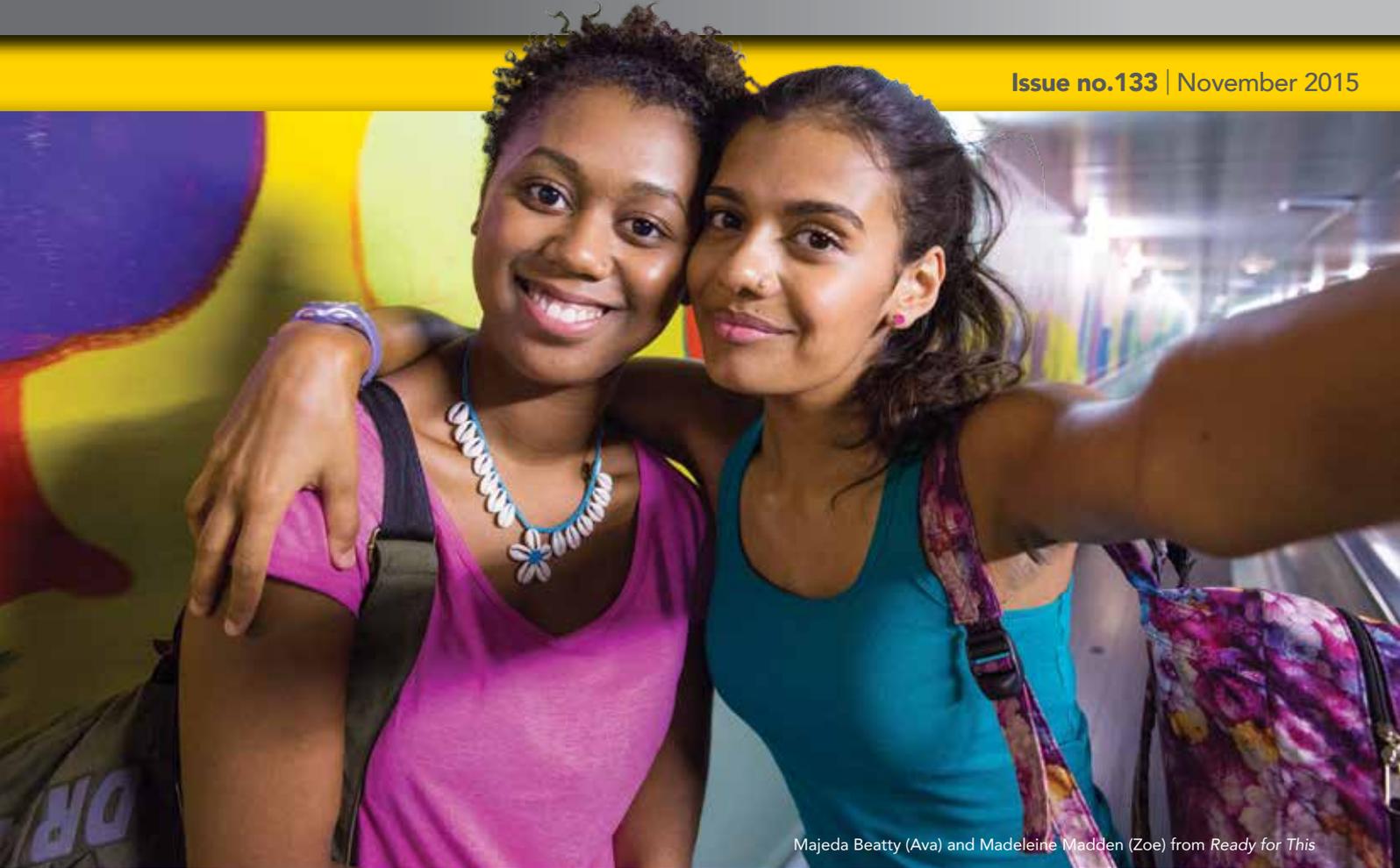


AUSTRALIAN CHILDREN'S  
TELEVISION FOUNDATION

# CARE FOR KIDS

## Television News

Issue no.133 | November 2015



Majeda Beatty (Ava) and Madeleine Madden (Zoe) from *Ready for This*

**INSIDE:** • Parliamentary Screening • Care For Kids: Moving Online • International Sales

## Ready For This: ON AIR

***Ready For This*, a new teen drama series from the producers of *Dance Academy* and *Redfern Now*, is on air.**

*Ready For This* premiered on Monday 5 October at 6.20pm on ABC3 with a special, double-length episode titled, "Brand New Me". The remainder of the series is now screening as half-hour episodes every Monday at 6.20pm, leading up to the final episode on 28 December.

Viewers who miss Mondays can watch an encore screening every Friday at 8.30pm on ABC3, starting October 9. Episodes will also be available for 30 days online on the ABC's iView service.

