

SPA 2025 POLICY PLATFORM

Make It Australian: Give Our Stories a Fair Go

Every Australian deserves to see their stories on screen. Let's protect and support our culture by strengthening the creators and businesses that make it possible.



KEY PRIORITIES

Ensure Australian Audiences See and Hear Their Own Stories

1

- **Fair Streaming Investment:** Introduce a flexible and fair local content investment obligation for streaming platforms, tied to their revenue or subscribers.
- **Protect Aussie Creativity:** Strengthen intellectual property protections to keep Australian stories in Australian hands.
- **Support Cultural Independence:** Ensure our independent screen businesses thrive to maintain our cultural sovereignty.

We need action, because Australian stories are being drowned out by foreign content.

Strengthen National Screen Bodies and Public Broadcasters

2

- **Strong public broadcasters underpin our industry:** Inject additional funding for independently made Australian shows, across all key genres inc. drama, documentaries, entertainment and children's—conditional on fair commissioning practices. All Australians, especially our children, need access to their own stories without paywalls.
- **Fuel Creativity:** Commit additional funds to Screen Australia to support a stronger pipeline of local stories and to foster creative entrepreneurship.

Stronger public broadcasters and screen bodies mean more industry jobs, more stories, and a greater global presence for Australian voices.

Build a Competitive, Fair Screen Framework

3

- **Boost Local Production:** Increase the Producer Offset for TV to align it with feature films, particularly children's content.
- **Reward Australian Ownership:** Provide higher incentives for projects that retain Australian IP.
- **Fix Industry Gaps:** Lower the Location Offset threshold, remove outdated 65 hr cap on doco series, add PDV access for doco features and reform Producer Offset rules to level the playing field and keep incentives relevant to industry.

A fit-for-purpose incentive framework attracts investment, keeps production local, and maximises benefits for Australian creatives.

WHY WE SHOULD BACK THIS PLAN



Economic Growth

The screen industry creates skilled jobs, adaptation of new technology, drives tourism, and exports Australian culture and values globally.



Cultural Sovereignty

Protecting local stories strengthens national pride and identity.



Community Connection

Authentic Australian stories foster belonging, community resilience and shared experience.

Let's give Australian audiences and creators a fair go. Together, we can Make It Australian!