
Monica Main

I am an established mid career actor and writer working across live theatre, film, tv and voice over.

I believe it is imperative that the Government fully supports and funds incentives across all media platforms. The media landscape has changes considerably in a few short years and while traditional TV is still very much a part of our lives digital TV and streaming are now a huge part of our viewing. We need all commercial content providers and digital streaming services like Netflix and Stan to all be working under the same guidelines - they ALL need to invest in Australian content. They need to have the same incentives and obligations as free to air TV. Numerous surveys have been done over recent years and the viewing public want and demand Australian stories with Australian voices in all our diversity. Numerous streaming services are flooding our viewing content and they should all have to produce Australian content. This will in turn support our local TV and film production industry and see it grow and flourish. An industry that has the potential to employ a huge range of people from the cultural industries including writers, actors, directors, crew, wardrobe, designers, producers etc etc. And just as important is the need for quality Australian children's content to be made. Audiences support and demand this content to be made - the Australian public watch it and love it. without Government funding and incentives for the ABC and SBS this content will not get made. We need significant change to make this happen but if the Government supports this change it will be a huge employment opportunity and sustain a vital and healthy Australian industry and sustain long term job growth. And keep Australian voices and stories alive on our screens.

Yours sincerely Monica Main

I wish for my submission to be anonymous: No

I wish for my submission to be private: No

Supporting documents:

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