

Care for Kids

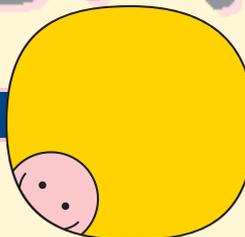
T E L E V I S I O N

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THE NEWSLETTER OF THE AUSTRALIAN CHILDREN'S TELEVISION FOUNDATION

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An Australian Children's Channel

In April, the Prime Minister, Kevin Rudd, announced the establishment of a dedicated Australian Children's Television Channel, ABC 3.

ABC 3 will launch in November 2009.

In response to Mr Rudd's announcement, the Managing Director of the ABC, Mark Scott paid tribute to the integral role of the ACTF in developing the ABC's proposal for the children's channel and in championing the concept in Canberra and to the wider community.

"An Australian Children's Channel is an idea whose time has come" said ACTF Chairman, Janet Holmes à Court. "We congratulate Prime Minister Rudd and his Government for providing a 21st century solution to our mission to deliver Australian content to Australian kids. We look forward to working with the ABC as they meet the exciting challenge of delivering this new service to Australian families."

ACTF CEO Jenny Buckland also welcomed the decision: "The Children's Channel will transform children's television in Australia. We have an outstanding children's production industry in this country, and our award winning programs are seen all over the world. But our industry has been restricted by the lack of funding for children's programs on



ABC Managing Director, Mark Scott, and Chairman, Maurice Newman, visited the ACTF to thank it for its role in championing the children's channel. They are pictured with ACTF Chairman, Janet Holmes à Court.

the ABC and the minimal opportunities provided for children's content on commercial television.

"Even more importantly, children have found it difficult to find the Australian programs made for them given the limited viewing hours for children's television on free-to-air television. Most 5 to 12 year old children watch television in the early

evening, not during the day when they are screened. So they have had no alternative but to watch adult programs.

"With the establishment of the Australian Children's Channel, now they will have the opportunity to watch quality children's programs in primetime. Children and their families will benefit enormously."



Jenny Buckland (ACTF CEO), Kim Dalton (ABC Director of Television), Sandra Sdraulig (Film Victoria CEO), Bernadette O'Mahony (ACTF Head of Development and Production)



My Place



Directors Sam Lang (above) and Jessica Hobbs (right) working with the cast of *My Place*.

Production is underway for the highly anticipated children's television series *My Place*. Based on the classic Australian picture book by Nadia

Wheatley and Donna Rawlins, *My Place* takes the reader back into the past, depicting the history of one piece of land in Sydney through the eyes of the children who lived there.

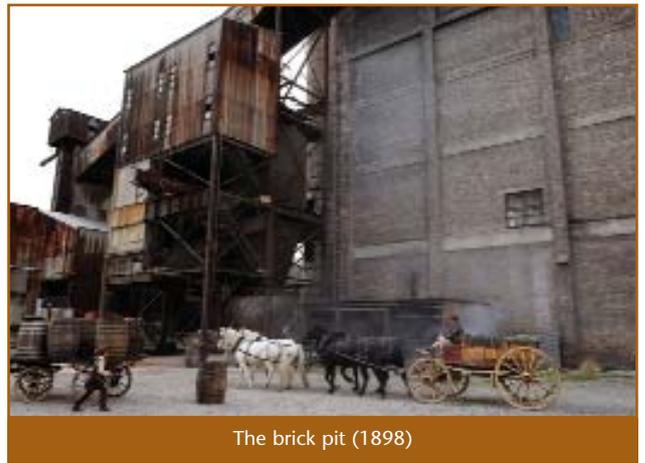
The epic television series starts in 2008 with Laura's story, an indigenous girl trying to find a way to 'own up' to her mistakes, at a time when the Prime Minister is trying to do the same with her mob.

Spanning 13 episodes over a period of 130 years, *My Place* traces the growth of a Nation from 1888. Each episode





Rowley (1898)



The brick pit (1898)



Evelyn (1908)

Gang), Dan Wiley (*Love My Way, Muriel's Wedding*) and Australian screen legend Chris Haywood. The series will also feature 13 lead roles, and numerous supporting roles, by some of Australia's best young talent.

The series is being directed by Jessica Hobbs, Sam Lang, Catriona McKenzie, Shawn Seet and Michael James Rowland.

The production has transformed pockets of modern day Sydney into an authentic depiction of Australian life at the time - from muddy colonial street scapes to working factory life. A superb array of costume designs compliment the landscapes and bring each of the characters to life.

