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CALL FOR \$1 BILLION CONTENT FUND TO ENSURE NATION'S CULTURAL AND ECONOMIC RECOVERY

SPA and Australian Made launch partnership

Screen Producers Australia (**SPA**) today called on the Government to take bold and decisive action to secure the future of the screen industry and harness its ability to gear up and return to making great local content as soon as possible.

“The production industry is currently facing a difficult and uncertain future. Coronavirus containment measures have seen almost all production activity cease, with devastating economic and employment impacts,” said SPA CEO **Matthew Deaner**.

“We are therefore calling on the Government to implement a \$1 billion screen content fund over the forward estimates to amongst other things, top up the existing tax offsets, assist with insurance risk, support those who have fallen through the cracks and supplement Screen Australia; and the immediate extension of content obligations onto SVOD services, to help share the load.

Our industry is ‘shovel ready’ but it is only direct and timely action along these lines which will ensure that we are able to get back on our feet and restart the production of quality Australian content for our nation’s entertainment and education and to capitalise on export opportunities.

We also need the Government to respond in a considered fashion to calls for quota relief for commercial and subscription broadcasters. Some temporary flexibility may be warranted; however, wholesale cuts will cripple the ability of the content creation sector to bounce back from shutdowns and recommence supply of Australian stories.

This package is critical not only for our economy and cultural recovery but also to protect our national sovereignty,” continued Deaner.

To this end, SPA today also launched its partnership with the Australian Made Campaign, connecting Australia’s most vibrant sector of makers with the Australian Made logo, Australia’s most trusted and widely recognised country of origin symbol.

“The Australian Made logo is the stamp of Aussie authenticity and we are delighted to partner with Australia’s screen producers,” said **Ben Lazzaro**, CEO of the Australian Made Campaign. “Now when Australians see this symbol in connection with movies, TV shows and other screen content, they can be sure they’re seeing authentic, homemade products underpinned by Aussie ingenuity,” said Lazzaro.

Deaner stated, “The Australian production industry delivers a \$3 billion economic contribution and produces over 1,600 hours of incredible quality local content each year for television alone. “It is a prime example of a successful Australian creation industry that is also a significant employer, with 30,000 FTEs supported by the industry.

Australian screen content is exported to over 200 international markets with exports worth \$163 million, and we are pleased to have the opportunity to highlight the origin of our exports using the iconic Australian Made insignia. This partnership has the power to build our export potential even further, and the quality of our output ensures reputational benefits for Australian exports as a whole.

At a time when many Australians are turning to screen content for entertainment and education, there is increasing value in being able to communicate the origin of our remarkable content and the Australian Made symbol is a brilliant way to cut through.”

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About Screen Producers Australia:

Screen Producers Australia unites screen businesses to campaign for a healthy commercial environment. For over 60 years we have supported the interests of large and small enterprises from across the nation with a diverse production slate of feature film, television and immersive content. Our 500+ members employ hundreds of producers, thousands of related practitioners and drive more than \$1.2 billion worth of annual production activity for the independent production sector.

SPA is a proud partner of the Australian Made campaign.