SCREEN BUSINESS ESSENTIALS

COURSE OUTLINE

May 17, 2018

AFTRS Theatre, Moore Park

8.30 – 9.00	**Registration**	
9.00 – 9.15	**Introduction and Course Overview**	Course Director Owen Johnston & Wendy Gray - Head of **AFTRS Open**
9.15 – 10.30	**The Legal Framework – It Begins With What You Own** Copyright and purchasing rights for exploitation Chain of Title Fair Use Rights covered by industry agreements Music rights Value of intellectual property Rights negotiation Production contracts, financing contracts Distribution and licensing agreements Location agreements and product clearances	Nicholas Cole **Cole Media & Entertainment Law**
10.30 – 11.00	**Networking Break**	
11.00 – 12.00	**The Fundamentals of Business Establishment & Planning** Legal Structure of business Compliance Legal structure of production Tax Incentives and Concessions Business Planning	Gary Rogers Solicitor-Director **BluePrint Law**

12.00 – 13.00	**Project Financial Management Business Essentials** Budget management Cost Reports Completion bonds Production Investment Agreements Tax Offset borrowing Payroll tax Cashflow Accounting systems	Jill Hewitt Training Manager/Senior Post Production Accountant **Money Penny**
13:00 – 14:00	**LUNCH**	
14.00 – 15.00	**Screen Industry Insights & Research** Latest ABS industry data Trends in film, television and digital markets Audience research Performance of Australian productions	Patrick May Policy Analyst Screen Intel **Screen Australia**
15.00 – 15.30	**Networking Break**	
15.30 – 17.00	**Start-up Culture for Screen** How to develop an entrepreneurial mindset and business practice. Adapting the Lean Startup model for your business Splitting the pie – working with other people and equity Identify funding models or partnership How to pitch- money and ideas	Kylee Ingram **Entrepreneur/Start-up advisor/Producer**
	End of Day 1	

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9.00 – 9.15	**Day 2 Welcome & Overview of SPA**	**Course Director** **Owen Johnston**
9.15 – 10.15	**Employment Matters – Rights and Responsibilities** Employment Law, Fair Work Act, NES Broadcasting and Recorded Entertainment Award SPA's Industrial Agreements Cast & Crew Contracts Employee vs Contractor	Course Director Owen Johnston
10:15 – 11.00	**Inclusivity & Diversity On and Off Screen** How to build an inclusive screen business culture?	Jennie Hughes National Sales Manager - Cultural Training **SBS**
11.00 – 11.30	**Networking Break**	
11.30 – 12.00	**Insurance Essentials**	Joe Lo Surdo Managing Director, **SURA**
12:00 – 13:00	**Doing Business with Government Agencies**	Pru Donovan Assessment and Industry Manager Producer Offset & Co-Production **Screen Australia** Andrea Ulbrick, Investment Manager (Screen) **Create NSW**
13.00 – 14.00	**LUNCH**	

14.00 – 15.00	**"The Art of the Hustle"** What is in the DNA of a successful producer? Know thy self-assessing strengths and weaknesses Enhancing leadership skills & self sufficiency What to seek in a business partner/collaborator Strategy and goal planning Secrets for time management Developing the 'soft skills" for maximum communication: Confidence, resilience, tenacity and producing with integrity	Ellenor Cox, **Producer & Business Coach**
15.00 – 16.00	**Business Pathways and Production Logistics** Production Planning Case studies of successful businesses	Owen Johnston **SPA**
16.00 – 17.00	**Exclusive Producer Q&A with Essential Media founder Chris Hilton**	
	End of course Drinks WRAP	

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