

NEW FUNDING ANNOUNCEMENT



SUPPORTING QUALITY AUSTRALIAN CHILDREN'S SCREEN CONTENT

The Australian Children's Television Foundation (ACTF) welcomes the Federal Government's announcement that the 2020-21 Budget will include an additional \$20million funding to the ACTF over two years to boost the development, production and distribution of high-quality Australian children's content.

"Children's screen content is both a mirror and a window in a child's life. We currently stand on the brink of a great opportunity or an irretrievable loss for our nation's children, the broader community, and our local screen industry." said Jenny Buckland the CEO of the ACTF, "by making this announcement the Minister has shown that he recognises how important it is that Australian children see their lives reflected on screen, they experience recognition, affirmation, and gain positive role models; helping them to imagine all the possibilities for someone who looks and sounds like them."

The production of children's content also plays a vital role in the screen sector eco-system, employing people all over Australia, including in the regions, and offering training opportunities that are not available on other types of production. Many of our most skilled practitioners on camera and behind the scenes have learned their craft on a children's television project.

For 38 years the ACTF has occupied a unique position at the intersection of the screen business, education, Australian culture and social impact. No other organisation comes to the table with the same bundle of attributes: the cultural remit, the financing expertise, the distribution insight, and the educational background and reach. We have a proven and renowned track record and internationally unparalleled expertise in how children's content is commissioned, made, promoted and distributed into the world.

"This additional funding will help us be the catalyst for more of the amazing children's content like *Hardball*, *Little Lunch*, *The Inbestigators*, *Little J and Big Cuz*, *Mortified* and *Lockie Leonard*, that the ACTF has been supporting and distributing for nearly 40 years" said Janet Holmes à Court, Chair of the ACTF Board.

For more information, please contact ACTF CEO Jenny Buckland: jenny.buckland@actf.com.au

The ACTF's submission to the Supporting Australian Stories on Screen Options Paper is [here](#).



ABOUT THE AUSTRALIAN CHILDREN'S TELEVISION FOUNDATION (ACTF)

The ACTF is unique in the world; a not-for-profit organisation with a singular purpose to deliver quality screen content about children to children all over Australia, and all over the world. For 38 years the ACTF has been at the forefront in creating a world class Australian children's screen industry with an enviable reputation.

The ACTF makes Australian children's lives better through screen content that reflects our culture and our values. We act as a catalyst for the production of quality Australian children's screen content which reaches and connects with children on all the platforms they engage with. We achieve this by providing:

- Script development funding;
- Capacity building/enabling/nurturing producers and emerging talent;
- Production investment (via distribution advance and/or equity);
- Promotion, worldwide distribution, advocacy for children's screen content; and
- Education resource development and scaffolding, and educational outreach.

The ACTF is a not-for-profit public company, independent of commercial or other interests. We receive funding of \$2.89 million from the Commonwealth Government (through the Department of Infrastructure, Transport, Regional Development and Communications) and much smaller contributions from the governments of all States and Territories. We generate additional income from our sales and distribution activities. Our governing body are a Board of Directors, all of whom serve in an honorary capacity. They come from every State and Territory and their expertise ranges across the screen sector and creative industries, educational practice and leadership, child psychology, public companies and private enterprise.

www.actf.com.au



WHAT IS HAPPENING TO FUNDING FOR AUSTRALIAN CHILDREN'S TELEVISION?

- On Wednesday 30 September 2020, the Australia Government announced its response *Supporting Australian stories on our screens Options Paper*.
- In response to feedback received during the consultations for the *Supporting Australian stories on our screens Options Paper*, the Government has announced changes to content regulation and production support funding and incentives.
- As part of the announcement the Government will provide \$20 million (\$10 million per annum) over two years from 2021-22 to the Australian Children's Television Foundation.
- This additional funding will assist the ACTF to invest in the development, production and distribution of quality Australian children's content.
- The Government is also providing an additional \$30 million to Screen Australia over two years (from 1 July 2021) to support Australian drama, children's and documentary film and television production, and in addition Screen Australia will receive \$3 million over three years (commencing in 2020-21) to establish a competitive grants program to cultivate quality Australian screenwriting and script development. Any questions about this funding should be directed to Screen Australia.
- The Producer Offset for film and tv will be harmonised to 30%.

WHEN WILL THE ACTF FUNDING BE AVAILABLE?

- The ACTF funding will be available from the 2021-22 financial year.

HOW DO I ACCESS THIS FUNDING?

- The funding will be used to expand the ACTFs existing programs.
- Information on how to apply is available at the ACTF's [website](#).

DOES THIS FUNDING REPLACE SCREEN AUSTRALIA FUNDING FOR CHILDREN'S CONTENT?

No, this funding is separate and additional to funding available for children's content from Screen Australia.

Information about all measures announced by the Commonwealth Government can be accessed here:

<https://www.communications.gov.au/what-we-do/television/modernisingaustralian-screen-content-settings/qa>

Any questions about the overall announcement should be directed to the Office for the Arts via filmenquiries@arts.gov.au

WHY SUPPORT FOR AUSTRALIAN CHILDREN'S SCREEN CONTENT MATTERS

This announcement recognises that Australian children are inundated with screens during their formative years, right at the time when they are developing their values, identity and self esteem. It is vital they be provided with screen content that is made especially for them. Yet the creation of children's screen content has been disadvantaged because it does not command the levels of investment from broadcasters or others that adult content does. It is the clearest example of market failure in the screen sector, but also the greatest example of public value.

Successive Australian governments have supported the provision of high-quality, original and distinctly Australian television for children, through a mix of regulation, direct subsidies and tax incentives. As a result, Australia has been a world leader in the production of highquality children's screen content.

These funding mechanisms are designed to secure Australian children's content on all the platforms children are now engaging with.