

SCREEN BUSINESS ESSENTIALS

COURSE OUTLINE

June 19, 2018

Holding Redlich, Melbourne

8.30 – 9.00	Registration	
9.00 – 9.15	Introduction and Course Overview	Course Director Owen Johnston
9.15 – 10.15	The Fundamentals of Business Establishment & Planning Legal Structure of business Compliance Legal structure of production Tax Incentives and Concessions Business Planning	Owen Johnston; Jenny Lalor, Lalor Law
10.15 – 11.15	Doing Business with Government Agencies How to prepare competitive applications	Shana Levine, Investment Manager, Screen Australia ; Cathy Rodda, Senior Development and Investment Manager, Film Victoria
11.15 – 11.30	Morning Break	
11.30 – 13.00	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 Value of intellectual property Rights negotiation Production contracts, financing contracts Distribution and licensing agreements Location agreements and product clearances	Jenny Lalor, Lalor Law

13:00 – 14:00 **LUNCH**

14:00 – 15:00 **Screen Industry Insights & Research** Patrick May
Latest ABS industry data Policy Analyst
Trends in film, television and digital markets Screen Intel
Audience research **Screen Australia**
Performance of Australian productions

15:00 – 17:00 **Start-up Culture for Screen** Kylee Ingram
How to develop an entrepreneurial mindsets and business **Entrepreneur/Start-up**
practice. **advisor/Producer**
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

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 Workplace Health & Safety	Course Director, Owen Johnston
10:15 – 11.15	Project Financial Management Business Essentials Budget management Cost Reports Completion bonds Production Investment Agreements Tax Offset borrowing Payroll tax Cashflow Accounting systems	Jane Corden CEO & Offset Consultant Money Penny
11.15 – 11.30	Morning Break	
11.30 – 12.15	Superannuation & Tax Offset Lending Superannuation compliance Offset Lending	Stephen Assimo State Manager, Victoria Media Super
12.15 – 13.15	Export Assistance – Understanding Government Grants For Your Business Learn from industry leaders, Avant Group, who will share their insights into EMDGs (Export Market Development Grants) and other opportunities to assist you in supporting your international market activities.	Kate Whitehead Avant Group

13.15 – 14.00 **LUNCH**

14.00 – 15.00 **Getting the score straight – How to handle Music Rights Management** Sarah Woolcott
Solicitor
Media Arts Lawyers

15.00 – 15.45 **Business Pathways and Production Logistics** Owen Johnston
Case studies of successful businesses
What is a Producer?
Production Planning
Year Planning

15.45 – 16.00 **Afternoon Break**

16.00 – 17.00 **Exclusive Producer Q&A with Sue Maslin, Film Art Media**

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