



## MAKE IT AUSTRALIAN BACKGROUND

The [Make it Australian](#) campaign is a joint campaign between Screen Producers Australia, the Media, Entertainment and Arts Alliance, the Australian Writers' Guild and the Australian Directors Guild.

The campaign references the successful "TV – Make it Australian" campaign of the 1960s and 1970s. In response to a parlous situation where only 1 per cent of drama on commercial networks was Australian – the other 99 per cent foreign – the industry sought local content obligations on commercial broadcasters. The Australian Film, Television and Radio School was also established out of the original campaign.

### The policy and political background

The campaign has been launched in response to a number of developments this year:

- [a Parliamentary Inquiry into the sustainability of the Australian film and television industry](#)
  - [to which the commercial broadcasters have submitted that children's content quotas should be abolished;](#)
- [a content review, undertaken jointly by the Department of Communication and the Arts, Screen Australia and the ACMA;](#)
- Media reform, [where the Government has conceded to One Nation demands to conduct a "competitive neutrality" review of the ABC;](#)
- [The EU has brought in a 30 per cent local content obligation on SVODs.](#)

### What the campaign is asking for

The campaign is seeking a strong government commitment to a sustainable film and television industry for producers, cast and crew, writers and directors that supplies a diversity of quality Australian content for Australian and international audiences.

To this end, the campaign is asking for:

- Local content obligations to be evolved to include new market entrants (e.g. Netflix, Amazon, telcos, ISPs);
- Competitive tax offsets (producer, PDV and location);
- Well-funded public broadcasters and screen agencies.

### The organisations behind Make It Australian

**Australian Directors' Guild (ADG)** is a registered union and industry association representing the interests of film, television and digital media directors, documentary makers and animators throughout Australia. The ADG works to promote excellence in screen direction, encourage communication and collaboration between directors and others in the industry, and provide professional support for its members. More Information: [adg.org.au](http://adg.org.au)

**The Australian Writers' Guild** is the professional association for Australian screen and stage writers principally in film, television, theatre, radio and digital media and has protected and promoted their creative and professional interests for more than 50 years. The Guild's vision is to see stage and screen writers thrive as a dynamic and integral part of Australian storytelling: shaping, reflecting and



*enhancing the Australian cultural voice in all its diversity. The Guild fights to improve professional standards, conditions and remuneration for Australian stage and screen writers, to pursue a thriving industry environment, and to protect and advance the creative rights of our members. More information: [awg.com.au](http://awg.com.au)*

**Media, Entertainment & Arts Alliance** is the union for Australian performers, stage and screen crew, and entertainment workers, protecting and improving our members' working conditions, lobbying and campaigning to improve the industries in which they work, hosting industry events, awarding excellence, providing professional development and protecting job opportunities More information: [meaa.org](http://meaa.org)

**Screen Producers Australia (SPA)** was formed by the screen industry to represent large and small production enterprises across a diverse production slate of feature film, television and interactive content that drive over \$1.7 billion worth of annual production activity. More information: [screenproducers.com.au](http://screenproducers.com.au)

**Media contacts:**

**ADG:** Kingston Anderson – 02 9555 7045 or [admin@adg.org.au](mailto:admin@adg.org.au)

**AWG:** Shannen Usher – 02 9391 0339 or [shannen@awg.com.au](mailto:shannen@awg.com.au)

**MEAA:** Mark Phillips – 03 9691 7105 or [mark.phillips@meaa.org](mailto:mark.phillips@meaa.org)

**SPA:** James Cheatley – 02 2 8076 5878 or [james.cheatley@screenproducers.org.au](mailto:james.cheatley@screenproducers.org.au)