



GRASSROOTS ACTIVATION KIT

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**MAKE IT
AUSTRALIAN**



OUR STORIES ON SCREEN
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BACKGROUND

The Federal Government is undertaking a targeted stakeholder consultation around Australian screen content requirements on streaming services.

Figures from the Australian Communications and Media Authority (ACMA) show that streaming services are likely already investing in Australian content at a level that is nearly double the spend required by a 20% reinvestment obligation.

The five major subscription video on demand (SVOD) providers spent \$668.5 million on acquisitions, Australian and Australian-related programs in 2021-22.

The Government's stakeholder consultation paper projects that a 20% reinvestment obligation would amount to \$341.5 million - approximately half of what the SVODs spent in Australia during 2021-22.

[Global streaming giants could meet the 20% reinvestment obligation simply by transferring \\$87.8 million of current spending in their "Australian related" programs to "Australian" programs.](#)

While formal submissions have closed, consultation on this issue is still underway.

WHAT DOES THIS MEAN FOR YOU?

As an Australian screen industry worker with skin in this game, now is the time to contact your local Member of Parliament and provide your experiences, perspectives and feedback on the consultation.

This is the process that will give meaning to the election promises and aspirations outlined in *Revive*.

Your voice has never been so important.

The following is a step by step guide to help you share the Australian screen industry perspective in this debate.

Further background information can be accessed [here](#).

STEP 1.



IDENTIFY YOUR LOCAL MP (WHERE YOU LIVE AND/OR WORK)

You can find your local MP by entering your suburb on the Australian Electoral Commission website here - [Find my electorate \(aec.gov.au\)](https://www.aec.gov.au).

Once you've found your electorate, you can find your local MP's contact details on the Australian Parliament House website website. The full list of MPs and Senators is available here - [Contacting Senators and Members](#). We suggest starting with your MP, but a second meeting with a Senator from your State is also well worthwhile.

STEP 2.



REQUEST A MEETING

Recognising the formal consultation has closed, we strongly suggest you initiate contact with your local MP as soon as possible.

Using the contact details sourced as outlined above, we suggest you email your MPs or Senator's office requesting a meeting. We have prepared a draft email for you to tailor and send to your local MP/s.

Dear <MP/Senator>

I am one of thousands of Australian screen industry workers, behind the scenes businesses, bringing Australian stories, voices and content into homes and cinemas.

I live or work in your electorate and would appreciate an opportunity to meet with you as part of the Government's consultation on Australian screen content requirements on streaming services. I would appreciate the opportunity to meet with you in the next few weeks.

As the Government's National Cultural Policy, *Revive*, says, "Smaller, independent film and television productions are struggling to get made and be seen as production costs are increasing and traditional revenue streams are stagnating." The current consultation is part of a process that will lead to the drafting of legislation to be introduced in the Spring session later this year.

I hope to meet with you this month to share my experiences, perspectives and feedback as a local Australian screen industry worker.

STEP 3.

FOLLOW UP YOUR MEETING REQUEST



If you have not heard back within a few days, then you should phone your MPs/Senators office and follow up your email.

Again, use the contact details sourced in Step 1. Get the name of the person you speak with and continue to follow the same person up as needed.

STEP 4.

HOLD THE MEETING



The meeting will likely be held in the MP or Senator's electorate office.

Ideally you will be able to secure a direct meeting with your MP or Senator. Given how busy MPs are, it is also possible they will instead offer a meeting with their Electorate Officer. This is still very worthwhile because the Electorate Officer will report back to their MP/Senator and you will have an opportunity to develop a working relationship with the office.

We have prepared talking points to help inform the discussion.



MEETING TALKING POINTS

- Australia's screen industry was excited to see the Albanese Government commit to reviewing, reviving and relaunching Australia's National Cultural Policy in January this year.
- Upon its release, *Revive* clearly set expectations for meaningful change. It said that the "Government has committed to take the necessary action so that Australians continue to be able to see and hear quality home-grown content, regardless of which platform they are using." (p87)
- *Revive* also articulates the value of intellectual property by stating, "Intellectual property is the return on investment for Australia's extraordinary capacity to create some of the best plays, books, films, songs, art and design loved by people at home and around the world." (p57)

- For the proposed new regulation of streaming platforms, I am looking for an outcome that meets the aspirations of the National Cultural Policy and the policy objective to grow the contribution of Australia's creative industries and screen industry.
- [We need an approach that means intellectual property is created by Australians, and remains in Australian hands.](#)
- As our local MP/Senator, we ask that you share our concerns with Ministers Burke and Rowland. Please write to Ministers Burke and Rowland with the following questions:
 - Will the legislation provide growth (additional funding) in investment for Australian screen stories by streaming platforms? I.e, will it require streamers to spend more on new Australian content than they do already?
 - Will the legislation provide a mechanism to protect Australian-created intellectual property rights in contract negotiations?
 - Will the legislation provide a guarantee or minimum level of investment in children's screen stories?
 - Will the legislation recognise the importance of the independent screen sector, our SMEs?
- We also request that you ask these key questions when the legislation comes to the Caucus, in order to ensure these issues are addressed before the legislation is introduced.

VERY
IMPORTANT
POINT FOR
YOUR
CONSIDERATION
AND ATTENTION!

Please add your local experiences and perspectives as an Australian screen industry worker.

Your MP/Senator will be most interested in the way this impacts their community, so please take some time to consider how your company or project generates value for the local community.

For example, if your work in the community generates Australian jobs, you should absolutely add these local facts to your discussion. If you have a local production in the electorate:

- How many jobs does it generate?
- How long is the project running?
- How much does the project cost?
- How much revenue is it expected to bring into the community?

At the end of your meeting, be sure to get a picture taken with your local MP/Senator. You can use this in social media after the meeting - and tag with #MakeitAustralian.

