



SCREEN
PRODUCERS
AUSTRALIA

PARLIAMENTARY MEETING KIT

Helping the screen industry
advocate for change

JULY 2025



The Kimberley, Wild Pacific Media



HOW TO SUPPORT OUR SCREEN INDUSTRY

The Australian screen industry has been waiting patiently for more than ten years for the Australian Government to regulate digital streaming platforms for the benefit of Australian audiences. Like other platforms, online streaming services should also the local content rules that have served audiences and industry so well, for decades now. These rules will put in place a legislated requirement to invest in some minimum levels of Australian content.

Delivering on this proposal was a key commitment of the January 2023 National Cultural Policy, *Revive*. However, and despite extensive consultation with stakeholders since then, we have been stuck in seemingly policy limbo. What we did achieve in 2024 was to head off a bad model of regulation that was rumoured to be under serious consideration. While this prolonged delay has been deeply frustrating, we now have an opportunity to use our voices to build support for a renewed commitment for urgent action in the new Parliament.

Any streamer regulation put forward must ensure the sustainability of our industry, our livelihoods and support Australian screen culture for generations to come. We will only get one shot at achieving this landmark legislation, and getting the detail right is of paramount importance. But for now, it's important just to focus on some key principles.

Through our collective effort in 2024, we have made our industry more visible to Members of Parliament and delivered the message that the screen production sector wants a model of regulation that will ensure our industry can grow and prosper in the streaming era.

It is clear that (mostly global) streaming platforms simply do not want to be regulated, although many of them now accept it is inevitable. They are powerful, highly influential and well resourced. But - we also have power and influence if we work together and use our best weapon - our own voices and make sure our industry is heard and our views are listened to.

WHAT CAN YOU DO?

Our industry faces a tough battle to have the same influence as the big digital streamers do. However, what we do have is “people-power” as a result of us living, working and voting in the electorates of our elected Parliamentary representatives. A face-to-face meeting with your MP, especially if they are newly-elected is the most powerful tool of political persuasion and far outweighs any other action such as an email or phone call which can be more easily filed away. When an MP can put a face and name to an issue, it is much more real for them.

So, as a member of the Australian screen industry with skin in this game, now is the time to contact your local Member of Parliament, introduce your business and tell them about the **2025 Screen Industry Policy Platform** - what the Australian screen industry needs to grow and prosper. This is an opportunity to provide your experiences, perspectives and feedback on what is needed. This kit provides step-by-step instructions to guide you through the process.

STEP 1.



IDENTIFY YOUR LOCAL MP AND CANDIDATES (WHERE YOU LIVE)

You can find your electorate and sitting MP by entering your suburb on the Australian Electoral Commission website here - [Find my electorate \(aec.gov.au\)](https://www.aec.gov.au).

Once you've found your electorate, you can find your sitting MP's contact details on the Australian Parliament House website. You need their electorate office contact details. The full list of MPs is available here - [Contacting Senators and Members](#).

STEP 2.



REQUEST A MEETING

Using the contact details sourced as outlined above, you should email your MP and request a meeting. We have prepared a draft email for you to tailor and send to your local MP/s:

Template: Email to Your Local MP / Candidate/s



Dear <MP>

I am one of thousands of Australian screen practitioners, behind the scenes businesses bringing Australian stories, voices and content into homes and cinemas.

I <live in the electorate of <ELECTORATE NAME> and would like to meet with you to let you know about my work and share my views on how we can keep the action rolling on Australian screen stories by securing fair and flexible Australian screen content requirements on streaming services.

The Albanese Government promised this regulation to us in 2022, in the 2023 National Cultural Policy and at the recent federal election. 2024. We were pleased to hear the Prime Minister's support in April this year when he said: **"we strongly support local content in streaming services so Australian stories stay on Australian screens."**

For the sake of Australian audiences and our industry, we must seize the opportunity to move forward from consultation to legislation to make this a reality in 2025.

I look forward to hearing from you to arrange a mutually convenient time to meet.

Kind regards,
<Your name>
<Your title>
<Your company>

STEP 3.



ROUND UP SOME OTHERS FROM THE SCREEN INDUSTRY

You probably already know of others who also work in the screen industry and live in the same electorate as you do. There's strength (and comfort) in being part of a small group in meeting with an MP so use your networks to reach out to see if you can find a few others to join you. It's helpful to have a couple of people in a meeting to emphasise different points about the industry - but it's also empowering to do this on your own.