*Ready for This* follows the stories of five indigenous teenagers leading very different lives. Ava is an incredible singer with a shy disposition. Lily is at Arcadia House under sufferance, whilst Zoe dreams of running in the Olympics. Levi's focus is on achieving his football dreams, while Dylan longs to escape from the watchful eye of his parents. And then there is Reece, a budding artist and

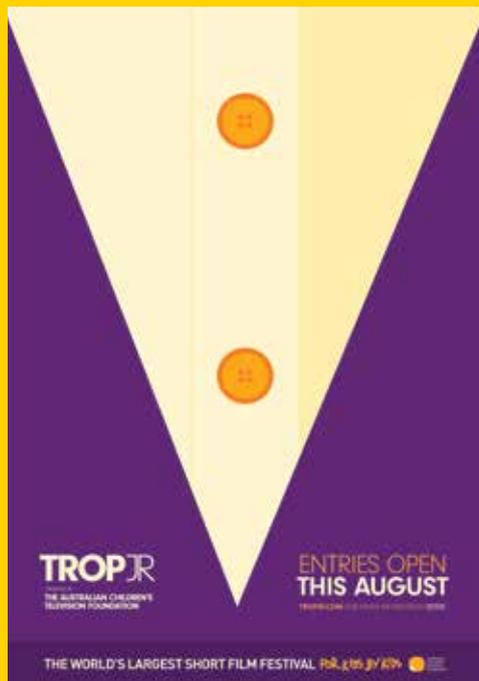
friend to Lily who lacks stability at home and ends up becoming the final member of the household.

Despite their differences, and with each wanting to excel in their own field, they come to Arcadia House as strangers, but little do they realise that they, along with Mick and Vee who oversee the house, have found a family and with the help, support and friendship of these new friends they can achieve, challenge and conquer more than they could ever have imagined.

*Ready for This* is a co-production between Werner Film Productions and Blackfella Films. The series is financed by Screen Australia, Screen NSW, the ABC, and the ACTF.

The ACTF will distribute the series worldwide.

## TROP JR THE WORLD'S LARGEST FILM FESTIVAL - FOR KIDS, BY KIDS



On Saturday December 5, the Moonlight Cinema in Sydney's Centennial Parklands will play host to the next Trop Jr short film festival. The event will showcase the finalist films chosen from this year's competition, of which only one will be crowned the winner!

This year Trop Jr becomes a stand-alone event, from 5 – 9pm the day before Tropfest, especially tailored for children and their families, with live entertainment and special guests.

"We're planning a whole evening of activities for kids so not only will families be able to see some incredible films but you can settle in with a picnic blanket for a whole night of fun," said Michael Laverty, Managing Director of Tropfest.

For those Trop Jr fans that can't make it to Sydney's Centennial Parklands, join one of the Trop Jr satellite events being hosted in major cities around Australia - visit [www.tropjr.com](http://www.tropjr.com) to find a screening near you.



Rida from MY:24

## International Sales

The ACTF has concluded a number of international sales in the lead up to MIPCOM.

France Televisions has acquired the factual program *MY:24*, which was produced by Essential Media. The series is currently being dubbed at a Paris studio for broadcast in the French language. *MY:24* has also been sold to RTP Portugal.

"*MY:24* really captures the kind of realism we want to focus on for our magazine timeslot on France 4 – shows about real people and their real stories – each one suitably fit for the curious, tween-aged child," said Alexandre Henin, Youth Programs Acquisitions Executive, France Televisions.

*Little Lunch*, which is being launched at MIPCOM, has already been quickly picked up by TV Ontario (Canada), Television Broadcasts Limited (Hong Kong) and Netflix for the USA and UK.

*Worst Year of My Life, Again!* has been acquired by Netflix for the USA and Latin America.

Popular comedy series *Mortified* and the successful adventure series *Bushwhacked!* (Series 1) has been acquired by Once TV (Mexico), whilst the award winning series *My Place* (Series 1 & 2), has been sold to Naaga Entertainment.

*Lockie Leonard* (Series 1 & 2) has been sold to ARD Germany for broadcast on KiKA.

The VOD rights for the animated comedy series *Flea-Bitten* have been acquired by TVNZ (New Zealand).

The Wananchi Group (Kenya) has also acquired a package of programs (*Worst Year of My Life, Again!*, *Bushwhacked!*, *Dukes of Broxtonia* and *Mortified*) for broadcast on African Pay TV kids channel Zuku Kids which has a pan African reach.

# Parliamentary Screening

The ACTF, invited guests to a special screening at Parliament House, Canberra, on 12 August, 2015.

This year's new programs, *Little Lunch* and *Ready For This*, were screened for an audience of 150 people in the Parliament House cinema, with producers Wayne Hope, Robyn Butler, Darren Dale, Miranda Dear and Joanna Werner in attendance.

Janet Holmes à Court, AC, Chairman of the ACTF, made a speech, an edited extract of which is produced in this newsletter.



