

TT 21 November 2011

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17th May, 2012

Mr Kelvin Thomson, MP
Joint Standing Committee on Treaties
PO Box 6022
House of Representatives
Parliament House
CANBERRA ACT 2600

Dear Mr Kelvin Thomson, MP

Palace Films is writing to express its support for the ratification of the Anti-Counterfeiting Trade Agreement (ACTA, the Agreement) currently being considered by the Joint Standing Committee on Treaties (JSCOT).

We are members of the Australian Film and TV community, employing many Australians and contributing to the \$6.1 Billion dollars of Australia's economy for the 2009-2010 financial year¹. In 2009, the Australian Government released its 'Australia's Digital Economy: Future Directions'² paper highlighting that "...content is the key driver of digital economy growth" (p18) and in turn "the digital economy is essential to Australia's productivity, global competitiveness and improves social wellbeing". The content industry is recognised by all major parties as playing a valuable part in the economy and is deserving of both promotion and protection through 'legislation to protect intellectual and artistic property rights'³. ACTA is an agreement which goes a long way to achieving this collective goal.

The government clearly articulated the need for the ratification of ACTA when it stated "Australia already has rigorous enforcement standards – we want to see those same high standards adopted by other countries for the benefit of our knowledge-intensive exporters"⁴.

ACTA will afford the local IP industry increased protection from the threat of counterfeit and pirated product originating outside our borders which contributed to the Australian Economy GDP loss of \$551 Million dollars in 2010⁵.

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Intellectual Property Theft is borderless. However the laws governing the enforcement of IP are clearly delineated in different territories. The harmonisation of laws through this Agreement will strengthen the protection of our intellectual property in foreign markets, drive export earnings and assist the future growth of the Australian TV and Film industry. It is thus vitally important that ACTA is ratified to achieve the joint goal of protecting our intellectual and artistic property rights

We thank you for your consideration.

Kind regards,

Benjamin Zeccola
Executive Director

¹ http://www.afact.org.au/assets/research/AE_report_AUG.pdf

² [http://www.dbcde.gov.au/data/assets/pdf_file/0006/117681/DIGITAL ECONOMY FUTURE DIRECTIONS FINAL REPORT.pdf](http://www.dbcde.gov.au/data/assets/pdf_file/0006/117681/DIGITAL_ECONOMY_FUTURE_DIRECTIONS_FINAL_REPORT.pdf)

³ <http://greens.org.au/policies/media-arts-science/arts->

⁴ [http://www.alp.org.au:6020/federal-government/news/anti-counterfeiting-agreement-to-benefit-creative-/](http://www.alp.org.au:6020/federal-government/news/anti-counterfeiting-agreement-to-benefit-creative/)

⁵ [http://www.afact.org.au/assets/research/IPSOS Economic Consequences of Movie Piracy - Australia.pdf](http://www.afact.org.au/assets/research/IPSOS_Economic_Consequences_of_Movie_Piracy_-_Australia.pdf)