STEP 4.



ALWAYS FOLLOW UP YOUR MEETING REQUEST

MPs are busy and you may need to wait a few weeks for your meeting to take place, especially if Parliament is sitting. If you have not heard back within a few days, then you should follow up your email, by phone if you can. Get the name of the person you speak with and continue to follow the same person up as needed.

Do not hesitate to get in contact with Screen Producers Australia if you need any support leading up to your meeting.



STEP 5.



GET A PHOTO & POST ABOUT THE MEETING ON SOCIAL MEDIA

A photo of you and your MP will be an important record of the meeting and their support. It is really important to get a photo at the end of your meeting, and use that picture on your social media channels.

Send your photo to SPA via info@screenproducers.org.au and we will share on our socials.

Don't forget to tag us too!



[@ScreenProducersAustralia](#)



[@screen_producer](#)



[@ScreenProducersAustralia](#)



[@ScreenProducersAust](#)



[@Screen_Producer](#)

We have provided a draft social media comment below:

‘Thank you <@LocalMP> for meeting with me/us to discuss the importance of safeguarding Australian screen stories through local content rules on mostly global streaming platforms. We are counting on you to stand up for Australian stories, voices and culture.’

STEP 6.



ACTION ITEMS FOR YOUR MP

In your meeting, it is important to think about what you want to ask your MP to do to represent you.

- **Make a short speech in Parliament about your meeting and issues:** Each sitting day at 1.30pm, MPs can stand up and speak for 90 seconds about any issue of their choosing. A “90 Second Speech” is a great way of raising the profile of this issue as many MPs will be in the House of Representatives ready for 2pm Question Time. You’d be surprised at how effective even a short speech can be to draw attention to an issue.
- **Write to Ministers Burke and Wells:** You can also ask your MP or Senator to write to the Ministers and ask them for an update on Government plans to meet their election promises to regulate streaming platforms and to provide you with a copy of this response.

STEP 7.



KEEP US INFORMED

We would love to hear about your meeting because it is vital information that will help inform our broader advocacy and engagement.

We’d also love to share your experiences and achievements throughout the member community - we will also achieve more by working together!



PARLIAMENTARY MEETING KIT

TALKING POINTS

Background/Context

- Australian audiences have shifted to online streaming platforms but our long-standing local content rules have not yet followed them.
- Australian stories are being left behind and our audiences are missing out on the most accessible form of culture available.
- It is important that any model of streaming regulation delivers more genuinely Australian stories of cultural worth on our screens, particularly for our children.
- Our industry wants a firm commitment from you to support legislation streaming services to invest in key genres including children's content, scripted drama and documentaries.

Australian Screen Industry Priorities

1. Ensure Australian Audiences See and Hear their own stories

- Fair Streaming Investment: Introduce a flexible and fair local content investment obligation for streaming platforms tied to revenue or subscribers.
- Protect Australian Creativity: Strengthen intellectual property protections to keep Australian stories in Australian hands through a rights retention framework.
- Support Cultural Independence: Ensure independent screen businesses can thrive and be autonomous.

2. Strengthen National Broadcasters and Screen Bodies

- Australia needs better funded national broadcasters and screen bodies. Budget cuts have put pressure onto producers and others in the screen ecosystem.
- ABC & SBS need additional funding, particularly for drama, documentary and children's content - conditional on fair commissioning practices.
- Screen Australia needs additional funding to support a stronger pipeline of local stories and to develop our creative entrepreneurship.

3. Build a Competitive, Fair Screen Investment Framework

- Boost local production: increase the Producer Offset for TV to align it with feature films, particularly children's content.
- Reward Australian Ownership: Provide higher incentives for projects that retain Australian IP in Australian hands.
- Fix Industry Gaps: A fit-for-purpose screen industry framework attracts investment, keeps production local and maximises benefits for Australian creatives.