Bernadette O'Mahony, Robyn Butler & Emily Hope

## Speech by Janet Holmes à Court, AC at Parliament House, Canberra on 12 August 2015

Australian children's television, and the great role that the Commonwealth Government plays in supporting and nourishing it, is an unsung success story.

And it's a story that is usually oversimplified for members of parliament.

When the ABC comes to Canberra for their annual showcase, for example, children's television is represented by the appearance of two large Bananas. And I can see that the reason they do this is because everyone laps it up, lining up to be photographed grinning with the two Bananas.

Similarly, when there is a discussion at Senate Estimates about whether funding cuts to the ABC are impacting on children's television, it becomes a question about whether Peppa Pig's got a future. Peppa Pig is imported from the UK. That means she's much cheaper than local content to buy and she was never, ever in any danger.

This oversimplification is hiding a much bigger story.

In this country we make children's dramas that get screened here and around the world over and over again.

Only last week, when reviewing *Little Lunch* for the Sunday Age, journalist Melinda Houston wrote

**"It's quite possible that the best of Australian children's television is actually better than the best of our grown-up television.**

**Lockie Leonard, Dance Academy, Nowhere Boys: they've all been absolutely world class, and now this completely delightful series for sub-tweens joins the ranks."**

The ACTF is here in Canberra to thank the Government for its support for our work. Governments have provided consistent bi-partisan support for children's television for more than 30 years, and the result is a body of work that entertains, engages and inspires children's audiences.

But we are also bringing a message to Canberra, and the message is that our world class live action children's drama is the most vulnerable form of local content. It needs special help.

The existing regulations and funding arrangements were developed many years ago in the analogue era. A global smorgasbord of new content and new platforms are now disrupting and challenging our industry, and support for local children's content is even more critical than before.

Adult drama in Australia has undergone a renaissance as a direct result of Government intervention. Over the last few years, programs like *The Secret River*, *The Devil's Playground*, *Howzat!*, *The Code*, and *Redfern Now* have

delighted Australian audiences and explored uniquely Australian stories and points of view.

Meanwhile, in the children's space, the production of Australian live action children's drama is declining, as the commercial broadcasters pay less and less, and the children's program department at the ABC has to make do with less.

It's like Motherhood – everyone thinks Australian children's drama is a good idea, but everyone takes it for granted that it's there and doesn't always recognise how tough it is to make it happen.

But it is possible to improve the policy settings that we have to ensure that we continue to make the best children's television drama for our country's children.

We need to recognise the ABC as a core portal for children's drama and ensure that they have quarantined funding and transparent KPIs around the provision of local children's content.

We should also recalibrate the regulatory requirements for the commercial free-to-air and pay TV networks.

And we should ensure that our funding mechanisms through the producer offset and direct funding continue to support the production of children's drama in recognition of its high cultural value and importance to Australian children.

We need to ensure a future for children's content that is one of our most vulnerable, but most successful, cultural assets.



# Care For Kids: MOVING ONLINE

This is the last issue of the ACTF's newsletter, *Care For Kids*, to be printed and mailed to readers. In 2016, *Care For Kids* will be revamped and redesigned for email distribution only.

If you currently receive the hard copy of *Care For Kids* in the post, please sign up for the emailed version at [actf.com.au/news/sign\\_up\\_for\\_newsletter](http://actf.com.au/news/sign_up_for_newsletter). If it is easier, you can send an email requesting that you be signed up to [info@actf.com.au](mailto:info@actf.com.au)

A hard copy of *Education News and Catalogue* will be printed twice a year and distributed to schools. If you wish to receive a personal copy of the *Education News and Catalogue* in the post please email [info@actf.com.au](mailto:info@actf.com.au) to let us know. Alternatively, you can sign up to receive this publication by email as well.

## Board Meeting SCRIPT DEVELOPMENT APPROVALS

At its meeting in September the Board approved the following script development investments:

Grace Beside me	Magpie Pictures Pty Ltd (NSW)	\$20,000
The Mighty Mustangs	Rachel Davis Productions (VIC)	\$29,006
#quirkygonebeserky!	Sticky Pictures (NSW)	\$12,880
The Jan and Rai show	Bogan Entertainment Solutions (VIC)	\$15,000
Boxwars	Bogan Entertainment Solutions (VIC)	\$15,000
Ready for This – Series 2	Blackfella Films (NSW) & Werner Film Productions (VIC)	\$37,619
Heatwave	Bravado Productions (NSW)	\$12,000
You're Called What?!	Wildbear Entertainment (QLD)	\$10,000



**AUSTRALIAN CHILDREN'S  
TELEVISION FOUNDATION**

3rd Floor, 145 Smith Street, Fitzroy, Victoria 3065  
T 03 9200 5500 F 03 9200 5555 E [info@actf.com.au](mailto:info@actf.com.au)  
W [www.actf.com.au](http://www.actf.com.au)

ABN: 93 005 986 952

