



# made in NEW SOUTH WALES





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**NEW SOUTH WALES** is the leading state for screen production



**HAS GENERATED** \$422 million in local production expenditure



**HAS CREATED** over 14,000 skilled jobs



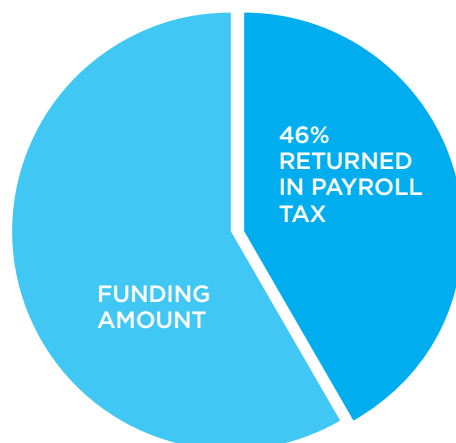
**HAS PRODUCED** 13 international productions & 20 Australian television productions



**HAS LEVERAGED** production expenditure of \$21 for every \$1 invested



**HAS RETURNED 46%** of funding to the state in Payroll Tax, providing a return of over \$9 million from the \$20 million investment



MIRANDA TAPSELL — *LOVE CHILD* BEHIND THE SCENES. PHOTO: DAVID DARE PARKER



ASHLEY ZUCKERMAN — *FRIDAY ON MY MIND*. PHOTO: TONY MOTT





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contributes to the economy by:

INJECTING more than \$422 million into the NSW economy through local production

BRINGING the latest technology to NSW

SUPPORTING Western Sydney and regional NSW

GROWING audience of NSW produced film and television

ATTRACTING foreign investment in the industry

CREATING high value jobs

ENHANCING skills of the local sector

RAISING the profile of NSW, as a Screen production location

INCREASING tourism in regional NSW and Western Sydney

SUPPORTING innovation and leading practice

DAVID WENHAM & SEAN KEENAN – WAKE IN FRIGHT. PHOTO: JOHN PLATT



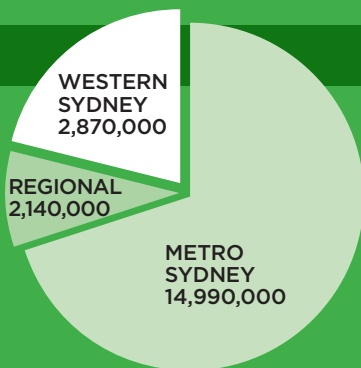
NATASSIA GORIE FURBER – SWEET COUNTRY



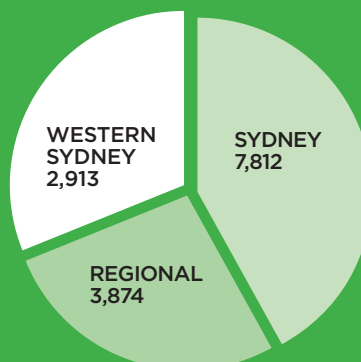
RODGER CORSER – DOCTOR DOCTOR



GRANT INVESTMENT AMOUNT BY REGION



ESTIMATED JOBS BY REGION





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Made in NSW was launched by the NSW Government in 2016 to support the attraction of significant international and domestic feature films and major TV drama. The \$20 million over two years (2016/17-2017/18) supports the development of high end screen production in NSW.



## BENEFITS TO NSW

By investing in 13 international productions and 20 Australian television series, over 14,000 new skilled jobs have been created in NSW, along with an injection of over \$422 million in production expenditure flowing from the projects.

This investment in the screen industry has resulted in an uplift in the NSW screen sector and significant impact for skilled jobs growth and economic activity in NSW, further cementing NSW as the leading State for film in Australia.



## STRONG INNOVATION

Strong investment places NSW at the cutting edge of new technology, generating momentum for NSW based film productions.

International productions enable NSW crews and businesses to invest and use state of the art equipment and provide continuity of employment for production crews in a sector where there can otherwise be gaps in employment. In particular, Made in NSW facilitated the use of innovative technologies in the projects *Spider-Man: Homecoming* and *Peter Rabbit*. Both productions used state of the art film technology in post, digital & visual effects (PDV) and computer-generated imaging (CGI) and supported NSW specialist businesses.

The use of innovative technology in NSW production projects creates a groundswell of activity, while enhancing the profile of NSW as the destination for innovation, and ultimately making it easier to attract future productions to the state.



## ATTRACTION OF FOOTLOOSE PRODUCTIONS

Through incentives for large international productions produced in NSW, the Made in NSW fund supports the exposure of Australian talent on the world stage by creating job opportunities and putting the global spotlight on Sydney and regional NSW as premier destinations.

The fund directly attracted high end international productions such as *Pacific Rim Uprising* with the star Scott Eastwood using social media to promote the movie's location shoots around Sydney, as well as a visit to the Royal National Park, to his 2.5 million Instagram followers.



