

To the Content Review Team,

I would like to make a public submission to the Government's Screen Content Review.

When I was growing up in the 1960's and 70's what I watched on television was largely American. I grew up believing that you had to be American to be glamorous or interesting and I desperately wanted to have an American accent. I wanted to call pavements 'sidewalks' and asked for peanut butter and jelly sandwiches in my lunchbox. In effect, I was culturally alienated in my own country by media content that failed to represent Australian children and their lives.

Fortunately, this changed, and today's young Australians access a wide range of quality television that is Australian made content that reflects Australian values, Australian culture, Australian humour, Australian language and Australian stories. Far from my experience of feeling marginalised and invisible, this generation can identify with television content that causes them to recognise their life experiences as valuable and worthy of broadcasting across a wide range of genre.

Contemporary media strives to ensure that racial/cultural groups such as Aboriginal, Muslim, African and Asian are represented positively and authentically. For the same reasons, it is vital that this Review acknowledge the importance of maintaining levels of funding and the current requirement that ensures that Australian children continue to have access to a large body of rich and varied, high quality, Australian content in which they see Australian children and their world represented and validated in a multitude of ways.

The future is in moving this wonderful industry forward not in imitating past limitations. I urge the review to consider the extremely positive impact of mandating Australian content and enabling funding levels that will maintain high quality production.

Thank you for taking my submission into consideration.

Kind regards

Fiona Walker