

3<sup>rd</sup> July 2020

Australian Literacy Educators' Association  
C/- The Association Specialists  
PO Box 576  
Crows Nest  
NSW 1585

Dear Sir/ Madam,

The issue of Australian content in children's screen culture is an important one to our group and members. As educators we recognise the significant impact both positive and negative that screen time can have on our children. It is important that children have a positive sense of well-being, identity and culture and we believe that television has an important role to play in this space. It is of upmost importance that Australian children continue to have access to high-quality television shows and series.

The Australian Literacy Educators' Association has many members across Australia (in excess of 6000) through pre-schools, primary and secondary schools and tertiary institutions. We recognise that a child's screen culture is part of their identity and the importance and place that this holds in regards to literacy education. Students' potential to learn literacy skills is reliant on their background knowledge and experiences, and so it is important that they are exposed to high quality Australian content. Further visual literacy is recognised as an important part of literacy development in the Australian Curriculum and television and other media are integral to developing children's skills and knowledge in this area.

The Australian Children's Television Foundation plays a crucial role in providing, developing and promoting Australian content for our students through their many shows and series. They also provide a wealth of resources for teachers. We would like to see these promoted even further through schools and universities. It is important that this continues to be recognised, supported and funded.

We urge you to continue to support a high level of Australian content in television shows in our country. Children need to be able to access quality television that supports their development and helps them reach their full potential.

Yours sincerely,



Jennifer Rennie

ALEA President  
jennifer.rennie@monash.edu