



20 September, 2017

To whom it may concern,

My name is Julie Kalceff and I'm a writer/director/producer. I graduated from the Australian Film, Television and Radio School with a Master of Arts in Film and Television (Scriptwriting) in 2003. My most recent project is the international hit multi-platform drama *Starting From Now*.

Attracting both critical and popular acclaim, *Starting From Now* is one of Australia's most successful multi-platform projects. It has amassed over 35 million views, been watched in over 230 countries, and was sold to and screened on broadcast television in Australia. *Starting From Now* has played on the global festival circuit, winning a number of awards including the Outstanding Diversity Award at Melbourne WebFest, 2017; the IAWTV Award of Recognition at Hollyweb Fest, 2017; the Audience Award at the Mardi Gras Film Festival, 2016; Outstanding Writing in a Drama Series and Outstanding Ensemble Cast in a Drama Series at LA WebFest, 2016; and Best Web Series at She Webfest, 2015. A large part of the success of *Starting From Now* is due to Screen Australia and their support for both the series and for me as a filmmaker.

A glance at any web series festival around the world shows that Australia is punching well above its weight in the online space. The quality and quantity of web content made in Australia and viewed globally is disproportionately high. This is, without doubt, due to government support of the sector. The landscape is changing. Online and multiplatform content creation is at the forefront of this change and in order to remain competitive, we need to continue to support those working in this space. Screen Australia has shown great foresight and initiative by working with online content creators and creating opportunities for new stories to be told and voices to be heard. If we are to remain competitive in this changing landscape and to continue to tell Australian stories, we need this support to not only continue, but to increase.

As a filmmaker I have directly benefited from this support. I received Screen Australia funding to make Seasons 4 and 5 of *Starting From Now*. At a time when I had exhausted all of my resources, this gave me the opportunity to not only continue to make the series but to do so with an increased budget, cast and crew. It allowed me to show what I was capable of and it allowed me to compete on the world stage. Online content is becoming increasingly competitive. The production values and sheer quality of current online content often rivals that of more traditional media. If we did not have government support of this sector we would not be able to compete. We would be making less content and the quality of that content would be greatly diminished. We have incredibly talented practitioners in Australia but the size of our industry means we need government support to share our stories with the world.

We need to see our stories reflected on screen and we need to see a diverse range of these stories. We are in a time when this is not only possible but is starting to happen. To take away support now would not only be detrimental to the Australian screen industry, but also to how we see ourselves as individuals and as a diverse, rich and multi-faceted nation.

Yours sincerely,

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Writer/director/producer  
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[www.commlangfilms.com](http://www.commlangfilms.com)