

To Whom It Might Concern,

We are Jessica Butland and Iris Olivet Llach and are the Managing Director and Head of Theatrical and Business Affairs at Radioactive Pictures.

Radioactive is an Australian and New Zealand distributor of (primarily) Australian and New Zealand films. We pride ourselves on working with Australian films first and foremost, and of really supporting Australian stories in trying to find a never-easy path to revenue / profitability. Since starting operations in 2018, we have released and worked on over 20 Australian films, such as *Ruby's Choice* (2022), *The Red* (2024) and *The Aegean* (2025). We release films across theatrical, television (FTA), streaming (SVOD) and video on demand (TVOD, AVOD).

It is important to note that we are also an Australian production company, however this submission will be based more on the distribution part of the business.

Our submission wants to focus on 2 x key areas that, to our judgement, will increase audience awareness and profitability of Australian film:

- Supporting Cinemas to screen Australian films
- Supporting Distributors to support Australian film releases in cinemas

We would like to acknowledge that both ideas have been borrowed from Kate Separovich's substack '*Australia in Cinemas*'. We are catching up with Kate next week and would like to thank her for inspiring us to write this submission.

Let's get into it!

Supporting Cinemas to screen Australian film

Time and time again, as distributors of Australian film, we find ourselves in an uphill battle when talking to cinema programmers about releasing our Australian films, in their (also Australian) cinemas.

'Why is that?' You might ask.

Well, it comes down to money. As much as cinema owners and programmers love Australian films (because of course they are part of our identity) they simply don't believe that their (also Australian) audiences will choose to purchase tickets to Australian films. Hence if they choose to play our Australian film, they will at a minimum leave money on the table and at worst lose money altogether.

They know the budgets for our Australian films cannot compare to those of Hollywood or Bollywood films. They also know marketing budgets for distributors of Australian film cannot match those of much bigger economies.

We understand cinemas perspective's, yet we believe in the power of Australian film to help us build a national identity.

That is why we want to propose a quota - the same way that FTA and SVOD have quotas, why not apply them to cinemas?

Practical examples of how this could look like are...

- Cinemas with more than 5 screens need to dedicate a screen to Australian films.
- Every cinema needs to dedicate 1 session per screen a day to Australian films.

We are not naive and of course understand that cinemas revenue has already been dwindling over the past few years, especially since the advent of SVOD platforms. Which is why we would never ask for them to implement an Australian film quota without making sure the government can provide an assurance to them that they won't lose money.

We propose that in conjunction with a quota, the government also introduces a subsidy to support cinemas that support Australian film. On a practical level, this might mean topping up the money cinemas are missing on when showing an Australian film, which will then address their main concern - whether they will lose money by betting on an Australian story.

We are confident that a subsidy would certainly be an incentive for cinemas to be more inclined to say 'yes' to distributors that are presenting them with Australian films.

—

Onto our next point.

Supporting Distributors to support Australian film releases in cinemas

Although cinema operators are quite polite when asking questions about the Australian films that we distribute; by now, we do understand what their core concern is when cross-examining our films:

How much money are you really spending in marketing and advertising (also known as P&A) to promote this film?

Truth be told, as a Distributor of primarily Australian films, our P&A budgets cannot compare to those of Disney, Universal, Paramount or Sony. We love Australian films and we want to back them because this is simply who we are; but it is no secret to anyone that returns on Australian films are very different to returns on blockbuster films.

What do we propose here?

A 40% P&A rebate for Distributors of Australian films.

If we can top up our P&As with 40% more money dedicated to advertising; local audiences will certainly have a much better opportunity to hear about Australian films and be enticed to spend on those.

And this in turn will mean that distributors can also support more Australian films to find its audience locally.

And that's that.

2 (pretty simple) ideas to get us watching more Australian films in cinemas.

We hope you see value in them.

Thanks for reading!

PS. Feel free to get in touch with us if you want to pick our brain on the bibs and bobs of releasing Australian films onto screens.