ENTERTAINMENT PARTNERS

SUBMISSION TO A NEW NATIONAL CULTURAL POLICY

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1. About Entertainment Partners

Entertainment Partners is the leading global provider of production finance and production management cloud-based software and services for the Entertainment Industry. Entertainment Partners also provides production incentive facilitation services and industry education and enablement via EP Academy.

Entertainment Partners is headquartered in Los Angeles and has offices in Canada, the United Kingdom, Australia and New Zealand and also has a presence in South Africa.

2. National Cultural Policy

Entertainment Partners welcomes the opportunity to make a submission to a new National Cultural Policy and congratulates Government on the outcomes of REVIVE: A PLACE FOR EVERY STORY, A STORY FOR EVERY PLACE including:

a) Increasing the Location Offset to 30 per cent, to encourage large-scale screen productions to film in Australia;
b) Establishing an Australian content requirement for streaming services to ensure guaranteed access to Australian stories; and
c) Introducing the Digital Games Tax Offset to grow the capacity of Australia's digital games sector.

Entertainment Partners submission is structured around the five pillars first set out in Revive which the new National Cultural Policy will continue to be built on.

<u>Pillar 1: First Nations First</u>

Entertainment Partners supports continued Government funding at appropriate levels to Screen Australia, the Australian Broadcasting Corporation (ABC), Special Broadcasting Service (SBS), National Indigenous Television (NITV) and other arts-based organisations to fund production and broadcast First Nations content.

<u>Pillar 2: A Place For Every Story</u>

"Screen content regularly defines and embodies national pride, cultural identity, social cohesion and points of connection between Australian citizens." [1]

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[1] "Screen Australia Screen Currency Valuing Our Screen Industry" page 9.

The screen sector also creates economic impact employing over 30,000 Australians.[2] In 2024/2025 there was a spend of $1.1 billion in Australia from Australian titles and a record spend of $1.3 billion in Australia across 22 international projects.[3]

Screen production provides domestic and foreign investment that benefits a wide range of industries. Oxford Economics study of the international television series APPLES NEVER FALL found that every $1 million of production activity in Australia, supported a further $2.4 million along its supply chain and through the payment of wages, with a total GDP contribution of $135 million.[4]

The Australian Government provides a suite of screen production incentives including the Producer Offset, the Location Offset, the Post-Production, Digital and Visual Effects Offset (PDV), the Digital Games Tax Offset and the Co-Production Program.

Entertainment Partners supports the continuation of a globally competitive, long term and certain production incentive and co-production program with effective levers in place to support training and sector development.

Pillar 3: Centrality of the Artist

The growth and stability of Australia's screen workforce is reliant on continuous career development through training. Entertainment Partners supports increased Government funding and funding programs to address skills shortages and support the career development of Australia's screen workforce.

The screen industry is widely considered to be facing significant disruption by artificial intelligence (AI). AI tools can now be used to augment content creation, with some AI platforms able to create content entirely generated by AI.

Entertainment Partners supports the ethical and legal creation and use of AI in the screen industry and welcomes a robust regulatory framework that protects the copyright and intellectual property rights of screen content creators.

Pillar 4: Strong Cultural Infrastructure

Australia is significantly behind the United States of America, the United Kingdom and Canada regarding the development of studios, which is inhibiting levels of production

[2] Australian Bureau of Statistics "Film, Television and Digital Games, Australia" 2021-22 Financial Year.
[3] Screen Australia "Drama Report 2024/25".
[4] Oxford Economics (2025), "The Economic Impact of Apples Never Fall in Australia".

growth.[5] Entertainment Partners supports a combination of Government funding and private investment to develop further studios.

Pillar 5: Engaging the Audience

Entertainment Partners welcomes Government review of the Australian Communications and Media Authority's administration of content requirements for subscription video on demand services, having particular regard for the commissioning of content, distinct from co-commissions and acquisitions, to guarantee cultural outcomes.

Entertainment Partners also welcomes Government review of the requirements for Australian commercial free-to-air networks to invest in Australian children's content. Australian children's content introduces children to Australian culture in age-appropriate ways. This contributes to informed, engaged future citizens, with a grounded understanding of their own society. When local children's content on commercial free-to-air networks disappears, the gap is filled by algorithmically recommended global content on foreign owned streaming services. Screen Producers Australia has highlighted that prior to the deregulation of Content Quotas in 2019, there were 391 hours of Australian children's content broadcast across commercial networks. That figure dropped to just 48 hours in 2024,[6] negatively impacting cultural outcomes for future generations.

For further information about this submission please contact [redacted], Managing Director, Entertainment Partners Australia and New Zealand.

[5] Olsberg SPI (2023), "Study on the Impact of Film and Television Production Incentives in Australia".
[6] Australian Communications and Media Authority (ACMA) (2024) Commercial Television Compliance with Australian Content Requirements Published 2025 and Screen Producers Australia (SPA) "ACMA Report Continues to Paint Ugly Picture for Vulnerable Genres of Australian Content" Media Release, 14 August 2025.