



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.

It is important that any model of streaming regulation achieves the policy goals and expectations of the National Cultural Policy Revive, and delivers more genuinely Australian stories of cultural worth on our screens.

The Australian screen industry has been waiting patiently for nearly ten years for the Australian Government to regulate digital streaming platforms for the benefit of Australian audiences and to ensure that like other platforms, streaming services fulfil their mutual obligation to invest in minimum levels of Australian content. Getting the details right in any legislation is therefore of critical importance.

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.

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

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.

Template 1: Email to Your Local MP

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/work> in your electorate and would appreciate an opportunity to meet with you to let you know about my business and share my views on the importance of securing fair and flexible Australian screen content requirements on streaming services.

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 Australian Government is in the final stages of consultation with industry stakeholders ahead of legislation being introduced into Parliament in early 2024 and I would like to share my view on how this legislation will affect my business.

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

Kind regards,
<Your name>
<Your title>
<Your company>

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 but if you have an interesting site, you could offer to hold the meeting at your own location.

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.

Template 2: Meeting Talking Points

- It is important that any model of streaming regulation achieves the policy goals and expectations of the National Cultural Policy *Revive* and delivers more genuinely Australian stories of cultural worth on our screens.
- *Revive* sets out the Australian Government commitment for streaming services to invest in key genres including children's content, scripted drama and documentaries and any streaming regulation legislation is expected to give effect to it.
- The Australian screen industry has been waiting patiently for nearly ten years for the Australian Government to regulate digital streaming platforms for the benefit of Australian audiences and to ensure that like other platforms, streaming services fulfil their mutual obligation to invest in minimum levels of Australian content. Getting the details right in any legislation is therefore of critical importance.

What we want -

- A minimum 20% of revenue investment obligation by the steaming services through a certain and legislated pathway that will reach this goal within three years.
- A strong definition of 'Australian content', that will deliver screen stories of Australian cultural value. We need a better balance between foreign projects that use Australia as a low-cost location and valuable Australian stories that are driven by Australian creative workers to ensure that public investment results in public value.
- Ownership of intellectual property in Australian creativity secured for Australians and treated as a valuable national asset to be retained by us. The Australian Government must take action to stop the abuse of market power by powerful digital streaming platforms who are bullying creatives into surrendering these rights including for projects that receive generous public funding through screen incentives. Licensing rights to the creative work must revert back to Australian creatives to count as part of this investment obligation.
- Retain the independence of the Australian screen industry that currently ensures diversity of screen stories and supports our unique character and creativity. This can be done by ensuring the majority of regulated commissioning is done as an arms-length transaction and by minimising in-house commissioning by streaming services.
- Minimum levels of investment by streamers in scripted drama, documentary, and kids' content, should be legislated as part of their investment obligation. We reject any so-called 'multipliers' that will in fact dilute overall investment in vulnerable genres and undermines the intent of what is to be achieved from regulation.

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**.