My Place will continue shooting until late July 2009 and will be broadcast on ABC 3 early 2010.

The television series *My Place* is produced by Penny Chapman of NSW based Chapman Pictures, with the support of the Australian Broadcasting Corporation (ABC), Australian Children's Television Foundation (ACTF), New South Wales Film and Television Office (NSWFTO) and Screen Australia.

transports viewers back 10 years, immersing them in the history and culture of Australia at the time.

A central character binding each story is 'the tree' – a morton bay fig which appears in each episode throughout the series, a constant pillar through times of change.

My Place will feature an extensive cast of acclaimed Australian actors, including Susie Porter (*Remote Area Nurse, The Caterpillar Wish, House*



Horse and carriage outside the *My Place* house (1888)



Colum and Thommo (1938)

Screen Tasmania Initiative

Screen Tasmania and the ACTF have joined forces in a new initiative to develop a children's television drama series. This initiative is aimed at both experienced and emerging Tasmanian writers and producers with a commitment to a professional career in the screen industry.

Funding will be made available to practitioners to support the development of original and quality concepts to series bible and potentially second draft script stage.

Successful applicants will work under the guidance of an experienced story producer, who will lead a workshop with industry professionals to assist applicants in exploring and fully developing their concepts. Projects will then be selected for further development until they are ready to be pitched to broadcasters.

"As well as developing the skills of Tasmanian writers and producers, it is expected that this investment into the industry will pay off with the positive economic benefits that would come from having a long-running children's television drama series produced in Tasmania," said Michael Aird, Minister for Economic Development.

On 24 June, Screen Tasmania and the ACTF held an information session in Hobart. For more information please visit the Special Initiatives pages at www.screen.tasmania.com.

Kids360° 'After School Care'

The Kids360° industry initiative was established by Film Victoria, the ACTF and the ABC to address the need for innovative and diverse programming for Australian children. The initiative called for producers to bring fresh, dynamic styles of children's entertainment programming to the development table, with possibilities for screening on ABC 3.

The project that was selected for pilot funding was *After School Care*. With a creative team consisting of Damian Callinan (producer, writer and host) and Mickey Dwyer (writer and host), *After School Care* will see these two successful comedians mistakenly put in charge of an After School Program where they have to 'make it up as they go along'. Each week Damo and Mickey manage a recurring cast of children, as well as members of a live studio audience, to prove they are 'the wrong men doing the right job'!

After School Care will be Executive Produced by Jason Stephens (*The King, Newstopia, The Choir of Hard Knocks*) with the support of FremantleMedia Australia and will begin development in the coming months.



Damian Callinan



Jason Stephens

New board members



Feyi Akindoyeni

Feyi Akindoyeni is the Director of the Canberra office of Kreab Gavin Anderson, international communication consultancy.

Feyi has over 15 years experience as a corporate strategist with experience in market and social research, and marketing strategy specialising in the education, youth and IT sectors.

Since joining Kreab Gavin Anderson, Feyi has worked with clients including Cotton Australia, Foz Symes, TTF Australia, St Luke's Care, the Sydney Opera House and a number of major universities. In 2008 she completed a major research project for the ACTF on a pro bono basis. Previously, Feyi was the Education Marketing Manager for Apple Computer Australia, responsible for national institutional and retail education marketing from kindergarten through to university. Feyi represents the Commonwealth Government on the Board.

David Ansell Appointed 24.3.2009 for three years

David Ansell was initially a secondary school teacher in Western Australia, took up a position at the Distance Education Centre responsible for writing correspondence courses for Health and Physical Education, and teaching isolated students. David was then appointed Consultant Health Education for the Education Department of WA. He then took his first of three Principal's positions at Mount Magnet, in the central west of WA. He then completed a Masters degree at Cambridge University, focusing on school reform. He is completing an Executive Masters in Public Administration through ANZSOG. In 2001 David took leave from the Department to take up the position as State Manager for The Smith Family. David then took up the position within the Department of Education and Training which had the responsibility of overseeing the Raising of the School Leaving Age to 16 in 2006 and 17 in 2008. David is currently the Acting Executive Director of the Office for Early Childhood Development and Learning. David represents the Western Australian Government on the Board.



David Ansell

If you would like to receive *Education News* or *Care for Kids* as an Adobe Acrobat PDF file via e-mail, and join our electronic mailing list, please let us know by contacting info@actf.com.au



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