

australian screen editors



media, entertainment & arts alliance
the people who inform and entertain



18 February 2010

**Australian Directors Guild; Australian Cinematographers Society;
Australian Guild of Screen Composers; Australian Screen Editors Guild;
Australian Writers Guild; Media, Entertainment & Arts Alliance; Music
Council of Australia**

**Supplementary Submission to Department of Broadband,
Communications and the Digital Economy**

**Content and Access: The future of program standards and captioning
requirements on digital multi-channels Discussion Paper**

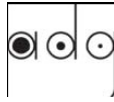
The Australian Directors Guild, Australian Cinematographers Society, Australian Guild of Screen Composers, Australian Screen Editors Guild, Australian Writers Guild, Media, Entertainment & Arts Alliance, and the Music Council of Australia wish to make a supplementary submission to the Department of Broadband, Communications and the Digital Economy's *The future of program standards and captioning requirements on digital multi-channels Discussion Paper*.

Our organisations note the announcement by the Minister for Broadband, Communications and the Digital Economy on the 7 February 2010 that it will offer licence rebates to broadcasters in 2010 and 2011 to "protect Australian content on commercial television."

In order to fulfill this expectation, our organisations call for local content rules to be immediately placed upon free to air digital multi-channels.

The free to air multi-channels are currently screening minimal levels of Australian content. An analysis of content on the multi-channels shows that the Nine Network's Go! featured a mere 3.2 percent local content, the Seven Network's SevenTwo, 15.1 per cent and Network Ten's One HD 14.3 per cent between the hours of 6am and 12 midnight in the first week of 2010. None of this was original programming.

This is an appalling failure to safeguard Australian content.



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As the Minister stated in his media release: “Broadcasters have a unique role in reserving our national culture and the commercial television sector.” The Government must therefore call the free to air broadcasters to account.

Our organisations remind the Government that commercial free to air broadcasters have been provided with access to public spectrum, which remains a highly valuable resource both in terms of the commercial opportunities it enables and the social cohesion it promotes. Free to air television broadcasters have also received, at no additional cost, the benefit of public spectrum access allowing them to multi-channel with consequent commercial benefits.

Our organisations believe that given the licence fee rebate being provided to preserve Australian content it is more than reasonable to impose obligations upon these channels.

We call on the Australian Government to restate its continuing commitment to ensuring the delivery of Australian content on free to air digital television *including* multi-channels by imposing local content standards on the multi-channels.

About us:

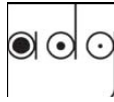
Australian Directors Guild

The Australian Directors Guild is the industry association representing the interests of film, television and digital media directors, documentary makers, animators, assistant directors and independent producers throughout Australia. ADG has 600 members nationally.

ADG works to promote excellence in screen direction, to encourage communication and collaboration between directors and others in the industry, and to provide professional support for its members. ADG is proud to represent the key creative elements of the Australian independent production sector, and maintains its high profile in a cultural and policy role by addressing issues affecting the industry from a broad perspective

Australian Cinematographers Society

The Australian Cinematographers Society is a not-for-profit company, limited by guarantee, that was formed in 1958 for the purposes providing a forum for cinematographer to further develop their skills through mutual cooperation



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Australian Guild of Screen Composers

The AGSC's principle objectives and aims are to represent the interests of Australian screen composers by developing and promoting employment opportunities, undertaking educational initiatives and increasing their profile amongst the industry.

Australian Screen Editors Guild

The Australian Screen Editors Guild (ASE) is a cultural, professional and educational organisation, dedicated to the pursuit and recognition of excellence in the arts, sciences and technology of motion picture film and televisual post production. It aims to promote, improve and protect the role of editor as an essential and significant contributor to all screen productions.

The ASE is a national organisation formed in 1996. It has members across Australia as well as overseas. The Guild is an association of professional screen editors and assistants working in a wide range of disciplines including: Feature Films, Documentary, Television Drama, Commercials, Corporate Video, Education and Training, Sound Editing, Negative Matching, Pos Conforming, Music Video, Multimedia.

Australian Writers Guild

The AWG is the professional association for all performance writers, that is, writers for film, television, radio, theatre, video and multi media. The AWG was established in 1962 and is recognised throughout the industry in Australia as being the voice of performance writers.

The Media, Entertainment & Arts Alliance

The Media, Entertainment & Arts Alliance is the industrial and professional organisation representing the people who work in Australia's media and entertainment industries. Its membership includes journalists, artists, photographers, performers, dancers, symphony orchestra musicians, freelance musicians and film, television and performing arts technicians.

The Music Council of Australia

The Music Council of Australia is the national peak music sector body. Its 50 members are drawn from across the breadth of this diverse sector, representing key national music organisations and various interest groups in the creation, performance, production, dissemination and infrastructure of music – from early childhood music education to digital production, from country music to opera. It is Australia's representative to the International Music Council, based in UNESCO, Paris.