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## Lara van Raay

As a professional spending my entire 25 year career in broadcast TV and making content in Australia, I know how deeply important it is for our culture and our sense of who we are as a nation, a people and our landscape to be represented on our screens.

We can not fully understand our history without seeing it.

We can not fully understand our people, without hearing the voices of our nation.

With the power of media we can hear from and understand people from as far away as the Daintree to Tasmania - we deeply need to have these voices to get a full picture of who we are as a nation.

We can not fully understand and cherish our landscapes and animals without seeing them and knowing about them - from the deserts to the rainforests, the reefs to cities - how can we know anything about these places unless we fall in love with them via Australian made content?

Without culturally specific content that tells our stories and reflects our voices and culture - we are nothing more than an added out-post of the UK and the USA.

We must be more patriotic than that - we must fight for our way of life and our people to be reflected on our screens and our stories created to share with the rest of the world.

Australian stories are vital - and I can not stand the thought of our culture and voice being drowned out by American programs and British programs bought in for cheap re-runs.

It lessens everything. It's an insult to a growing country!

We need MORE Australian content, not less.

We need more children's programming reflecting our country and not that of a foreign land.

We need more people working to create Australian stories - creating jobs and a sense of pride in who we are as a nation.

It is vital.

Yours,  
Lara van Raay

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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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**Supporting documents:**

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