



## THE COLLECTIVE INITIATIVE

September 2, 2014

WELCOME!

Day by day as large and small media companies expand their reach in programming for both existing and new media platforms, creative content condenses and standardized programs have a far wider reach and influence. Yet with this continued growing expansion, there is a noticeable gap between what appears on our screens and the social reality which exists in the world today.

This unilateral approach to programming does not necessarily reflect the actual and growing diversity of our communities across the globe, especially in South Asia in countries such as Australia, New Zealand and the Pacific Island Nations. In fact the lack of diversity in programming is often apparent in reflecting the audiences being served. Though, in the public broadcasting areas there are wonderful exceptions like NITV, SBS and CAAMA in Australia. This is a trend we would like to see continued and one of the goals of TCI.

With access and resources being one of the barriers for underrepresented content creators, an important aspect of the organization will be it's growing global reach. China, for example is progressive in its media financing initiatives contributing to much broader economic platforms aimed at the international media industry. Already filmmakers in Australia have benefited with these alternate financing models. In early 2014, some Australian filmmakers entered into official co-production deals with Chinese media companies valued at \$15Million. We aim to bring awareness as well as build a bridge to opportunities such as these as we think outside our borders for today's independent content creators in the film, television and digital industries.

TCI APAC is a strong advocate of transparency and diversity in media today where underrepresented content creators are afforded equal opportunities for inclusion in ensuring programming aired is a true representation of their communities.

Our focus is on promoting increased opportunities and diversity in Script Writing and Commissioning, Casting, Distribution, Net-Neutrality Protection, funding and other ways that encourage participation and sustainability for underrepresented independent content creators such as those of color, women, LGBT and the disabled.

We are encouraging all content creators who believe in the importance of diversity in media today, to get involved in this growing movement. It is our sincere hope and desire that 'collectively' through initiatives such as this, by joining a global voice for change we can, we will make a difference.

Sincerely yours,

Don Battee  
The Collective Initiative  
Director APAC

Tony Briggs  
The Collective Initiative  
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