

To: [Content](#)
Subject: SUPPORT REALISTIC GUIDELINES WHICH SUPPORT AN AUSTRALIAN INDUSTRY FOR ALL MEDIA OPERATING IN THE AUSTRALIAN TERRITORY
Date: Thursday, 20 May 2021 4:15:45 PM

This is a no-brainer. Support our film and television industry before we OFFICIALLY become the 52nd State of the USA!

We demand a sustainable Australian screen industry. We want to see Australian stories, told by Australians, on our screens. The government can do this by stimulating demand and requiring SVODs and AVODs to invest in local production. But the Australian government's proposed reinvestment obligation of 5% falls far short of the international regulatory response.³ Modelling by Screen Producers Australia shows that the relaxation of the local content quotas on the commercial free-to-air broadcasters in 2020 will result in a loss of \$100 million of local content annually. A 5% quota obligation will barely be enough to compensate for this loss.

I insist on that these recommendations be included:

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. Service providers should be subject to this obligation provided that they have at least **500,000 subscribers or registered users** and **AU\$50 million per annum** in Australian revenue. The investment obligation should apply to all types of service providers with no exemption for services owned by a corporate structure that also owns a broadcasting licence. Stan and Binge may be owned by the Nine Network and Foxtel respectively but they have different platforms, different revenue streams and different audiences.
3. Eligible service providers must comply with genre sub-quotas for drama, children's television and documentary and these quotas must come with promotion and discoverability requirements.
4. There must be an increase in the direct funding of the public broadcasters who have been left with the sole responsibility of programming vulnerable genres such as children's television for local audiences.
5. The regulation of the streaming platforms should be implemented by **1 January 2022** to reignite a contracted sector and cushion the blow from the loss of \$100 million in Australian content per annum.
6. 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."⁴ 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.

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