



Director Michael Thornhill (left) on location in Hong Kong for *The Journalist*: hopefully, something to write home about

film-making), there was a gap of some \$500,000 between the total operating income (\$442,000) and the running costs (adding up to \$994,836). The AFC still stands by its chairman's statement, saying that the sums come right in the 1977-78 report, but so far nobody seems to know when that is going to be released.

Altogether, the AFC and the three State corporations most actively involved in financing feature film production spend between \$2 million and \$2.5 million on their own administration. In government terms, it's hardly a large bill but the industry is beginning to think about it and about schemes by which government might be

divorced amicably from the responsibility of making all the artistic decisions. The industry is still desperate to have government money but it's flirting with some new theories about ways in which it might be distributed. One, labelled for the time being as "a success incentive scheme", suggests that AFC and corporation finance be used more directly as a means of attracting private investment. The producer of a film would raise the up-front money entirely from private sources, knowing that, after the film's release, one or more of the corporations would come in with its investment. The size of this investment would be calculated according to the film's performance at

the box-office. If it did well, the rewards would be great. If it didn't, there would still be some government money to compensate the private investors.

It's by no means the only answer to the many problems of an industry which tends to blame the AFC and the corporations for its own artistic shortcomings. There have been so many bad bets lately that a legend is developing about the existence of a pool of talent which has so far been ignored or discriminated against by the bureaucrats. It may be there but if it is, it's buried deep. Tony Ginnane, a producer who has been more devoted than most to the search for private investment, sees no sign of it: "A lot of

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