



## **SAFC Submission to Federal Government's Streaming Services Reporting and Investment Scheme Discussion Paper**

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### **Background:**

Established in 1972, the South Australian Film Corporation (SAFC) is South Australia's leading screen authority and investment agency, supporting the development, growth and promotion of the state's screen production sector.

SAFC's submission draws on its previous submission to the Media Reform Green Paper (May 2021) and has been developed in conjunction with all state and territory screen agencies.

SAFC's position reflects its status as a statutory authority with a mandate to champion the South Australian screen sector. SAFC does not purport to reflect the views of the broader South Australian screen industry.

SAFC wishes to express its thanks to the Department of Infrastructure, Transport, Regional Development and Communications for the opportunity to provide input into this round of consultation.

### **Summary of SAFC Position:**

In principle, the position of SAFC is that the overall purpose of media reform should be to:

- Increase the volume of Australian-made content for Australian audiences
- Support a sustainable and thriving independent Australian screen production sector
- Ensure that commercial platforms which derive economic benefit from operating in the Australian marketplace contribute to the growth and sustainability of the independent Australian screen production sector.

### **SAFC Response to Federal Government Streaming Services Reporting and Investment Scheme Discussion Paper**

#### SAFC is responding specifically to the SVOD Scheme Discussion Paper:

- SAFC welcomes the entry of SVODs into the Australian marketplace and the opportunities for Australian screen businesses and Australian audiences.
- SAFC recognises the unique cultural value of Australian screen stories, including First Nations stories, and the power of Australian screen stories to reflect the vibrancy and diversity of Australian life.
- SAFC notes the uneven regulatory environment for local content production.

- SAFC reiterates its publicly stated position that any broadcaster or platform that derives benefit from the Australian taxpayer should be making a contribution to the growth and sustainability of the Australian independent production sector through the production of local content.
- To give certainty to Australian screen businesses, local content regulation needs to be clear, consistent and transparent.
- Regulation must deliver more Australian stories on Australian screens.
- SAFC joins with other state screen agencies and Screen Producers Australia (SPA) in calling for a content investment obligation for streaming platform services set at 20% of the service's total Australian gross revenue.
- The definition of 'Australian content' must be fit for purpose and benefit Australian independent screen producers, writers and directors, Australian cast, Australian Heads of Departments, Australian crews and Australian screen service companies.
- Content investment obligations must be met by new commissions for original Australian drama, children's and documentary content.
- Content obligations should match the genre(s) available on a platform's service and be for first-run release on the service.
- Australian Producers need to be able to negotiate on fair terms – regulation could and should enshrine this.
- Regulatory reform should be reviewed regularly to ensure that the settings for local content obligations are meeting policy objectives.