



AUSTRALIAN CHILDREN'S
TELEVISION FOUNDATION

5 April 2011

Matthew Deaner
Manager, Strategy and Research
Screen Australia
150 William Street
Woolloomooloo NSW 2011

Dear Matthew

**Funding Australian Content on 'Small Screens' - A Draft Blueprint - 15 November 2010
- A review of Screen Australia's role and objectives in television funding**

We wish to take this opportunity to express our support for Screen Australia's draft program guidelines for television funding released on 10 March 2011.

We were pleased to have the opportunity to respond to the initial draft blue print by way of our written submission.

Our submission emphasised the importance of the continuing production and availability of high quality children's television for child audiences throughout Australia. We are pleased that Screen Australia's draft blueprint continues to recognise the importance of children's drama in its newly established Convergent Television fund.

In our submission we reiterated our support for minimum licence fees to be applied to funding for children's drama, but identified several issues relating to the model proposed by Screen Australia. We also commented on the appropriate limits on funding, to ensure that the limited resources available to Screen Australia are shared throughout the industry to create engaging and high quality productions for Australian children.

We are very pleased that Screen Australia has decided to implement many of our recommendations in the draft guidelines, and looking forward to these changes continuing through to the final guidelines scheduled for release in May 2011.

Yours sincerely

Jenny Buckland
CEO.