1. Australian audiences must be able to see and hear their own screen stories:

THE PROBLEM:

- Audiences have shifted to online streaming platforms but our local content regulation have not yet followed them. This is leaving Australian audiences, including our most vulnerable – children, with very limited access to their own stories and culture.
- Screen stories are undoubtedly the most accessible form of culture available to audiences – so the local content rules for the screen industry that have served us so well for decades on other platforms such as commercial free-to-air and subscription (ie, Foxtel) must now be adapted to apply to online streaming platforms to keep local storytelling culture within reach of us all.
- Access to arts and culture is a vital part of our existence – experiencing creative expression can help us address some of our most challenging issues including social cohesion, the opportunity to connect, develop resilience and a sense of place in society.
- Local content rules should support authentic local storytelling – including for child audiences – protect Australian copyright and IP and provide a recognised role for our independent screen businesses in order that we can maintain our cultural sovereignty.
- Streaming platforms have been a part of our lives for ten years now. The time for action is long overdue.

ACTION NEEDED: Fair, flexible and reasonable local content rules for streaming platforms without further delay.

2. Australia needs well-funded screen bodies and national broadcasters for our industry to thrive:

THE PROBLEM:

- At the same time as (mostly global) streaming platforms have upended our industry with often unfair business practices and influence, Australia's screen bodies and national broadcasters have not had the funding needed to support local stories and pathways to audiences.
- Lost funding creates a deficit of investment in screen culture and missed opportunities that cannot be easily recovered.
- Our own screen institutions and bodies prioritise Australian audiences, support a strong screen industry and provide a counterweight to the global force of streaming platforms.
- Government should provide increased funding to critical screen bodies like Screen Australia and our national broadcasters such as the ABC and SBS to ensure the Australian screen industry can continue to serve local audiences and maintain its place in a global industry.
- Our national broadcasters play a critical social equity role as they are the only platforms that have a recognised and legislated role in prioritising our national identity and cultural diversity while serving Australian audiences on a free-to-air basis.

- However, it is important that any additional funding for the ABC or SBS is based on fair commissioning practices so our independent screen businesses get a fair go.
- We need effective and well-funded screen bodies like Screen Australia to develop and support boost to enterprising creativity. This will best guarantee Australian audiences have access to a diverse range of screen content and that our screen businesses have a strong pipeline of business conducted on fair terms.

ACTION NEEDED: Increased funding for Screen Australia, ABC & SBS to support more development and production of Australian screen stories through a local pipeline of project commissioning and support fair business practices. Increased funding for national broadcasters must be conditional on fair commissioning and licensing practices that ensure sustainable independent screen businesses.

3. Build a competitive, fair screen framework:

THE PROBLEM:

- The screen industry marketplace relies on both carrots (tax incentives, development funding) and sticks (local content rules) to work effectively and in balance.
- It's time to fix some anomalies in our system of screen incentives and adapt to industry changes.

ACTION NEEDED:

- Increase the Producer Offset for TV to align it with feature films
- Provide an additional incentive for screen projects that retain Australian IP.
- Fix some industry gaps and anomalies:
 - Return the Location Offset threshold from \$20M to \$15M
 - Remove the 65 hour cap for documentary series
 - Give doco features access to the PDV Offset.
 - Return PDV threshold for doco to \$250k

VERY IMPORTANT POINT FOR YOUR CONSIDERATION AND ATTENTION!

Please add your local experiences and perspectives as an Australian screen producer. Your MP/Senator will be most interested in the way this impacts their community, so please take some time to consider how your company or project generates value for the local community.

For example, if your work in the community generates Australian jobs, you should absolutely add these local facts to your discussion. If you have a local production in the electorate:

- How many jobs does it generate - both direct and indirect?
- How long is the project running?
- How much does the project cost and what is the flow on spend to the area?
- How much revenue is it expected to bring into the community?



Will the 48th Parliament deliver on the Government commitment for the Australian screen industry?



WILL THE 48TH PARLIAMENT DELIVER ON THE GOVERNMENT COMMITMENT FOR THE AUSTRALIAN SCREEN INDUSTRY?

- The Australian screen industry has been waiting patiently for more than ten years for the Australian Government to regulate digital streaming platforms for the benefit of Australian audiences. Like other platforms, online streaming services should also follow the local content rules that have served audiences and industry so well for decades now.
- Streaming regulation will establish a legislated requirement to invest in a minimum level of Australian content.
- Delivering on this proposal was a key commitment of the January 2023 National Cultural Policy, Revive, as well as by Labor in the 2019, 2022 and 2025 Federal Elections.
- However, despite extensive and detailed consultation with stakeholders in the last term of Parliament and a promised start date of 1 July 2024, no legislation has yet been introduced.
- Any streamer regulation put forward by the Australian Government must ensure the sustainability of our industry, our livelihoods and support Australian screen culture for generations to come.

