

To the honourable MP Paul Fletcher

Minister for Communications, CyberSafety and the Arts

Dear Mr Fletcher,

I'm writing this submission in relation to the Australian Competition and Consumer Commission's (ACCC) Digital Platforms Inquiry (DPI), the government requested that Screen Australia and the Australian Communications and Media Authority (ACMA) co-author an options paper considering how to best support Australian stories on our screens in a modern, multi-platform environment.

I would love for you to consider Model 2, whereby the newer streaming services are also required to produce Australian content, however it is only stated as "voluntary"; can there be a time limit set on this? Whereby the streaming services have a 24-month period to commission a certain quota of Australian content.

After the initial 24-month period we could then adopt an EU styled model, whereby 30 percent of the subscription streamers catalogues are made up of local content. Furthermore, secondary commitments in regards to Indigenous and children's content would be paramount, this is to ensure our entire nation is well represented.

The international streaming services currently have an unfair advantage over Australian media companies, as they are not legally bound to Australian content quotas, so a commitment to mandatory Australian content across the board would level the playing field; it would also create more employment opportunities for Australians in the creative industries.

As a culture, we rely on our stories to describe who we are as a nation, it helps our children understand their habitat. We must continue telling Australian stories, our dreamtime, from whence we came... and what horizons we are heading toward.

Our natural resources sector seems to win an abundance of support by successive governments, throwing our money behind bricks and motor so to speak, but shall we spare a thought for the Australian culture. A culture is more than the structures it creates, it is birthed from what ticks inside the hearts of its citizens, and the stories that we tell our children.

Warmest of regards,

Sean Kennedy