

NSW Film and Television Industry Briefing

Dr Ruth Harley
CEO, Screen Australia

Australian cinema audiences

1.4 million more Australians went to the cinema to see Australian films in 2009 than 2008 - up 45 per cent

2010 so far:

- *Bran Nue Dae* - \$7.5 million,
- *Kings of Mykonos: Wog Boy 2* - \$4.6 million,
- *Beneath Hill 60* - \$3.1 million
- *I Love You Too* - \$2.3 million

Animal Kingdom has already taken over \$1.8 million.

18 Australian films released to 31 May:

- Box office close to \$22 million
- 4.4% of total

Australian TV audiences

- **TV drama highlights** so far in 2010
 - Underbelly: The Golden Mile (9) - 3.1m
 - Sea Patrol (9) - 1.8m
 - Wicked Love (9) - 1.8m
- **Doco highlights 2010**
 - Trishna and Krishna: The Quest for Separate Lives (7) - 1.7m viewers
 - ICU: A Matter of Life or Death (7) - 1.4m
 - Find My Family (7) - 1.4m

(Combined metro & regional viewers)

Screen Australia investment

- This financial year Screen Australia invested around \$60 million in 98 projects
- This triggered production worth over \$270 million, providing around \$702 million total benefit to the Australian economy
- 2009/10 slate saw us commit to:
 - 20 feature projects
 - 12 television projects
 - 2 children's TV projects
 - 64 documentaries

NSW-based productions

- Some NSW-based feature films with Screen Australia investment include *The Kings of Mykonos*, *The Reef*, *Burning Man*, *Goddess.com*, *Griff the Invisible*, *Sleeping Beauty*, *Tomorrow When the War Began*, *'X'*, *The Place Between* and *Toomelah*.
- NSW based TV production we have supported include *East West 101*, *Like A Virgin*, *My Place Pt 2 Series 1*, *Rake* and *Rescue Special Ops 2*.

NSW-based Enterprise recipients

- The NSW companies that Screen Australia's Enterprise Program has invested in include:
 - Scarlett Pictures,
 - Waking Dream Productions,
 - Hopscotch Features
 - Matchbox Pictures (NSW/Vic)
 - Goalpost Pictures
 - Essential Media & Entertainment
 - Cordell Jigsaw Productions

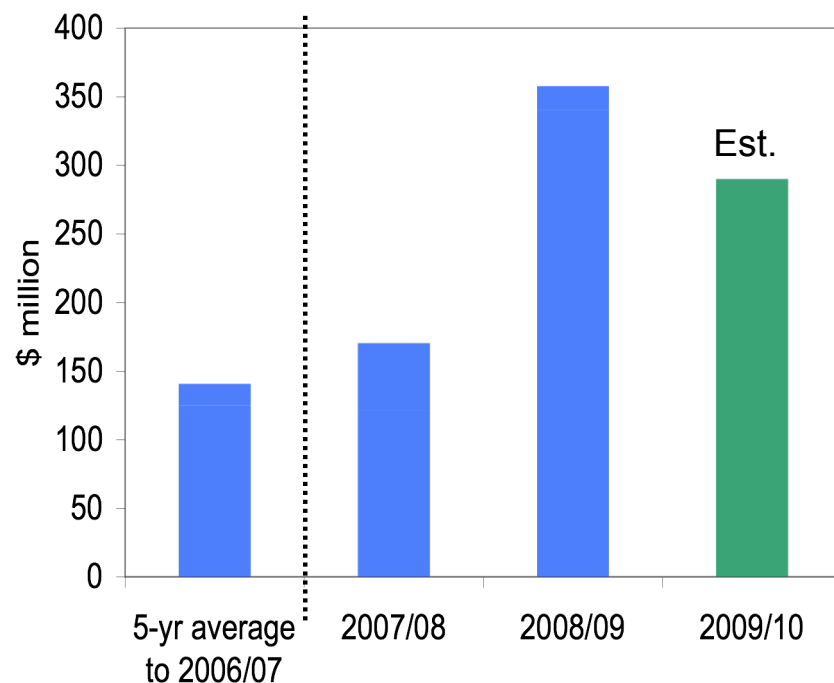
Impact of the Producer Offset

- Overall Australian production has been up over the past 2 years.
- Offset has provided over \$183m across TV drama, documentaries and features.
- 148 projects have received final certificates:
 - 28 feature films
 - 80 documentaries and
 - 40 television or other projects.
- The lion's share have been issued to applicants based in NSW.
- The cost of the Producer Offset to Government is likely to settle at around \$100 million a year.

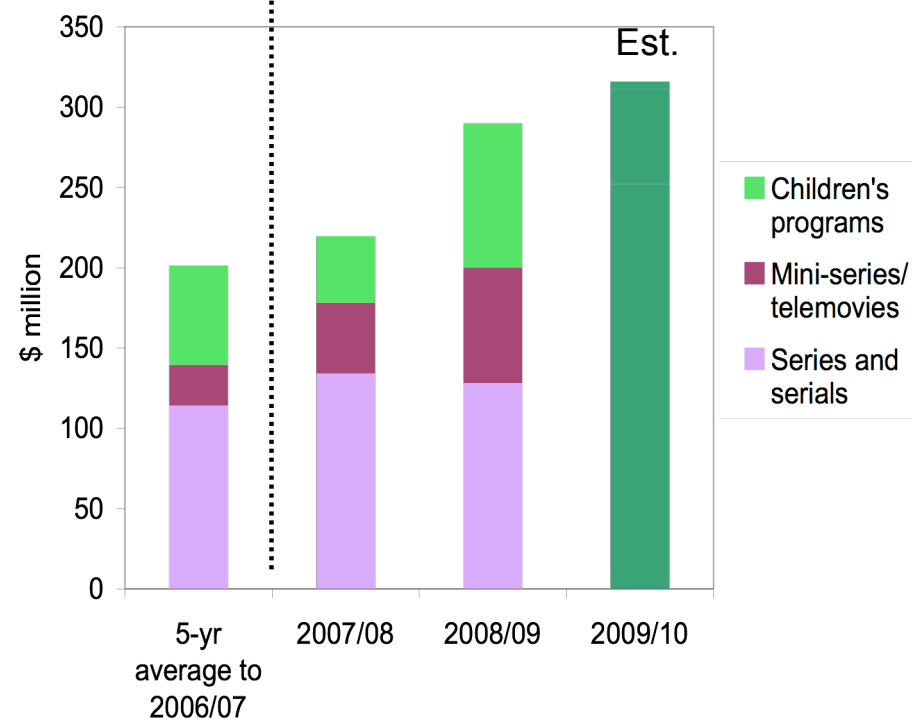
Drama spend

Note: 2009/10 figures are estimates only; final figures available late 2010

Features (\$m)



TV drama (\$m)



2010 Review

- Taking a leadership role
- Pressure points identified include:
 - midrange features,
 - timing of Offset,
 - threshold levels



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Thank you