

Submission to the Australian and Children's Screen Content Review

To the Content Review Team,

We would like to make a public submission to the Government's Screen Content Review.

Australian children's television content matters. In Australia we are overwhelmed with content that comes from the USA and UK. It is so important that our children also see shows that share Australian stories, share Australian values and mean something special to us. Shared cultural experiences in childhood bring us together and create memories and understanding.

In fact this is a part of the Australian Curriculum starting at Foundation Level – “Respond to media artworks and consider where and why people make media artworks, starting with media from Australia including media artworks of Aboriginal and Torres Strait Islander Peoples ([ACAMAR057](#))”.

Furthermore Article 17 of the UN Convention on the Rights of the Child –

“Children have the right to reliable information from the media” would also imply that more ‘reliable’ information would presumably be more local.

Article 29 –

“Education should develop each child's personality and talents to the full. It should encourage children to respect their parents, their cultures and other cultures” is clearly reflected in the Australian Curriculum as cited previously.

The ACMA report, “Kids' TV viewing and multi-screen behaviour (2017)” found that of the Top 10 programs watched by children 0–14 years on FTA TV, 2016, the Top 8 were Australian produced and that the number of Australian programs for Children in the top 30 increased between 2013 and 2016. The Report noted the “Australian children's programs are more popular”.

For our older high school children who are considering careers in the media, a strong industry for them toward is likewise important. Matthew Deaner, chief executive of Screen Producers Australia, has written about the increasing pressures the industry faces and it would selling our young people short if local production was further diminished. In South Australia we are once again facing the revoking of the Community TV licence and thus another opportunity our students have to broadcast their work.

It is important, as a result of this Review, to ensure that:

1. The ABC has enough funding to commission high levels of Australian children's content and it should be required to do so.
2. That Australian children's content is also available on commercial free tv, pay tv and on demand services.
3. That Australian television funding support mechanisms include children's content as a priority.

High-quality, distinctively Australian children's content has a rich history. We want to ensure it has a rich future, too.

Thank you for taking our submission into consideration.

Kind regards,

Grant Brindal

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