



SCREEN
PRODUCERS
AUSTRALIA

PARLIAMENTARY MEETING KIT

Helping the screen industry
advocate for change

APRIL 2026



Kangaroo Beach, Cheeky Little Media

HOW TO SUPPORT AUSTRALIA'S SCREEN INDUSTRY

BACKGROUND

The Australian screen industry is a key part in our creative and cultural sectors.

As the most accessible form of culture, our industry brings our own stories to the screens of Australians and international audiences. Sharing our own stories is an invaluable means of creating connection, building social cohesion and remembering our history and significant events.

Screen producers are responsible for finding stories, creating characters, employing creative workers and crew, as well as finding the finance and logistics to bring all these elements together on screen. Our work is both important and too often, unsung.

In 2025, by working together we achieved the landmark streaming regulation which is a strong foundation to help take our industry forward. However, we still have much work to do to achieve all of the policy settings needed to build a sustainable screen sector, one that can withstand global pressures, foster creative endeavour and deliver on our cultural ambitions.

WHAT CAN YOU DO?

Our local screen industry can sometimes face a tough battle to have the same influence as well-resourced digital streamers and other commissioners. However, what we do have is grassroots “people-power” as a result of us all living, working and voting in the electorates of our elected Parliamentary representatives.

A face-to-face meeting with your MP is a powerful tool of influence and persuasion that complements the advocacy that SPA does in Canberra. An in-person meeting far outweighs any other action such as an email or phone call which is less memorable and can be filed away. When an MP can put a face and name to a business and an issue, it is so much more real for them and is a good prompt for further policy engagement. It's harder to ignore an issue if someone is sitting in front of them.

As a member of the Australian screen industry with direct impact from government policy and funding decisions, we encourage you to establish a relationship with your local Member of Parliament. A meeting is an opportunity to introduce your business and tell them about your projects and what the Australian screen industry needs to grow and prosper.

There's no shortage of issues facing our industry. SPA has a suite of Fact Sheets that outline our policy priorities and areas for government action. Please take the 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. You'll be surprised at how straightforward and rewarding this engagement is!

STEP 1.



IDENTIFY YOUR LOCAL MP (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 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 screen 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.

[insert relevant specific issue if needed]

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



@ScreenProducersAustralia



@screen_producer



@ScreenProducersAust

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 for Arts and/or Communications and ask them for an update on Government policy.

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!

POLICY ISSUES TO INCLUDE IN THE MEETING

- There are a number of screen tax incentive changes that have been announced but not yet legislated. A **SPA Fact Sheet on Unlegislated Tax Incentives** is available.
- SPA is currently updating its **Policy Platform for 2026** and this will be published shortly.
- The Australian Government has commenced consultations for the next iteration of our **National Cultural Policy**. SPA will be consulting with members on its own submission. Details of this process and some Government Town Halls is available on this link: <https://www.arts.gov.au/news/have-your-say-australias-next-national-cultural-policy>

OTHER IMPORTANT POLICY ACTION ISSUES:

There are a number of policy issues SPA has identified for future advocacy, including:

- Streaming regulation - monitoring and reporting
- Increased funding for Screen Australia, ABC & SBS
- Modernising and updating screen incentives
- Producers Rights (incl. terms of trade with streamers and broadcasters)
- Impact of AI
- Access to crew and studio space for location productions

FOR MORE INFORMATION

Matthew Deaner

Chief Executive Officer

Screen Producers Australia

matthew.deaner@screenproducers.org.au

