planning.

MINERALS AND ENERGY

Natural Resources of the Northern Territory - uranium, coal, oil, gemstones, etc. What does an open-cut mine or pipeline look like - how is it built, how is the land restored? What are the benefits to the people of the Northern Territory? (Several films for information, especially to aborigines, within the Northern Territory, and outside it for promotion of external investment.)

Energy - present and alternative sources.

PUBLIC HEALTH

A film has been made recently on trachoma. Other short films for public education in the Northern Territory (and information exchange with medical authorities in other States and countries) obviously will be valuable both on specific diseases and on general health problems - drugs, alcohol, venereal diseases, personal hygiene and fitness in the tropics and the bush; first aid in the home, the bush, in vehicle accidents.

Such films could be made in 16mm. for larger audiences with Super-8mm. copies for small groups in remote places. The styles of film could be matched with the literacy and general knowledge of specific audiences.

COMMUNITY DEVELOPMENT

Civil Liberties - what are the citizen's rights and responsibilities? (Special versions for special audiences - adults, school students, major ethnic groups, aborigines.)

Social Welfare and the Needy - what help is available in what circumstances, how to obtain it?

Consumer Affairs - what does this mean to consumers and to business? what are the rights and responsibilities of contracting parties? How to get advice and where.

Arts and Cultural Affairs - The mixture of cultures in the Northern Territory. Aboriginal paintings and what they mean (with respect for tribal secrets), aboriginal carvings, weaving, weapons, tools, myths and legends, social codes and techniques of survival. (Series of films for schools and public education in the Northern Territory and for wide distribution elsewhere, including overseas, as a boost to tourism and general awareness of the Territory.)

Youth, Recreation and Sport. The Northern Territory has the most sports-minded people in Australia. Short coaching films (e.g. in Super-8mm.) on the major sports and on physical fitness measures, aiming at specific groups of adults and the young.

Correctional Services, Probation and Parole. The role of correctional services, what happens when people go to prison, what relatives can do to help their people adjust to correctional confinement. (Films for in-service training of staff and trade/skills training of inmates.)

Immigration and Ethnic Affairs. Language training films for new citizens and for local people with limited English; a film for cinema or television release elsewhere in Australia on Northern Territory policies and problems in reception of refugees.

Libraries and Archives. Archival film records of developments in the Northern Territory and interviews with older settlers and tribal elders with first-hand knowledge of past events.

Museums and Art Galleries. Short films on indigenous and developing art in the Northern Territory - for educational use within and outside the Territory and for use in promoting tourism amongst special interest groups.

EDUCATION

The Northern Territory has special needs, problems and challenges in education. Film has been proven throughout the world to be an essential medium in teaching, in exploration of problems and development of solutions, and in involving parents and the general public in helping to make education responsive and effective.

The Northern Territory will require a continuing supply of education films dealing with a wide range of subjects - many of these can be bought from outside sources but many will need to deal with specific needs of the Territory and its people. This subject area requires special consideration and substantial funding.

It is so important in the development of the Territory that skilled and experienced people are needed to make films that will be effective and not simply a cheap and short-term answer to immediate education requirements. This area can be used to develop local film-making resources, as competent people are recruited or trained locally.

We urge the Education Department and the Northern Territory Government to take special care, however, in planning this development so that duplication and wastage of resources are avoided.

INDUSTRIAL DEVELOPMENT

Primary Industry

Series of short films on special problems and techniques in each industry, for local use and promotion of outside investment.

Trade Promotion

Government policies and forms of assistance in trade development aimed at outside investors and buyers.

Range of investment and trading opportunities in the Northern Territory - local primary and manufactured products (e.g. the air-boat developed by Mr. Peter Rau).

Tourism

In co-operation with tourist promotional bodies, travel agencies, airlines, shipping companies and hotels, restaurants, local Government and other Government agencies (notably the Territory Parks and Wild Life Commission) films aimed at special interest tourist groups - for use in cinemas and on television throughout Australia and overseas and at tourist centres in the Northern Territory.

These films could be distributed widely also to schools, colleges and public film libraries, encouraging tourism and showing to the world the unique attractions of the Northern Territory - and promoting an image other than beer-bloated bellies and rusting beercans. The prospects for tourism in the Northern Territory are outstanding - a continuing programme of skilled film-making will do more than any other measure to develop this potential.

A film on the benefits of tourism and how to obtain these could be shown selectively to groups of traders, progress societies, community groups and service clubs.