WHAT WILL DELIVER ON THE PM'S PROMISE TO AUSTRALIAN AUDIENCES AND OUR SCREEN INDUSTRY?

Australian audiences must be able to see and hear their own screen stories

- **Fair Streaming Investment:** Introduce a flexible and fair local content investment obligation for streaming platforms tied to revenue and/or subscribers.
- **Protect Australian Creativity:** Strengthen intellectual property protections to keep Australian stories in Australian hands through a rights retention framework.
- **Support Cultural Independence:** Ensure a role for independent screen businesses so they can thrive and remain autonomous.

WHY?

Audiences have shifted to online streaming platforms but our local content regulation have not yet followed them. This is leaving Australian audiences, including our most vulnerable – children, with very limited access to their own stories and culture.

Screen stories are undoubtedly the most accessible form of culture available to audiences – so the local content rules for the screen industry that have served us so well for decades on other platforms such as commercial free-to-air and subscription (ie, Foxtel) must now be adapted to apply to online streaming platforms to keep local storytelling culture within reach of us all.

Access to arts and culture is a vital part of our existence – experiencing creative expression can help us address some of our most challenging issues including social cohesion, the opportunity to connect, develop resilience and a sense of place in society.

Local content rules should support authentic local storytelling – including for child audiences – protect Australian copyright and IP and provide a recognised role for our independent screen businesses in order that we can maintain our cultural sovereignty.

Streaming platforms have been a part of our lives for ten years now. The time for action is long overdue.

ACTION NEEDED:

Fair, flexible and reasonable local content rules for streaming platforms without further delay.

FOR MORE INFORMATION

Matthew Deaner

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**‘We strongly
support local
content in streaming
services so
Australian stories
stay on Australian
screens.’**

**Prime Minister Anthony Albanese,
April 3 2025**

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SPA 2025 POLICY PLATFORM

Make It Australian: Give Our Stories a Fair Go

Every Australian deserves to see their stories on screen. Let's protect and support our culture by strengthening the creators and businesses that make it possible.



KEY PRIORITIES

Ensure Australian Audiences See and Hear Their Own Stories

1

- **Fair Streaming Investment:** Introduce a flexible and fair local content investment obligation for streaming platforms, tied to their revenue or subscribers.
- **Protect Aussie Creativity:** Strengthen intellectual property protections to keep Australian stories in Australian hands.
- **Support Cultural Independence:** Ensure our independent screen businesses thrive to maintain our cultural identity.

We need action, because Australian stories are being drowned out by foreign content.

Strengthen National Screen Bodies and Public Broadcasters

2

- **Strong Public Broadcasters Underpin our Industry:** Inject additional funding for independently made Australian shows, across all key genres inc. drama, documentaries, entertainment and children's—conditional on fair commissioning practices. All Australians, especially our children, need access to their own stories without paywalls.
- **Fuel Creativity:** Commit additional funds to Screen Australia to support a stronger pipeline of local stories and to foster creative entrepreneurship.

Stronger public broadcasters and screen bodies mean more industry jobs, more stories, and a greater global presence for Australian voices.

Build a Competitive, Fair Screen Framework

3

- **Boost Local Production:** Increase the Producer Offset for TV to align it with feature films, particularly children's content.
- **Reward Australian Ownership:** Provide higher incentives for projects that retain Australian IP.
- **Fix Industry Gaps:** Lower the Location Offset threshold, remove outdated 65 hr cap on doco series, add PDV access for doco features and reform Producer Offset rules to level the playing field and keep incentives relevant to industry.

A fit-for-purpose incentive framework attracts investment, keeps production local, and maximises benefits for Australian creatives.

WHY WE SHOULD BACK THIS PLAN



Economic Growth

The screen industry creates skilled jobs, adaptation of new technology, drives tourism, and exports Australian culture and values globally.



Cultural Identity

Protecting local stories strengthens national pride and identity.



Community Connection

Authentic Australian stories foster belonging, community resilience and shared experience.

Let's give Australian audiences and creators a fair go. Together, we can Make It Australian!