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To the Minister for Communications, CyberSafety and the Arts

My name is Ruby Schmidt. I am a mid-career screen producer from Brisbane. I am a freelancer and sole director of my own production company, Toy Shop Entertainment.

Without quotas on commercial production and content we risk the demise of genuine Australian productions even being seen by Australians in any meaningful way.

We have sat on this issue for too long already – droves of young Australians no longer engage in domestic content. Digital disruption and new technology has rapidly affected this. Young. People. Don't. Watch. Broadcast. Television. So why do we regulate it like it's still the 2000s?

We cannot demand or consume what we cannot see – we need protection and support for high quality Australian content that punches above its weight in the international marketplace. As an English speaking country we are also at risk of losing our identity to an American dominated industry. Coupled with incentives to market and distribute this content. It is not enough to simply make it, it also needs to be accessible.

We need to strike a balance in realistic quotas across the broadcast platforms and services – maintaining the integrity of why we have these quotas in the first place for things like education and quality preschool content. They are important! They meet standards!

We should absolutely review and extend content quotas to streaming services. We absolutely should have them contribute to domestic production by having a percentage of their revenue invested into new productions and financing schemes. The big streaming services contribute to our national dialogue and popular culture discussions without any requirements to support it in any meaningful way. Levy movie tickets – reinvest it into Australian films! Levy music streaming services and establish offsets and funds! I hope to see a meaningful change to the Producer Offset in light of changes to the theatrical landscape and home entertainment. Even the playing field with a flat rate offset for features, series regardless of platform.

This should not only apply to scripted – supporting independent factual content ensures we have a rich resource to draw upon for cultural identity and reflection.

The Federal Government's response to this will impact generations of Australians. I hope to see positive change to the industry regulations and landscape.

Thank you for your consideration

Ruby Schmidt

Toy Shop Entertainment

I give permission for this submission to be made public and be published.

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