

Media Release

Mr Danny Pearson MP

Minister for Economic Growth and Jobs

Minister for Finance



Thursday 10 April 2025

OSCAR-WINNING VISUAL EFFECTS COMPANY EXPANDS IN VICTORIA

The Allan Labor Government is backing an Oscar award winning visual effects company to expand its Australian headquarters in Melbourne, creating up to 80 jobs and cementing Victoria's reputation as the nation's cultural capital.

Minister for Economic Growth and Jobs Danny Pearson and Minister for Creative Industries Colin Brooks announced Wētā FX will expand operations and jobs at their Abbotsford facility, thanks to support from the Labor Government.

Wētā FX is an Academy Award-winning visual effects (VFX) company that has worked on blockbuster films including *The Lord of the Rings* trilogy, *Avatar: The Way of Water* and most recently *Better Man* – the largest movie ever to be filmed in Victoria, which created almost 3,000 jobs and injected \$142 million into the Victorian economy.

Having initially set up a temporary facility in Melbourne whilst doing the visual effects for *Better Man*, Wētā FX were inspired to establish a permanent Australian headquarters in Melbourne.

With their trailblazing work recognised in Hollywood including winning the Oscar for Best Visual Effects, Wētā FX has become hugely influential in the film and television industry. The expanded Melbourne hub is set to attract international productions to the state and grow the pipeline of Victorian and Australian-made productions.

Wētā FX's expansion will also increase local jobs in production and animation, highlighting Victoria as a destination for world-class post-production and visual effects. The Government also recently supported Spanish production company Fever to establish its ANZ headquarters in Melbourne.

The Labor Government's screen strategy has also to date created 44,000 jobs for Victorians and generated \$1.9 billion in direct economic expenditure across the state – backing local jobs and businesses.

The recently unveiled *Economic Growth Statement* will drive investment and unlock opportunities for economic growth, with key initiatives that will see national and international companies like Wētā FX expanding in Victoria.

Quote attributable to Minister for Economic Growth and Jobs Danny Pearson

"We're investing in Wētā FX because we see the direct benefits for the state in bolstering our growing screen industry, creating high-value jobs and boosting economic growth."

Quote attributable to Minister for Creative Industries Colin Brooks

"Wētā FX is one of the world's most acclaimed visual effects companies, and their decision to expand in Melbourne is a massive endorsement of Victoria's creative talent and industry capability."

"One of the many amazing outcomes of Better Man is that Wētā FX set up a visual effects facility in Melbourne for the film—and now, they're here to stay – creating jobs, attracting global productions, and reinforcing Victoria as a destination for world-class visual effects."

Quote attributable Member for Northern Metropolitan Enver Erdogan

"Wētā FX's expansion in Melbourne is a huge win for our screen industry, creating jobs, attracting global productions, and reinforcing Victoria as a world-class hub for visual effects and post-production."

Media contact: Liam Mcallister 0488 771 334 | liam.mcallister@minstaff.vic.gov.au

Quote attributable to Wētā FX Melbourne Hub Manager Sharna Hackett

“The Victorian Government’s recognition of the economic and cultural benefits of a strong screen industry, and their commitment to supporting its growth and innovation, was critical to our decision to invest further in Victoria.”