

# AUSTRALIAN AND CHILDREN'S CONTENT REVIEW

May 2017

The Turnbull Government is committed to Australian stories and perspectives being available to domestic audiences. Screen content that is produced under Australian creative control reflects and shapes our national identity, character and cultural diversity and sparks important discussion and debate.

The Government will undertake a review of the support measures in place for producing and delivering Australian and children's screen content, to determine if these remain fit for purpose in the new, multi-platform environment that has emerged since these measures were established.



## What are the existing support measures?

There are a range of different policy and regulatory measures currently in place to support the Australian content industry. These include screen production funding and support mechanisms, quota obligations and minimum expenditure requirements for television broadcasters. Together these measures form a broader support framework that contribute to the ongoing production and availability of Australian and children's content.



## Why is the Government proposing this review?

A key objective of this review will be to identify sustainable policies that support the ongoing availability of Australian and children's content to domestic and international audiences irrespective of the platform.

In a globally connected, on-demand world it is vital that Australian stories are told and are heard by Australians, in particular our children, and across the world. Some of the current production and distribution incentives were developed nearly a decade ago and do not fully reflect changing consumption patterns, methods of delivery or business models.

By aligning production and distribution incentives with audience demand this will ensure that local content production and distribution industries continue to thrive whilst contributing both to our cultural identity and economic outcomes.

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## How will the review be undertaken?

The review will be jointly conducted by the Department of Communications and the Arts, the Australian Communications and Media Authority, and Screen Australia and will investigate the current level and perceptions of Australian and children's screen content; assess the current and likely future market for Australian content production and distribution; and in this context examine the effectiveness of existing support measures.

There will be opportunities for organisations and members of the public to make submissions to the review. Following consultation and analysis, a report outlining relevant issues and options for addressing them will be prepared for Government's consideration.

