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## SUBMISSION

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Confirmation: I agree to my submission being published/made public

### **Maintaining High Quality Australian Content for Our Youngest Australians**

My work in Australia and overseas in education has confirmed for me the fundamental importance of developing and maintaining strong national content in the programs children and young people access on screens.

While jurisdictions set different priorities for the development of knowledge, skills, attitudes and values that they want their youngest citizens to acquire, understanding and dispositions related to local citizenship, civics, cultures and national identity particular to their respective land and people are always foregrounded.

What is viewed on TV, laptop and tablet screens in a country plays a significant part in the enculturation of children and young people. It is an important and fundamental way a country can educate its youngest citizens about their country in relation to its past and present, change and continuity and place.

It is essential that Australian children and young people see and hear authentic stories and obtain historical, environmental, cultural and social insight and perspectives regarding their own country on their screens. We owe them nothing less.

I am deeply concerned that both the quality and content of what our youngest Australians view could be compromised significantly if the decisions of government arising from the review of Australian content on screens results in less, few or no obligations being placed on commercial providers (both free-to-air and subscription services) to contribute development funding and screen-time to Australian content for children.





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It would be my view that real investment and requirements need to be established to guarantee that the Australian television and film industry remains viable (something even more pressing as part of our post COVID-19 economic recovery strategy) and to signal the importance and genuine interest the government and broader Australian public places on what our youngest Australians access on screens.

Finally, I am aware of the outstanding work that the Australian Children's Television Foundation has done and continues to do at all levels to support, facilitate and indeed grow local production of children's television programmes and film in this country. Now more than ever this organisation needs to be fully supported and enabled to continue its fine work.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Phil Lambert', written over a light blue horizontal line.

**Dr Phil Lambert PSM**

Director

Phil Lambert Consulting Pty Ltd

11 June 2020

