



Disability is viewed in Australia in a limiting and negative way. The Attitude Foundation seeks to change this.

The Foundation is looking at how people with disability are portrayed in the media and how we can ensure that there are more realistic inclusions of people with disability in media.

People with disabilities are often shown as either helpless victims reliant on charity and the assistance of others to save them from their suffering, or as inspirational superheroes that can overcome their disability and achieve extraordinary things.

People with disabilities make up around 18% of the Australian population, but a 2016 Screen Australia study showed that only 4% of characters in dramas have a disability. Overseas studies show similar or lower representation across all TV genres.

The problem is that we are not often shown on our TV screens and when we are it is usually as a one-dimensional character or in a tokenistic way.

## **Changing Attitudes through the TV series**

We know through research that televised content is powerful and can change people's thinking, attitudes and behaviour. Telling our stories demonstrates the benefits gained by full inclusion of people with disabilities.

Our first step is to make a pilot episode of our television series. This will be a real person with disability, telling their story and showing both the complexity and ordinariness of their life.



## We have made major progress so far:

- Taste Creative, an award winning agency committed to diversity in media, has been selected to produce the pilot episode.
- Our supporters have provided more than half of the funds we need to make the first episode .
- Our Founding Sponsor ANZ, as part of its commitment to diversity and inclusion, has provided both financial support for the pilot and organisation, as well as staff expertise, support and assistance.
- We are in advanced discussions with a variety of distribution channels, including the ABC.
- We will be launching our new website in June with full information about disability portrayal in the media, including many positive examples of inclusion from around the television world, as well as research on how television can change attitudes.

## Working with us to change attitudes

We would like you to partner with us and ANZ in funding the pilot episode and producing it by the end of this year.

We need 3-5 partners to provide around \$30,000 each to make this happen.

In return we will:

- Acknowledge you as a Sponsor or Major Supporter of the Foundation's pilot episode, including on digital media and online versions.
- Include you as part of the episode credits and publicity (except where excluded by broadcasting agreements).
- Acknowledge you as a Sponsor or Major Supporter on the Foundation's website, social media and promotions of the pilot episode.
- Provide you with the opportunity to use elements of the production in your promotions and social media.
- Provide you with the opportunity to network with senior ANZ staff to discuss access and inclusion policies and practical ways to develop and implement your strategy, as well as share best practice around this important issue.



**The Attitude Foundation is a public benevolent institution and registered charity with full gift recipient deductibility.**

## Contact

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