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

My name is Andy Mcphee

An Actor of 28 years

The father of Child Actors Kodi and Sianoa Smit mcphee

.Now in their adult years working Actors

Firstly Mr Walker I have been honoured to work with in many children's shows

Variety is the spice of life but Mums home cooking can't be beat

" oh luv this is amazing what is it?"

" oh it chops and veg darl"

Good Australian tucker

We have vareity and yes lots of USA content

But it time for "What's this luv?" Its great home grown Aussie children's television!!!! Luv"

Our kids are glued to iPad and mobile phones

Part of our culture but not necessarily good all the time

Easy access to wrong content, violent content, bullying on social media Emphathy and compassion at times blurred by what they view on media

Which then can and does blue those view of the world

We start to have our conditioning from weeks after conception

The outside world starts it process while we are in the womb It continues untill about 7 yo

Of course by then we start to make stories about what happened as children And as adults those stories effect us and our view

My point

We need to start the child in the womb

Being conditioned with great content before they are born and when they enter our world

Case study

Children in the womb having music played on mums tummy and other beautiful words have had those children doing extraordinary accomplishments

Playing piano at ages 2 yo and continuing on in age learning to speak languages and multiple at that by 7 yo

We need great content in our children's t.v. they are our future

Education and knowledge but fun and laughter in the content our history needs to be in their for kids to have a grounding of Us Australia

And fantasies yes it magic for kids

We need really amazing creative people educating and giving our kids a better viewing and something that can carry thru to teens and adult years

Better influence to protect them from a lot of what is seen by young kids and teens now

A bug task yes But change is needed

Thank you Mr Walker for amazing contribution to the industry

Andy Mcphee