

# Media Release

**The Hon Steve Dimopoulos MP**  
Minister for Tourism, Sport and Major Events  
Minister for Creative Industries



Monday, 17 April 2023

## GEELONG CASTING CALL: TRAINING PROGRAM FOR CAREERS IN SCREEN

A new training program bound for Geelong will invite hundreds of locals to kick-start a career in screen, thanks to an Andrews Labor Government initiative to supply crucial workers for Victoria's booming screen industry.

Minister for Creative Industries Steve Dimopoulos today launched Set Educated, a program to help aspiring screen workers break into the industry while also showing professionals from a range of industries – including accountants, electricians and designers – how they can transfer their skills to the sector.

Through VicScreen, the Labor Government has partnered with mentoring organisation Media Mentors Australia and Victorian crewing agency Freelancer Promotions for the program which was created to meet the growing demand for skilled workers across the screen industry.

Kicking off with sessions in Geelong and Melbourne, the program will provide comprehensive introductions to the screen industry before launching into skills development sessions and talks from industry experts.

Based on their skills and areas of interest, participants will undertake sessions to learn how screen content is made before launching into workshops in areas such as camera operating, lighting and sound.

The program will also offer tailored workshops on specific roles which are currently in high demand, including crew roles such as production office, location managers, grips and gaffers, production accountants, electricians, carpenters, hospitality workers and designers.

Set Educated is part of the Labor Government's \$191.5 million VicScreen strategy, which invests in new talent, skills, businesses and events to grow the state's screen industry.

Set Educated sessions will be held in Geelong on 14 May and in Melbourne on 20 May. Registrations are \$25. For more information visit [mediamentors.com.au](https://mediamentors.com.au).

### Quotes attributable to Minister for Creative Industries Steve Dimopoulos

*"As the global demand for screen content continues to soar our local industry is rapidly expanding, and this initiative is one of the ways we are working to grow our screen workforce."*

*"Whether you are starting out or exploring a career change, this is a chance to call 'action' on a new screen career."*

### Quote attributable to Member for Geelong Christine Couzens

*"It's fantastic that Set Educated is coming to Geelong – it's a great chance for people from across the region to explore opportunities in a booming global industry."*

### Quotes attributable to Media Mentors Australia co-founder Denise Eriksen

*"We recognise that there's a huge pool of people who would love to work in screen but may not know about jobs beyond producers, directors and writers."*

*"There are jobs out there for people currently working in allied industries and we'll be introducing participants to a world of possibilities and providing them the knowledge they need to take their places on productions."*

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