
Averil Yeo

My name is Averil and I have worked in the Arts and entertainment industry for three decades. I am currently an event manager, producing large scale state significant events for Sydney and NSW, some of which are broadcast nationally. These events include Australia Day, Anzac Day, State Funerals / Memorials, and Major Sporting celebrations. Over the last few years, I have produced an Indigenous morning ceremony on Australia Day, and with ABC partnering with us, we have been able to share via our national broadcaster, the Indigenous perspective on the 26 January.

Australian stories help shape our Australian identity. These stories span from 60,000 years ago, to only 250 years ago. We are trying to understand what it means to be the oldest living people, and also a relatively new people. We need Australian film makers, writers, actors, musicians, producers to help us understand who we were, who we are now, and where we want to be as a nation.

Without Australian stories on our screens our identity gets lost in American and UK content. We need these stories to ensure a more inclusive and understanding nation.

By keeping and or increasing the Australian content on our TV's and digital platforms, we not only have the opportunity to see our wonderfully diverse selves reflected on the screens, but it provides a huge amount of jobs to Australian artists and, as seen with Bluey, Neighbours and The Dressmaker (to name a few), great financial benefit in international export of these productions.

I urge the Federal Government adopt the policies recommended by MEAA:

1. Both broadcasters and digital platforms like Netflix and Stan should be required

to produce Australian content, including scripted and documentary programs — they profit from Australian audiences, they should invest in Australian stories and jobs.

2. Tax incentives should be updated to become internationally competitive and applied equally across platforms, with additional support for culturally significant programming, like kids. Let's support content across platforms and bring more work to Australia.

3. Funding for public broadcasters and screen agencies should be increased so they can continue to invest in our industry, and support Australian jobs and storytelling.

I wish for my submission to be anonymous: No

I wish for my submission to be private: No

Supporting documents:

This submission has been lodged via the [Media, Entertainment & Arts Alliance](#).