
Sarah MacLellan

I am an award winning factual TV producer and have been producing TV shows in Australia for 13 years and working in the industry for 25 years. I love telling Australian stories and getting paid to do so. Unfortunately with so many streaming options available, it is cheaper for Australian FTA networks to import Australian content. Australia is unique. We have exceptional depth and talent in our TV and film world. We have reinvented international formats with huge success. And created high end drama series and films with significantly less budget than America, Canada and the UK. Imagine the possibilities if we forced streaming services to invest in Australian content? It would change our industry for the better, create thousands of new jobs, huge taxes for the Government to support their ever dependant welfare nation and document how important Australia is on the global stage.

If there are fewer Australian stories on screen, a snapshot of Australian history is forgotten. Australian's need to see other Australian's to identify with them and feel confident going forward as to who they are as people and a nation. If we only watch overseas content - it reflects a different world that begs the question Who Am I? Especially in regard to kids content. We want to see Koala's like Bluey on screen as we know that's local. That's us. That's our environment and familiarity gives kids a safe feeling which they need given the events of this year.

If Netflix and Stan have to invest in Australian content - (and to be fair they do screen Australian made content) then they need tax incentives as an entire country. State incentives means nothing to a producer working out of LA. They want the same tax breaks and incentives Australian wide. The government benefit from extra taxes here and an employed workforce. And who doesn't want to see our blood orange sunsets on an international screen? Our vast landscapes morphing into any international city with the help of homegrown set designers. Our entire country could be a studio for any production.

Overall Australians are laid back, entrepreneurial and intelligent. We are problem

solvers, and our can do attitude and lack of media unions means work gets done expertly and efficiently. We are a producer's dream country to film in.

In my experience the Australian public broadcasters tell the stories that need to be told. When producing *Christians Like Us* for SBS, I had all the production team in tears over a man who was sexually assaulted repeatedly by an Anglican priest and consequently ignored by police, because the police were members of the Anglican congregation. Absurd history that has tarnished thousands of Australians. These stories need to be heard and accepted as part of our history. Good or bad - it's our country and we need to accept our failures and good fortunes and let them shape the generations to come.

Australian content is gold. Give Australian content the green light.

I wish for my submission to be anonymous: No

I wish for my submission to be private: No

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