

Supporting Australian stories on our screens—options paper

Submission

What we all want for Australian children is to grow up with a positive sense of identity and culture. Nowadays that comes largely through screen texts such as television shows and film. For this reason, screen culture now plays a huge role in literacy and education.

The high quality, contemporary Australian children's content that the Commonwealth Government wisely invests in – shows like *My Place*, *Hardball*, *Lockie Leonard*, *Little J and Big Cuz* – are loved by their audience, are incredibly important resources for educators, and stay in circulation in schools long after they go off air. It must be noted that they are a long term enduring investment in Australian culture and the children's audience; they are not short term and fleeting

The Australian Children's Television Foundation (ACTF) is the organisation that is the major producer of these wonderful and enduring cultural artefacts. Considered a national asset, the ACTF is a long-term key partner with the WA Department of Education, supplying its catalogue of the content and associated teaching resources directly to the Department for use in Western Australian public schools.

Western Australian K-12 students enjoy the highly engaging and thought provoking shows supplied by the ACTF and Western Australian teachers are able to achieve great learning outcomes across Learning Areas by using them in the classroom - Australian resources for Australian young people, telling Australian stories in an Australian way.

Whatever measures Government takes to support Australian stories on our screens, it should prioritise content and support for programs for the children's audience, as this is such a vital audience. I would like to see specifically regional content supported, as it is special for Western Australian children to see their own state on screen and I hope that the ACTF is fully enabled to continue to invest in and distribute its high quality content.

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