



## SUBMISSION FORM

**Please complete and fax to the Summit Project Officer, Peter Jones, on 8999 1888. If you have any queries about the Form, please contact Peter Jones on 1800 000 971.**

To assist us in verifying and collating responses, please ensure you provide us with the information marked with an asterisk.

\* Are you a  
(Please tick relevant box)

Summit Participant?  
 Regional Forum Participant?  
 Other?

\* First Name Lenore

\* Last Name Dembski

\* Company Name Paperbark Woman

\* Job Title Director

\* Business Address  
Street Address: Shop 4 Harry Chan Arc, 60 Smith Street

Suburb: Darwin

State: NT

Post Code: 0800

\* Personal Address  
Street Address: 15 Evelina Court

Suburb: Howard Springs

State: NT

Post Code: 0835

\* Business Hours Phone Number: 0408 892372

\* After Hours Phone Number: 89831032

\* Email Address: Lenore@octa4.net.au

## **What do you see are the key opportunities for development in the Northern Territory**

No 1

PART A: Production and sale of hand and commercially produced textiles by Aboriginal and other Territorians to local, national and international individuals and businesses. Using the NT as a base for marketing similar products on behalf of Aboriginal and other Australian based outside the NT.  
PART B: Live and recorded music of Aboriginal and other Territory individuals and groups. There are over 60 Aboriginal bands and individual musicians or singers in the NT and their music crosses all types from country, blues, rock, techno, gospel etc. Like the Aboriginal art industry, the music industry could be expanded greatly.

No 2

The Territory based production and sale of fashion accessories and other items using animal, bird, reptile and flora products and by-products (eg pearls) and rocks and minerals.

No 3

Breeding our wildlife and processing them for sale as live products through the pet industry or through the processed food industry including the can goods area.

No 4

Using locations and people around the Territory for the production of advertisements, films and documentaries – thus increasing employment opportunities for our models, extras, audiovisual personnel and support people.

## **What is holding up the development in the Northern Territory**

No 1

PART A: Over more than a decade, artists have gained the skills to produce the textiles, however, they need additional skills in quality control, costing prices and targeted and general marketing. They also need assistance in marketing their textiles internationally and through the internet.  
PART B: The cost of recording their music and songs or making a demo for live recordings is very high. Most bands and individuals need high quality recordings if they want to get their products sold through retail outlets or get engaged for live shows. A lot of the music industry is hype and so our musicians and singers need assistance to complete this side as well.

No 2

It cost a lot of money to set up and run a small business – including employing and training staff. In the area of producing fashion accessories and other items from our primary products and bi-products we need to aim at the middle to top end of the market because of our high labour and other costs. Most of the primary products/bi-products are sent overseas or interstate where they are made into these items. Small business should be encouraged and supported to get into and stay in this industry.

No 3

The breeding of our wildlife and selling them as live produces and processed food is not being done on a large enough scale to make it a really profitable industry yet. Research needs to be done into the possible markets that can be created for both live products and processed food. More businesses and communities need to be made aware of the potential for this market.

No4

The Territory is not being marketed enough as a potential location for making advertisements, films and documentaries. Many overseas businesses use Australia as a location to make their adds and as film locations. Brisbane is being used regularly as it as seen as a low cost location with beautiful

scenery. These low cost adds often work out to \$5,000 per day shoots. People need to be aware that the Territory has models, extras, audiovisual and support people as well as great locations.

### **What are your proposed solutions for each of these issues**

No 1

PART A: Appropriate and targeted training and development should be arranged for interested individuals and community groups in quality control, costing and marketing. Govt should set up a specific expo type event to help attract buyers to the Territory. The event should coincide with an event such as Australian Fashion Week so that buyers and media attend on either the way over or back. The Territory could then arrange to market artists textiles from other Aboriginal communities and individuals from around Australia. The gov't could also facilitate links between the artists and Austrade for marketing overseas.

PART B: The gov't should facilitate meetings between groups and individual musicians and singers and their industry bodies, funding bodies and retailers regarding methods and processes to get more high quality recordings and demos completed. The gov't could also facilitate promotion and marketing of the music both through the internet and overseas.

No2

Gov't should undertake research into what is the current level of Territory produced fashion accessories and other items from Territory primary production products and bi-products. The gov't should facilitate meetings of training providers, industry associations, primary producers and interested business people to look at ways Territorians can start producing the items. Due to it being a high quality product that is needed, the gov't should look at ways to provide innovation funding so Territorians can start to work in these areas.

No 3

The gov't should facilitate meetings of interested groups to determine ways in which our local wildlife can be bred and marketed. It should also undertake research into possible markets internationally and nationally.

No 4

Research should be undertaken to determine the types of international businesses that have been producing their advertisements in Australia and the types of \$ and locations that are involved. Training providers should start to target training to cover people as models, extras, audiovisual and support people so that as the business flows in we have the numbers of trained people that are necessary.