



30 January 2009

To the Editor

Setting the Record Straight on New Zealand and Australian TV Programmes

There has been a spate of comments recently regarding New Zealand television programmes on Australian TV networks. SPADA believes, for the benefit of both industries, it is important to make the following points to ensure factual accuracy:

1. New Zealand programmes qualify as Australian under the terms of the Australia and New Zealand Closer Economic Relations Trade Agreement (CER) signed by both governments in 1983. The Australian Broadcasting Authority chose to disregard this Agreement; however in 1998, after a successful legal challenge, which went to the High Court of Australia, it was required to amend its regulations.
2. Despite concerns expressed at the time by the Australian industry, there was not an immediate glut of New Zealand television programmes dumped onto the Australian market.
3. Since then, there has been a slow increase in the number of New Zealand television programmes screening in Australia. Many of them screening on SBS, ABC and Pay TV channels, rather than just the commercial networks.
4. The trade initiative continues to favour Australian producers; who sell large numbers of hours of television into New Zealand. For example, in 2007 New Zealanders watched 1,060 hours of Australian dramas and soaps¹.

Therefore, in the interest of bringing some perspective to this discussion, SPADA outlines below New Zealand television programmes that screened in Australia, followed by Australian television programmes that screened in New Zealand in 2008. These lists are by no means comprehensive, however, for the purposes of this discussion it clearly illustrates that the trade and cultural imbalance is emphatically in Australia's favour.

¹ Source: AGB Nielsen

New Zealand shows on Australian Screens (2008)

Commercial Networks

Coastwatch
Emergency
Motorway Patrol
Neighbours at War
Police Ten 7
Rookie Vets
Sensing Murder
Serious Crash Unit

SBS and ABC

Seven Periods with Mr Gormsby

Pay TV

Epitaph
Outrageous Fortune
The Amazing Extraordinary Friends
School of Home Truths

NITV

bro'Town

Australian shows on New Zealand Screens (2008)

Commercial Networks

1 vs. 100
All Saints
Animal Emergency
Animal Rescue
Backyard Blitz
Bluewater High
Bondi Rescue
Bondi Vet
Border Security
Chasers War on Everything
City Homicide
Crash Investigation Unit
Deal or No Deal
Domestic Blitz
Fire 000
Forensic Investigators
Fresh Cooking
Getaway
Hi 5
Home & Away
Hot Property
Jamies' Kitchen Australia
Kath & Kim
Love My Way
McLeod's Daughters
MDA
Medical Emergency
Neighbours
Out Of the Blue

Recruits
Rove
Royal Flying Doctors
Sea Patrol
Search And Rescue
Summer Heights High
Surf Patrol
Thank God You're Here
The Alice
The Chopping Block
The Code
The Force
The Great Outdoors
The Librarians
The Sleepover Club
The Sunshine Strip
Things To Try Before You Die
Underbelly
Who Wants To Be A Millionaire

Pay TV

Alive & Cooking
Better Homes & Gardens 2006/2007
Bills Food S2
Cheese Slices S1
Cheese Slices S3
Coxy's Big Break S1
Dry Spell Gardening
Food Lovers Guide To Australia S1
Food Safari S2
Getaway 2006/2007
Great Australian Homes
Great Australian Sandcastles
Great Outdoors 2007
Kylie Kwong My China
Kylie Kwong Simply Magic 8x30
Location Location Australia
Mercurio's Menu
My Restaurant Rules
Organic Gardening
Out of The Blue
Outback Café
Risking It All Australia
Signature Dish
Surfari
Surfing The Menu
The Best in Australia
The Cook and the Chef
The Great Italian (played once on Living & once on Food)
The Real Seachange
Toby & Matt Europe
Uncorked S1
What's Good For You S1
What's Good For You S2
You've Got That Job S1

Documentary Channel

B.L.A.C.K: The Aboriginal Song of Hip Hop
Black Soldier Blues
Cunnamulla
God On My Side
In the Shadow of Mary Poppins
Living On
Maybe Mum's Not the Word
Operation Babylift
Policing the Pacific
Separate Lives
Singer: A Dangerous Mind
Switch on the Night
The Road Home
Trafficked
Tribal Frontier
Woodface

Maori Television

Crossing the Line (Doco)
Double Trouble
In the Realm of Hackers (Doco)
Karli Jalangu: Boomerang Today
Merrepen (Doco)
Old Man and the Inland Sea (Doco)
Out of the Shadows: Sammy Butcher (Doco)
R.A.N
Rosalie's Journey (Doco)
South Sydney Story
The Art Of Healing (Doco)
Under the Skin: Old Sam, Jasper and Mr Frank
Wiriya Small Boy (Doco)
Yellow Fella.

Yours sincerely

A handwritten signature in black ink, reading "Penelope Borland". The signature is fluid and cursive, with the first name "Penelope" written in a larger, more prominent script than the last name "Borland".

Penelope Borland
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