

## Submission to the Australian and Children's Screen Content Review

To Whom It May Concern:

Please find below a submission on behalf of the ACT Education Directorate in relation to the Australian and Children's Television Content Review.

Australian children need access to content which reflects and respects their community, culture, language and values. They should be programs that children can relate to, and there should be programs for children of all ages.

- The Commonwealth support for children's content (whether via funding or regulation) should target high quality, distinctively Australian content, because this content can have the greatest impact. It can contribute to building a sense of community and citizenship, foster imagination and trigger discussion and reflection – whether at home with parents when shown on TV, or at school.
- The most powerful learning happens when minds, senses and emotions are engaged – and stories are among the most powerful ways of engaging children's interest. They are a most effective springboard for all sorts of discussion and activity in the classroom.
- The work of the Australian Children's Television Foundation in supporting high quality children's content and then developing ancillary learning resources to support the use of that content in the classroom is of tremendous value to educators and it means that the programs that the ACTF supports are used in schools for many years after they are broadcast. The programs that are coming through the ACTF are extremely diverse, cover a range of age groups and include live action drama, animation and factual content. They were produced all over Australia by a wide range of producers, and they were also originally broadcast on a range of commercial broadcasters or the ABC. The one single thing that they share in common is that the ACTF supported them and the ACTF distributes them. The ACTF's singular focus on supporting programs that are high quality and distinctively Australian, ensures that its programs have the greatest value in Australian classrooms, and make the greatest impact on the children's audience.
- Through its webinars the ACTF has also contributed screen culture education and outreach to students right across Australia, including those in remote locations, ensuring that its audience everywhere has access to the creative people behind its productions.
- We recommend that the Review: (1) ensures that the ABC and commercial platforms are required to transmit minimum levels of high quality Australian children's content, and (2) secures the role of the ACTF in developing, investing in and distributing Australian children's content and recognises that within the overall funding envelope for the Australian screen industry, the ACTF should be a key priority as the programs that it supports would not happen without the ACTF.

Kind Regards

Jason Borton