



MEDIA RELEASE

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New Zealand Television Programmes Enjoying Success on Australian Screens

The New Zealand screen producers' body, SPADA, says that it's a positive development that more New Zealand television programmes are enjoying success on Australian screens.

“In this difficult economic environment New Zealanders and Australians should be celebrating their successes, and working together to strengthen each other's industries,” says SPADA CEO Penelope Borland.

“New Zealand audiences have long enjoyed Australian television programmes, and now some New Zealand programmes are starting to enjoy success on Australian television, and that's good for both countries,” says Ms Borland.

Australian television networks can count New Zealand programmes as part of their local content quotas as a result of the Closer Economic Relations (CER) trade agreement between New Zealand and Australia. Under CER, as clarified by the Australian High Court in 1998, any favourable treatment which benefits Australian nationals, such as a quota, is also available to New Zealanders.

Unlike New Zealand, the Australian television industry is fortunate to have a local content quota, which means broadcasters must ensure 55% of their programming is locally made.

Quotas aside, the screen industry works in an international market so when New Zealand programmes screen in other countries it's a testament to our creative and marketing talent and the merits of the programme. A quota is a mechanism to ensure that Australian television isn't swamped by US and UK shows. “We believe that New Zealand shows – not just those made in Australia – can play a role in this,” says Ms Borland.

SPADA represents New Zealand's film and television producers and senior industry professionals. It has over 350 members and works to represent and strengthen the New Zealand independent screen industry on both a local and international level.

Please contact Penelope Borland on (04) 939 6934 if you require further information.

www.spada.co.nz

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