INDUSTRIAL TRAINING

This area also has special needs - imported films can be useful but the Northern Territory also will require its own films dealing simply and effectively with local needs. As part of a co-ordinated programme of educational film-making it could lead to the development of local production.

WORKMEN'S COMPENSATION

In collaboration with the Northern Territory Insurance Office useful films could be made on industrial safety, aimed at reducing injury and illness, production losses and compensation costs.

TRANSPORT AND WORKS

Communications in the Northern Territory - by land, sea and air - for information of tourists and investors.

Water Resources of the Northern Territory - present and planned. For public information within and investment promotion (with other Government agencies) outside the Northern Territory.

Electricity Supply - present and planned - for public information within and investment promotion (with other Government agencies) outside the Northern Territory. Safe use of electrical facilities and appliances - in the home, in offices and factories, on construction sites.

ROAD SAFETY - how to choose and buy a car or motorcycle; how to maintain it; how to drive; rules of the road; safe loads of goods or people; precautions in the bush on long journeys, when passing road trains, kangaroos or buffaloes; driving and alcohol/drugs. (All of these for specific audiences according to their general knowledge and special needs.)

BUSHFIRE PRECAUTIONS - where and how to make a campfire or have a barbeque - what to do in a bushfire - the cost and effects of bushfires on people, fauna and the land.

TERRITORY INSURANCE OFFICE

Television commercials; short film on what the Territory Insurance Office is, why and how it operates; how to insure and to claim - for public information to specific audience groups.

FILM AND VIDEOTAPE FORMATS
AND APPROXIMATE ORDER OF PRODUCTION COSTS

No single format (35mm., 16mm. or Super-8mm. film or videotape in the various gauges) will serve all needs. The capital expenditure required to gear up for local production would restrict severely the amount of money available to make the films already required in the Territory.

Videotape has a ready appeal because it suggests a simple do-it-yourself approach with no reliance on costly southern film processing laboratories; and because there is already a growing range of video play-back units scattered throughout Government offices in the Northern Territory.

Little effective video product has been produced by non-professionals (in film terms) employed by Government departments and agencies in other States. Colour portable video-cameras costing below \$10,000 each are not a satisfactory substitute for skilled 16mm. film production - they rarely produce an effective result and do not provide a stable master from which to multi-copy. Video replay units often present problems of maintenance, causing inconvenience and disruption even when back-up is readily available. Maintenance problems in remote towns and settlements would be even more disruptive and costly. Video replay units are prone to special difficulties also when moved or exposed to dust.

There is considerable potential for single system (sound and picture) Super-8mm. in the Northern Territory, including applications for which videotape already is being planned. The Super-8mm. cartridge play-back unit wins out over videotape units in three crucial areas:

- . Cost \$800, versus \$1,900 for video units.
- . Maintenance - no fragile electronics or dust problems.
- . Lightness, portability, flexibility and simplicity of use.

Being the size and weight of a large briefcase the Super-8mm. play unit is easy to move around from room to room and between remote stations. It can be used as a desk-top set or as a projector for larger audiences.

For Super-8mm. production a good sound and image system can be bought for less than \$1,000, providing a light, portable and robust unit superior to and more practical than expensive electronic cameras.

For 16mm. and 35mm. film production fully professional resources (scriptwriters, producers, directors, editors, sound mixers, etc.) do not exist yet in the Northern Territory. Having made more than 140 documentaries over the past five years, and currently servicing approximately 60 sponsors (Government and private) on a State and national level, the South Australian Film Corporation has at its disposal the production capacity needed to satisfy the immediate film requirements of the Northern Territory and to assist in phased development there of local production resources.

Without details of specific subjects, audience objectives, locations and scripts, it is possible to give only broad estimates of the cost of producing films in the various formats. Because of the remoteness of many settlements in the Territory some films would involve substantial allowance for travel and time on location. As a rough guideline I would estimate the following rates:

35mm. Colour Productions (for cinema release)
\$3,500 to \$4,500 per minute of final screen time.
Aerial photography, original music, use of professional actors and extensive geographical coverage of the Territory could take this as high as \$6,000 per minute in special circumstances.

16mm. Colour Productions
In southern and eastern States these normally cost from \$1,200 to \$1,600 per minute of finished film.
For the Northern Territory costs could be \$1,400 to \$2,000 per minute, making allowance for production crews travelling to and from locations and being accommodated there.

3/4" Colour Videotape
Approximately 2/3rds of the cost of 16mm. production.
Video productions of semi-professional or amateur standard can be much cheaper than this, especially when crews and equipment hire are not costed. When 3/4" video productions use full costs for crew and equipment, using a camera of professional quality and providing a master copy on 1" or 2" for perfect duplicating, then production costs would approximate \$1,000 to \$1,400 per minute of finished product.

