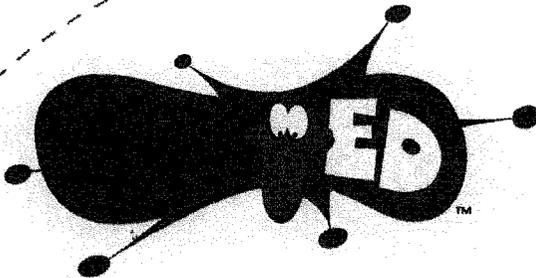


film inquiry
Submission No. 97



The Secretary
House of Representatives
Standing Committee On
Communications, Information
Technology And The Arts
Parliament House
CANBERRA ACT 2600

Submission to the Inquiry into the future opportunities for Australia's film, animation special effects and electronic games industries.

Lizard Edutainment Pty Ltd appreciates the opportunity to make a submission to the Standing Committee.

I shall restrict my comments to a those areas within our immediate interest – the electronic games and edutainment side of the industry – as there are others more qualified to address other points within the Committee's terms of reference.

- c) *Future opportunities for further growth of these industries, including through the application of advanced digital technologies, online interactivity and broadband*

Much hype has been bandied around about Broadband and the opportunities it presents but its function and usefulness has not been widely understood.

We believe that this is particularly due to the fact that content of benefit to the wider community is virtually non-existent.

Opportunities to explore Broadband as an educational tool via the creation of virtual educational communities should be encouraged through the creation of quality educational content.

Efforts in this area, in the private arena, have been piecemeal primarily due to the cost of establishment. Government sponsored projects in this area such as The Learning Federation (SOCCI) have been hampered by both the high cost of the infrastructure development and also by the desire by the Learning Federation to retain all intellectual property.

- h) *whether any changes should be made to existing government support programs to ensure they are aligned with the future opportunities and trends in these industries.*

A major impediment to establishment of a thriving content creation industry within Australia is the difficulty of attracting investment.

Game developers create their products using many of the same skills as the film industry. They need a good story, excellent writing, character development, artists for both environments and animation – 2D and 3D, music composition, actor voice recording, audio engineering, programming and special effects. Major game publishers no longer invest readily in multiple projects in the hope of getting one saleable product. The number of publishers around the world is contracting and of those left, their major focus is in the US and Japan.

10ba enables the film industry to attract investors more readily than can game developers. 10ba should and must be extended to game development project if the industry is to survive, let alone flourish.

J du Buisson
J du Buisson
Executive Producer

Head Office
Suite 304, Level 3, Henry Lawson Business Centre,
Roseby Street, Birkenhead Point, Drummoyne NSW 2047 Australia
All mail to: PO Box 340, Cessnock, NSW 2325 Australia
t +61 2 4991 2874 f +61 2 4991 3089 e sales@fun-ed.com

Creation & Production
2 Second Avenue, Woodbridge, WA 6056 Australia
PO Box 222, Darlington WA 6070
t +61 8 9274 8788 f +61 8 9274 7388 e devteam@fun-ed.com

www.fun-ed.com

Fun-Ed is a division of Lizard Edutainment Pty Ltd ACN 092 688 910