

## Inquiry into the ABC

Please accept this as a public submission. Thank you for seeking the views of members of the public. My name is Katherine Ascot and I am an ABC audience member. Please return The New Inventors. The program is non-commercial, interesting, and entertaining. The show celebrates inventors, science, and the arts. Please retain the television arts unit and continue to produce television from inside the ABC. Please make this television all over the country, not just from Sydney and Melbourne.

It is disturbing that commercialisation is creeping into our ABC. Poh's Kitchen is a spin-off from the Master Chef series. Master Chef is famous for product placement. This show should not have a home on the ABC. It is one long branding triumph. Top chefs race to appear on the program to advertise their brand and restaurants. The cooking implements and equipment are displayed throughout in true Masterchef fashion. In case you miss the brand of any products, at the end they are listed so that you can race to the shop and buy them.

The promotion of this series is relentless. Every time you watch anything there is an ad for Poh's Kitchen.

How is this allowed on ABC television?

I want programs like The New Inventors. This series eschews commercialism and offers real people and real ideas.

If arts and entertainment programs are only made in co-production with those who have commercial interests, how will the ABC be independent?

This is urgent. Please act. Thank you.

Katherine Ascot