

SUBMISSION TO ACCC regarding application AA1000474 Australian Screen Directors Authorship Collection Society Ltd

20/04/2020

Thank you for the invitation to comment on the application from ASDACS. I will address this from the perspective as an independent producer and director.

As a producer working in documentary and drama, dealing with multiple contracts and agreements is time consuming, especially with key creative collaborators. Having a single entity like ASDACS looking after the assignment of directors secondary incomes rights would give certainty and continuity to clauses in agreements, reducing the admin load, not to mention legal fees when negotiating agreements.

I was President of the Australian Directors Guild (ADG) from 2006 to 2015, which gave me a clear understanding of the challenges facing directors when negotiating work contracts and agreements.

The work of screen Directors is very intense and concentrated during the period of production, in particular during pre-production when they are consumed with the preparation of the project at hand in it's development stages. Having an independent body (ADG and ASDACS) paying attention to the directors long term needs allows them to concentrate on their creative work, while ensuring their rights are considered appropriately.

During my time as President of the ADG I was often working with our overseas colleagues representing directors. Observing how collective agreements operate in Europe, the UK and USA highlighted how effective arrangements make a real difference to the long term viability and sustainability of directors. It also contributes to better working relationships with the production companies and less stress around a job during negotiations.

There is a wide variety of work covered by screen directors - documentary, feature, TV and online drama, and agreements can vary enormously. The work required to assess and advise on any agreement can take a large amount of time and a collective agreement with directors that simplifies and streamlines that process will save time on administration, in particular as directors are often freelancers and sole traders.

From a personal point of view as a director who has worked in feature, television and documentary I support having an organisation like ASDACS represent my work in regards to secondary incomes. Secondary income schemes around the globe are constantly shifting with new platforms and delivery methods of screen content and ASDACS is best placed to navigate the changing dimensions of screen content, something I feel is beyond an individual working director.

I'm happy to provide any more information, and if you have any queries please don't hesitate to be in touch.

Best Regards,



Ray Argall AM



**Piccolo Films Pty. Ltd.** A.B.N. 28 006 209-329

P.O. BOX 170 FIVE DOCK. 2046 AUSTRALIA PH: [REDACTED]; email: [REDACTED]