## MADE IN NSW PROVIDED

\$13 million to footloose productions with the total spend in NSW of \$287 million

JESSICA MAUBOY & DAVID FIELD— *THE SECRET DAUGHTER*. PHOTO: TONY MOTT





### SKILLS DEVELOPMENT

These international productions offer significant exposure and experience for local practitioners in the latest technology and innovation. They increase the specialised expertise within NSW, which transfers through to the domestic market, improving the quality of Australian content and economic viability of the domestic industry to compete on the global stage.



### STRENGTHEN THE SECTOR

Footloose productions also strengthen the sector's ability to respond to future productions. Local production, without international projects, could not sustain the level of infrastructure, facilities and employment that is needed to continually lure the best projects to NSW. Hence, ongoing investment generates a significant groundswell of expertise that builds the profile and attractiveness of doing business in NSW.

International screen productions and in particular footloose productions, are a stimulant to the sector and flow through to other related industries. This ensures there is continuity of employment for specialised roles, supports innovation and exposes local markets to new technology and links the NSW industry into the global marketplace.



### SUPPORTING THE ECONOMIES OF WESTERN SYDNEY & REGIONAL NSW

Made in NSW production funding added 6,787 jobs to Western Sydney and regional NSW, and injected approximately \$107 million into their local economies.

Projects shot in regional NSW, including Doctor Doctor, which is shot in the township of Mudgee and surrounding districts, emphasises the amazing scenery of the areas as well as recruiting locals as extras, and boosting spending at local business; from carpentry through to coffee.



### CEMENTING NSW AS THE LEADING STATE IN AUSTRALIA FOR THE SCREEN INDUSTRY

Strong and continued investment in NSW, ensures we are set up to attract and retain the best productions and maintain the healthy and vibrant film industry in NSW.

This investment drives growth and facilitates adoption of innovative technology, and development of infrastructure; ultimately supporting the commercial viability of doing business in NSW.

International screen projects inject significant foreign cash investment into the local industry, raising the profile of NSW and encouraging activity across the economy.

Funding applications are assessed based on the economic and employment impact to NSW including the impact of expenditure on Western Sydney and regional NSW. Skills development of NSW practitioners, the level of funding as a proportion of the total budget and the commercial viability of the project are also considered.

All prospective footloose **Made in NSW** projects are subject to a cost benefit analysis undertaken by Create NSW, with funded projects required to demonstrate a benefit-cost ratio (BCR) of at least 1:2.



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## JANET KING SERIES 3

*Janet King Series 3*, the court room drama that follows the work of the fictitious Crown prosecutor, Janet King, is supported by **Made in NSW**. The critically acclaimed series, filmed in Western Sydney, continued its strong ratings into the third season.

The series contributed to showcasing Western Sydney to a national and international audience as well as supporting local skills across all aspects of the production. The employment impact alone for NSW is estimated at over 1000 people.

TOM HOLLAND — SPIDER-MAN: HOMECOMING



## SPIDER-MAN: HOMECOMING

*Spider-man: Homecoming* is the latest movie in the Spider-man franchise and enjoyed strong box office success with a global gross box office of \$1.01 billion and \$24.6 million from Australia.

**Made in NSW** supported the Post, Digital & Visual effects (PDV) and Computer-Generated Imaging (CGI) through a NSW company. The chance to provide an incentive for local companies to win a contract on a major blockbuster is a great help to their profile. It creates a groundswell of activity in this industry as smaller organisations could compete on the international market for work, increasing their profile through movie credits and gaining a reputation in the industry. This work maintains and contributes to NSW being the dominate state in the PDV area.

Incentives for this work provide strong return on investment for NSW as they are labour intensive and have a high return in payroll tax alone.



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## FINANCIAL YEAR 2016/17 PROJECTS



- CHOSEN
- FIGHTING SEASON
- FRIDAY ON MY MIND
- JANET KING SERIES 3
- LOVE CHILD SERIES 4
- PACIFIC RIM UPRISING
- MONKEY
- MR IN BETWEEN
- MYSTERY ROAD - TV SERIES
- PETER RABBIT
- PULSE
- RIOT
- THE OTHER GUY
- THE SECRET DAUGHTER (SERIES 2)
- WAKE IN FRIGHT

## FINANCIAL YEAR 2017/18 PROJECTS



- AUSTRALIAN GANGSTER
- BITE CLUB
- BUTTERFLIES OVER THE SEA
- DEAD LUCKY
- DOCTOR DOCTOR SERIES 2
- LAMBS OF GOD
- I AM MOTHER
- PRODIGAL MUM
- RAKE SERIES 5
- SPIDER-MAN: HOMECOMING
- THE RUUM
- AIRPOCALYPSE
- SANDO
- THE PORTAL
- A WRINKLE IN TIME
- DOCTOR DOCTOR SERIES 3
- LEGEND OF SUN AND MOON
- RECKONING
- CAPTAIN MARVEL

NSW PRODUCTION

INTERNATIONAL PRODUCTION

RICHARD ROXBOROUGH— *RAKE*. PHOTO BEN TIMONY

