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To Whom It May Concern,

I am an Australian with over 25 years experience in children's television and entertainment, currently working in Los Angeles, exclusively in the children's and preschool markets. I've worked in animation, live-action television, theatre, theme parks and major events; in roles including Supervising Producer, Creative Director, Vocal Director, Head Writer and Director for major global children's brands.

I believe my role in content creation for kids is all about creating lasting memories. The content we create as an industry helps young children grow into amazing adults. As adults, we can recall the shows we watched on television as children, whether it was Mr Squiggle (1959), Humphrey Bear (1965), Play School (1966) or more recently The Wiggles (1991), Bananas in Pyjamas (1992) and Hi-5! (1998) These iconic Australian shows had such an impact that we still carry with us today, even if it's at a subconscious level. We learnt from them and we are who we are because of these experiences.

Not only maintaining, but growing a children's television industry with an Australian voice is imperative for our nation's future. How will today's kids know who we are as a country if they only have access to imported content from the USA or UK? Australian children's content is evolving to show the Australia we know our country to be – diverse, inclusive and unique. No only do we have the opportunity to guide the next generation of children, it is our responsibility.

We have a story to share and our children are listening. Let's be loud and proud to be Australian.

Sincerely,

Anthony O'Donohue

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