

To the Content Review Team,

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

With our increasingly diverse society and changing media environment, quality Australian children's drama is more crucial than ever in building a shared cultural experience for our young people. As someone who grew up watching quality Australian children's television, as a parent, and as a former primary teacher, I know the value of children's content. I implore the government to take decisive action to protect it.

Growing up in the 80s and 90s, I enjoyed watching Australian live action shows including *Play School*, *Here's Humphrey*, *Mr. Squiggle and Friends*, *Young Talent Time* and *Totally Wild*. Having lived in a coastal Victorian town, I also loved seeing the familiar landscapes and characters in *Round the Twist* – I still do. These types of programs have left an extraordinary legacy that few adult drama series could match. Mentioning *Round the Twist* still draws squeals of recognition and delight from a generation or two of Australians, and usually a rendition of the theme song.

Recent and current series, like *Dance Academy*, *Little Lunch*, and *Nowhere Boys* are keeping this tradition of quality Australian drama alive. However, these programs are hard to find among the overwhelming amount of foreign content on our screens. When watching the ABC Kids channel – where the majority of children's shows are now broadcast – my pre-schooler rarely sees locally made drama. Instead she watches content from the UK and USA, and learns about the neighbourhoods, customs, accents and humour from these countries.

It is so important that children's content be safeguarded so that future generations will see programs that share Australian stories, Australian voices, and promote Australian values. Young people want to see their own lives reflected on screen, and it benefits us all when they do: stories that represent the diverse backgrounds, families and interests of Australian children help them to understand our unique culture and to connect with others.

I urge the review team to prioritise the sustainability of Australian children's content when outlining policy options to the government.

Thank you for taking my submission into consideration.

Kind regards  
Janine Kelly