

Media Release

The Hon Danny Pearson MP
Assistant Treasurer
Minister for Regulatory Reform
Minister for Government Services
Minister for Creative Industries



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NEW FUND BACKS VICTORIAN PRODUCTIONS, SCREEN WORKERS

The Andrews Labor Government is igniting a new chapter for the state's screen industry – backing local projects, investing in new talent and ensuring more locally created productions hit screens at home and around the world.

Minister for Creative Industries Danny Pearson visited the set of the new Victorian-made TV series *Crazy Fun Park* to launch the *Victorian Production Fund*, a \$40 million program that will increase support for Victorian-led film, television, digital games and online content created across the state.

The fund will invest in Victorian-led projects to deliver high quality, diverse and engaging content for local and international audiences. It is expected to generate \$130 million in production spend in Victoria annually and support the equivalent of 3,700 full-time jobs over four years.

Productions driven by a Victorian company and Australian co-productions with key Victorian creative leadership will be eligible to apply for support.

In addition and responding to growing demand for skilled workers across the screen industry, a new \$2.06 million *Specialist Placement Program* has been established to address critical skills gaps across the screen industry.

This new skills development program will grow the local talent pool to fill in-demand roles including production accountants, location managers, script editors, post-production supervisors and games marketers.

Both programs are supported as part of the Labor Government's \$191.5 million VICSCREEN strategy, which is investing in new talent, skills, businesses and events to grow the state's screen industry.

To deliver this strategy and reflect the breadth of screen content made in the state, Victoria's screen industry development agency Film Victoria has been rebranded VicScreen – recognising Victoria's growing strengths in areas such as digital games.

Crazy Fun Park is a Werner Film Productions, Australian Children's Television Foundation and ABC ME young adult horror comedy-series and has received production investment from the Government through VicScreen. It is being filmed in Altona and other locations.

For more information on the *Victorian Production Fund* and the *Specialist Placement Program*, go to vicscreen.vic.gov.au.

Quotes attributable to Minister for Creative Industries Danny Pearson

"We're backing Victorian-led productions that will support thousands of creative jobs and drive Victoria's continued development as a global screen powerhouse."

"Our screen production pipeline is increasing at a rapid pace and we are investing in the future of our local talent pool across film, television, digital games, animation and visual effects."

Quote attributable to VicScreen CEO Caroline Pitcher

"Today Film Victoria builds on our rich legacy of screen industry support to evolve into VicScreen, better representing the entire screen ecosystem and promoting Victoria as a world-leading centre for screen."

Quote attributable to *Crazy Fun Park* Producer Joanna Werner

"The rise in demand for fantastic content and the amazing storytellers we have here in Victoria, coupled with our state's world-class talent, crew and facilities, makes this such an exciting time to be a part of our industry."

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