I have been working in the entertainment and advertising industry for 13 years and I wonder whether anyone in any relevant government office has considered tackling the Australian content issue from an advertising perspective?

The advertising industry is self regulating (how did that happen?!) yet is still required to adhere to governmental legislation on ethical standards and guidelines in advertising. So given the government obviously accepts that it is resonsible for keeping advertisers on the straight and narrow, could we not add additional legislation requiring a percentage of an advertiser's media buy on broadcast television and online streaming services to be dedicated to locally produced content? If the advertisers were required to spend say, 50% (or whatever appropriate percentage is calculated) of all their media buy to be shown during or through locally produced content, then the imperative to make content to generate sales for the networks becomes greater.

Ultimately, the arts will always need patronage, the governments over the past few decades have had a decreasing interest in patronising the arts therefore we're left to consider who else can pick up that mantle. If it isn't private enterprise, then there is nowhere else to turn and we lose a precious industry. An industry, by the way, that generates hundreds of millions of dollars of revenue annually and provides jobs and meaning to many Australians.