

Please help encourage local content by implementing the recommendations of the AWG, such as:

1. An investment obligation on SVOD and AVOD platforms of 20%. Eligible service providers must be required to reinvest **20%** of their Australian-sourced revenue into commissioning new Australian content. A 20% rate of obligation would deliver approximately \$366 million in Australian content investment annually, driving an additional 10,000 industry jobs creating over 300 hours of Australian content to streaming audiences each year.
2. The government must incentivise investment in script development and support local creatives. Investment in script development is critical if the government wants screen content with “higher production values and programs with a better prospect of being sold into the global content market.” The government must also commit to growing and retaining world-class Australian creative talent. Emerging writers need to be able to hone their skills in their local industry, experienced writers need to be paid fairly and have control over their projects from development and throughout production. Writers must be encouraged to work in Australia, rather than the US or UK.

Without these protections and incentives, our local industry and creators will wither and die, unable to compete with higher-quality content from the US and UK.

Our kids will begin talking with American accents and our cultural identity will be diminished and forgotten.

Thanks,