
Hi,

I wanted to express how important Australian content is to me, to my family, and to the wider community. When I was a child (some thirty years ago), the ABC and ACTF were responsible for delivering a wealth of culturally relevant, engaging and educational programs that I greatly enjoyed. I used to frequent Kids' Flicks at a small theatre near Parliament train station in Melbourne with relatives and friends. My family household valued Australian culture and perspectives being reflected, shared and celebrated, and programs like Round the Twist were much-loved as they were imaginative, beautifully written and uniquely Australian. Viewing these days is a completely different landscape. Most of the programs being watched, be they series or movies, are streamed.

Whilst this has created greater choice in one respect, it has also seen American content almost completely foreshadow homegrown TV and movies. It would be an incredible shame to see Australian content fall even further away. It is vital that young people are regularly offered characters, settings and stories from their home country. Diversity is a wonderful asset in Australia, but American content taking up all of our screens is not diversity. Please consider boosting Australian production so that my children (and one day their children) can continue to enjoy amazing programming like Thalu. Before long, Australian children may forget what an Australian accent even sounds like due to the enormous flood of media from the US, and to a lesser extent, the UK. Keep Australia's many different voices alive and valued!

Thank you for your time,
Bridget Blain