Super-8mm. Productions

For the Northern Territory \$400 to \$750 per minute could be expected.

There are several combinations of production which can help contain costs, e.g., shooting on either Super-8mm or 16mm. film then editing and releasing on 3/4" colour videotape.

In general one can transfer successfully from film to videotape for the purpose either of editing or for distribution to intended audiences (i.e. where video-cassette machine is available but no 16mm. projector). A production on videotape cannot, however, be transferred satisfactorily to film without loss of quality.

35mm. productions still give the client the greatest range of usage options, viz. cinema release to the general public; 16mm. reduction copies for specialised use, e.g., schools, film libraries, etc.; and video-copies and Super-8mm. prints for special audiences or promotions.

RESOURCES OFFERED BY THE SOUTH AUSTRALIAN FILM CORPORATION IN PRODUCTION AND DISTRIBUTION OF FILM AND PROPOSED TERMS FOR CONSULTANCY TO THE NORTHERN TERRITORY GOVERNMENT

The South Australian Film Corporation was established in 1972 by the South Australian Government as a statutory body responsible for development of a commercially viable film industry in South Australia.

The Corporation produces feature films for cinema and television release and all types of documentary films and television commercials. It promotes and distributes its own product or engages other Australian and overseas distributors where appropriate.

The Corporation also operates a free lending Film Library to serve the film borrowing needs of South Australia. Over 115,000 prints are being lent each year to registered borrowers, including State and private schools, colleges, universities, clubs, companies, service organisations, management training groups, professional organisations and many other community groups.

The Corporation has a small but widely experienced executive team to produce, promote and distribute its product and to manage its business and legal affairs and industrial relations. Corporation staff are employed outside of the State Public Service Act, on terms and conditions appropriate to its aim of attracting and retaining the best people available in the Australian film industry.

The Corporation's investments and commercial operations are financed from debenture loans and from revenues out of production and distribution of film and rental of our film studio and associated facilities. Whilst operating on commercial lines the Corporation has the advantage of a State Treasury guarantee of loan repayments and its financial affairs are audited by the State Auditor-General. The Film Library, being a community resource centre, is wholly funded by the South Australian Government.

Thus the Corporation operates on a sound business basis but with appropriate backing from Government. This ensures that our commercial experience and business relationships, backed by a record of achievement and responsible management, are available to clients on strictly ethical and economical terms.

The Corporation believes that the business of making and distributing quality films cannot be carried on effectively by a burgeoning bureaucracy. Therefore it keeps its staff numbers and overheads low, using on competitive terms the services of independent production companies and freelance

film-makers, supervised closely by our executive staff. The special talents and experience of independent companies and freelance film-makers vary from one to another - the Corporation is free to use the best company or person available for a particular task, thus matching individual skills to the special needs of clients.

We do not cajole our clients into buying a pig in a poke. If we think that a client's needs would be better served by a medium other than film we will say so, honestly and fearlessly. Once the client is satisfied that a film will do an effective job, we take care to specify with the client what the film is intended to achieve, what distribution method will be most effective and with what audience groups. If the film needs to be matched with film strips, photographic stills or slides or with printed material we will advise on how this can be arranged in an effective information package. We have proven the effectiveness of film but recognise that it cannot always stand alone.

Operating on commercial lines, we rate our client's needs as being of paramount importance - the film must achieve the client's objective and not convey the film-maker's own enthusiasms or prejudices. To maintain our hard-won reputation, and to stay in business, we must be able to develop and hold the respect of our clients and their associates.

PRODUCTION

When a client confirms his intention to have us produce a film one of our Executive Producers is given continuing responsibility for the project. At this point we ask for an advance from the client to cover the cost of research and scripting. This advance varies according to the nature and extent of research needed for each subject but is usually between \$2,000 and \$3,000. Copyright in the script and film can be vested in the client, or in the Corporation if the client agrees that this will facilitate subsequent distribution.

The Executive Producer engages a scriptwriter with relevant ability and experience to research the film, working from the client's briefing. When research is completed a written treatment of the subject is then discussed with the client to ensure that the writer's approach conforms with the client's aims. When the script is finished the client is consulted again by the Executive Producer to confirm that the original aim has been maintained.

Given client approval of the script we then submit a firm quotation to the client covering full production costs and provision of prints and/or videotape copies as required by the client.

When the client accepts our quotation a production agreement is entered into, with the client paying 50% advance on the production contract price.

