

Media Release

The Hon Danny Pearson MP

Assistant Treasurer

Minister for Regulatory Reform

Minister for Government Services

Minister for Creative Industries

Acting Minister for Police and Emergency Services



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VICTORIA TAKES CENTRE STAGE IN INTERNATIONAL DRAMA SERIES

Victoria's screen industry is roaring back into action with filming now underway on the drama series *La Brea*, the biggest television series to come to the state in more than a decade – supporting more local jobs.

Minister for Creative Industries Danny Pearson today visited the set at Docklands with Federal Minister for the Arts Paul Fletcher to meet the cast and crew.

The Universal Television drama series will see Melbourne double for Los Angeles and follows a family's survival after they are separated by a massive sinkhole that mysteriously opens in the city.

With the shoot, postproduction and visual effects taking place in Victoria, the project is expected to inject more than \$71 million into the Australian economy, with more than \$60 million in Victoria alone.

It will create work for around 295 local businesses, with jobs for 290 local cast and crew members and more than 1,000 local extras.

Alongside a cast of US TV actors including Nicholas Gonzalez, Eoin Macken, Natalie Zea and John Seda, Victorian actor Rohan Mirchandaney will make his US TV debut without leaving home.

La Brea is one of four major television productions currently underway in Victoria including the Paramount Television and Apple TV+ series *Shantaram* shooting at Docklands Studios Melbourne, NBCUniversal and Matchbox Pictures series *Fires* shooting in Melbourne and regional Victoria for the ABC, and the Netflix series *Surviving Summer* shooting along the Surf Coast.

La Brea was secured for Victoria through the Victorian Screen Incentive which was part of the Andrews Labor Government's \$33.8 million boost to the state's screen industry announced last year.

The production has also been backed by the Federal Government.

Quotes attributable to Minister for Creative Industries Danny Pearson

"After a challenging year, our screen industry is well and truly back with a strong pipeline of projects now shooting across the state and more projects on the way, supporting Victorian jobs and talent."

*"We have a long-standing relationship with NBCUniversal and we warmly welcome them back to Melbourne with their series *La Brea*."*

Quote attributable to Federal Minister for the Arts Paul Fletcher

*"The filming of *La Brea* in Victoria will allow us to accelerate upskilling the next generation of screen industry professionals."*

Quote attributable to Film Victoria CEO Caroline Pitcher

"Film Victoria is proud to play a role in enabling our state's screen industry to reap the benefits of local employment, rewarding careers, and inward investment."

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