



Though I am not directly involved in the industry I have always been a passionate advocate of Australian production and content.

In academia I drew on Australian media (TV) stories where possible to enhance delivery of science, health and medical education. For example, we worked with Prof Jim Bowler on the Mungo Man story to provide an essentially Australian context for teaching of geology and anthropology, using appropriate media content, to the delight of our students.

In retirement I continue to value the quality of work done in the industry, being constantly kept up-to-date by a family member who works on production crew here and, by invitation, overseas (UK and India).

For the future, particularly as we emerge from the COVID-19 restrictions, I anticipate our productions to go from strength to strength. If we can continue to produce programs, for example, like the current “Operation Buffalo” I anticipate we will strengthen even further Australia’s position as a high value production centre. I hope this is the case, and, if that requires greater Australian Government stimulus then, as a (ex) taxpayer, I give that approach my full support.

In reflecting on my previous role in multimedia for teaching and learning at the University of Melbourne, I am acutely aware of the need for the industry to be agile in taking advantage of new platforms and applications that employ audio-visual media. I think it should be a given that government supports the development of novel digital platforms into the future, so that we are out front and ready. Both the ABC and SBS have shown this agility to date and should be supported in multiplatform and (future) novel platform delivery.

While being positioned to take on future delivery strategies and platforms I hope that the bulk of the work done in production will continue to be narrative story telling. This is where we excel. It is Australian stories that we need. Australia, with its First Nation foundation, and its flourishing multicultural composition, is surely in a unique position for story telling. Our production industry should be supported to take advantage of these characteristics.

it seems appropriate that funding models to support the industry as it redevelops post COVID-19 will include appropriate remuneration from streaming services which use “our” content. This could be: by way of

requirements of streaming services to invest in the production industry; by incentives if needed and by appropriate taxation.

Michael Nott.

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