When the film is photographed, sound-track laid and editing done to fine-cut stage, the film is screened to the client for appraisal in relation to the approved script. At this point changes still can be made to the film if necessary.

When the sponsor approves the fine-cut version of the film, a further payment of 25% of production cost is made.

Payment of the remaining 25% of the contract price is made when an answer print of the finished film is shown to and approved by the client.

Thus the client is involved closely in designing the film and has final control over its progress through the key stages of scripting and production. If the companies or individuals we engage do not produce a satisfactory result we will, if necessary, cancel our contract with them and complete the film ourselves to the client's satisfaction - without additional cost.

DISTRIBUTION

Production is only the first step in attaining the objectives of a film - no matter how professionally it is made a film cannot be effective unless it is seen by the audiences for whom it is made.

In every Government department and teaching institution there lurks a thwarted epic-maker. Given access to the taxpayer's pocket by a beneficent bureaucracy he would make much better films than the professional - or so he believes.

Film-making is a complex task, calling for skilled, experienced and competently managed people with a purposeful approach to each separate film - and always with a sustained recognition of what the film is intended to achieve for the client.

Amongst "film-makers" there are the practised professionals and then the mass of semi-professionals, ranging through the naturally talented but inexperienced to the enthusiastic but not-so-talented. Most semi-professionals have one thing in common - concern with their own private

view of what the film is about, rather than a professional awareness of and access to the audiences for whom it is designed.

Recognising this simple but often ignored fact, the Corporation has established a marketing and distribution network that has one central aim - to see that films reach the audiences for whom they are made.

The Corporation actively promotes and sells its documentary films throughout Australia and also overseas. Our Film Library also buys five prints of all documentaries produced by the Corporation for its clients - these are lent, free of charge, to organisations throughout South Australia registered as borrowers at our Library.

Using a conservative estimate of 20 people at each screening, our Film Library currently reaches a total audience of some 2,300,000 people annually in South Australia alone. Australia-wide and overseas sales of prints and video copies of our films, and commercial cinema release with our own and other major feature films, bring our documentaries to a large and varied audience.

The Corporation differs from other producers, therefore, in having produced quality films of every type and on many different subjects, and in having distributed them successfully through cinemas, television, film libraries and other non-theatrical outlets throughout Australia and in most countries around the world.

Our clients include State and Commonwealth Government departments and instrumentalities, major national and trans-national companies, and non-commercial bodies like the Australian Red Cross and the Royal Australian Institute of Architects. This business has been won in competition with respected film production companies in the longer-established film industry centres of Sydney and Melbourne.

Film can be an articulate, effective and flexible medium of communication - if it is professionally produced and efficiently distributed. The South Australian Film Corporation has a proven record as a competent and responsible producer and distributor of films that are distinctively Australian and yet universal in appeal.

We are professionals. We enjoy what we do and derive satisfaction from the results we achieve. We welcome every opportunity to make and distribute films that will serve our clients well, enhance Australia's growing international reputation as a country of fine film-makers, and prove to new clients that we can deliver attractive and effective films - on time, on budget, and in line with our clients' needs.

SUGGESTED CONSULTANCY TERMS

The South Australian Film Corporation could act, without conflict of interest, as general film consultant to the Northern Territory Government. It also could produce all films for the Northern Territory requiring professional standards of production, and distribute these films outside the Territory and advise on distribution within the Northern Territory.

The level of consultancy needed, in our view, to assist in planning an economical but effective programme of film production in the Northern Territory and to develop local production as funds and resources allow, would require ready availability of an Executive Producer, backed by other Corporation executives as required.

We suggest that a general consultancy fee of \$10,000 p.a. would be equitable. For visits made to the Territory for consultation a fee of \$100 per day also would apply, plus fares and accommodation costs.

Visits made in connection with and budgeted for individual films would not involve a separate visiting fee.

Film productions would be quoted for individually or in groups of associated subjects.

Distribution returns to the Corporation could be shared with the Northern Territory Government on a basis to be agreed for each category of film.



THE GOVERNMENT OF THE
NORTHERN TERRITORY

seeks

REGISTRATIONS OF INTEREST

from

Persons with acknowledged expertise
in film-making or associated skills
interested in working with a
Government-sponsored film production
team on Territory themes.

*Registrations of interest should be lodged
not later than, 1979.*

Further information can be obtained from:-

DIRECTOR OF INFORMATION
CHIEF MINISTER'S DEPARTMENT
P. O. BOX 4396
DARWIN N.T.