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## Jeremy Stanford

My name is Jeremy Stanford, and I am an arts practitioner in the fields of Acting, writing and directing.

I'd like to use my current circumstances to outline how requiring streaming services to commission Australian content would benefit our industry greatly.

I have recently had my first novel optioned by a major production house to be made into a TV series. With the recent announcement from the government that there would no longer be content quotas for Australian tv, the production of my book is now on hold, probably dead in the water. If Netflix--for example-- was beholden to make Australian content, this could very likely make my project viable. If it went into production, it would mean literally hundreds of jobs in the arts sector as well as a good deal of production money coming into our country.

Having a good exchange rate as well as a Covid-19 safe place to shoot makes Australia an extremely attractive and competitive place to shoot. If we were to exploit this, we could have a production boom in this country. We can make content for the US at very good rates and quality, we just need the tax incentives, the quotas, and the government support to do so. France, for example, requires the streaming services to spend 20% of their profits on local product. If we did that here, there would be an enormous boost to production, and this means jobs.

On another issue, funding public broadcaster is crucial. They are the breeding ground for talent. Any celebrity that has gone on to make it overseas will have begun life on an ABC production, from David Wenham to Eric Bana. This goes for directors, crew, writers and the list goes on. When we have successful people leaving our shores as artists, it not only sells our country, our tourism, our image on the international stage, but brings money back in other ways: through finance for the TV and film projects we want to make here. The ABC and SBS are also cultural melting pots for many of our stories that would otherwise not be made.

We were once the world leader in children's television. It has been sad to see us slip from having this reputation to now, being overtaken by many other countries.

Broadcasting our kid's TV to the world sells our country to the world. At an early age it creates an interest that will attract tourism as those young eyes grow up. we also create quality product which is sought after internationally.

Please support our industry. Ultimately, it's a manufacturing industry that makes things. The things that it makes raises the status of our country in the eyes of the world. It supports tourism. What other manufacturing industry does that? It is incredible bang for government buck, creating loads of employment and bringing investment in from overseas. A little investment drives a lot of product, and the returns both financially and culturally are enormous.

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**I wish for my submission to be anonymous:** No

**I wish for my submission to be private:** No

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