

# Response to “Supporting Australian stories on our screens” options paper

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The opinion expressed below is my own, and does not represent the opinions of any entity whatsoever with which I have been, am now, or may in the future be affiliated.

I would like to express my support for Model 4 (Deregulation). I do not regard the absence or presence of Australian stories in our media as a valid concern for the government. By setting quotas and doling out rebates, the government explicitly distorts the media market in favour of parties who currently have the favour of those in power, to the detriment of others who lack such favour.

Deregulation of FTA and subscription platforms would lessen this distortion, and permit the content that is favoured by consumers to be made available to them, regardless of its origin, or any other factors. It would also ensure that platforms themselves can compete with each other for consumers on a level playing field, and by removing rebates and funding, more money could be retained by the consumers, allowing them to spend it on the media they deem most worthy.

As technology progresses, it is clear that the government lacks both the capacity and desire to move fast enough to keep up, ensuring that the solutions it sponsors, and rules it sets, will forever trail behind the free market's preferences. Therefore, I would encourage Screen Australia and the ACMA to see the deregulation as described in Model 4 as merely the first step in a complete decoupling of the state from media and broadcasting, leading ultimately to the closing of all funding, grants, and offsets, and the shuttering of entities like Screen Australia.