



SCREEN  
AUSTRALIA

# NSW Film and Television Industry Briefing

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## Australian cinema audiences

**1.4 million more** Australians went to the cinema to see Australian films in 2009 than 2008 - up 45 per cent

### **2010 so far:**

- *Bran Nue Dae* - \$7.5 million,
- *Kings of Mykonos: Wog Boy 2* - \$4.6 million,
- *Beneath Hill 60* - \$3.1 million
- *I Love You Too* - \$2.3 million

*Animal Kingdom* has already taken over \$1.8 million.

18 Australian films released to 31 May:

- Box office close to \$22 million
- 4.4% of total

# Australian TV audiences

- **TV drama highlights** so far in 2010
  - Underbelly: The Golden Mile (9) - 3.1m
  - Sea Patrol (9) - 1.8m
  - Wicked Love (9) - 1.8m
- **Doco highlights 2010**
  - Trishna and Krishna: The Quest for Separate Lives (7) - 1.7m viewers
  - ICU: A Matter of Life or Death (7) - 1.4m
  - Find My Family (7) - 1.4m

(Combined metro & regional viewers)

## Screen Australia investment

- This financial year Screen Australia invested around \$60 million in 98 projects
- This triggered production worth over \$270 million, providing around \$702 million total benefit to the Australian economy
- 2009/10 slate saw us commit to:
  - 20 feature projects
  - 12 television projects
  - 2 children's TV projects
  - 64 documentaries

## NSW-based productions

- Some NSW-based feature films with Screen Australia investment include *The Kings of Mykonos*, *The Reef*, *Burning Man*, *Goddess.com*, *Griff the Invisible*, *Sleeping Beauty*, *Tomorrow When the War Began*, *'X'*, *The Place Between* and *Toomelah*.
- NSW based TV production we have supported include *East West 101*, *Like A Virgin*, *My Place Pt 2 Series 1*, *Rake* and *Rescue Special Ops 2*.

## NSW-based Enterprise recipients

- The NSW companies that Screen Australia's Enterprise Program has invested in include:
  - Scarlett Pictures,
  - Waking Dream Productions,
  - Hopscotch Features
  - Matchbox Pictures (NSW/Vic)
  - Goalpost Pictures
  - Essential Media & Entertainment
  - Cordell Jigsaw Productions

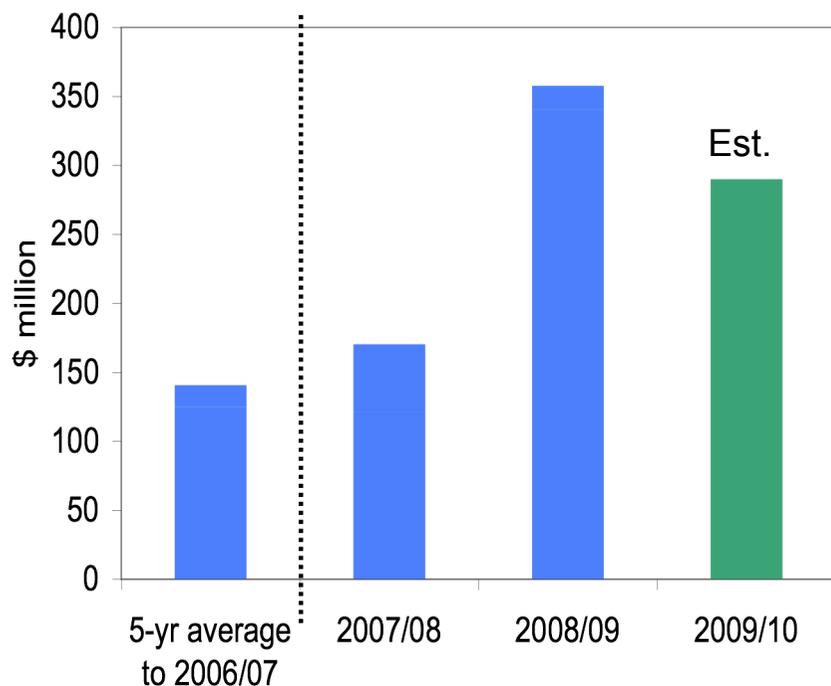
# Impact of the Producer Offset

- Overall Australian production has been up over the past 2 years.
- Offset has provided over \$183m across TV drama, documentaries and features.
- 148 projects have received final certificates:
  - 28 feature films
  - 80 documentaries and
  - 40 television or other projects.
- The lion's share have been issued to applicants based in NSW.
- The cost of the Producer Offset to Government is likely to settle at around \$100 million a year.

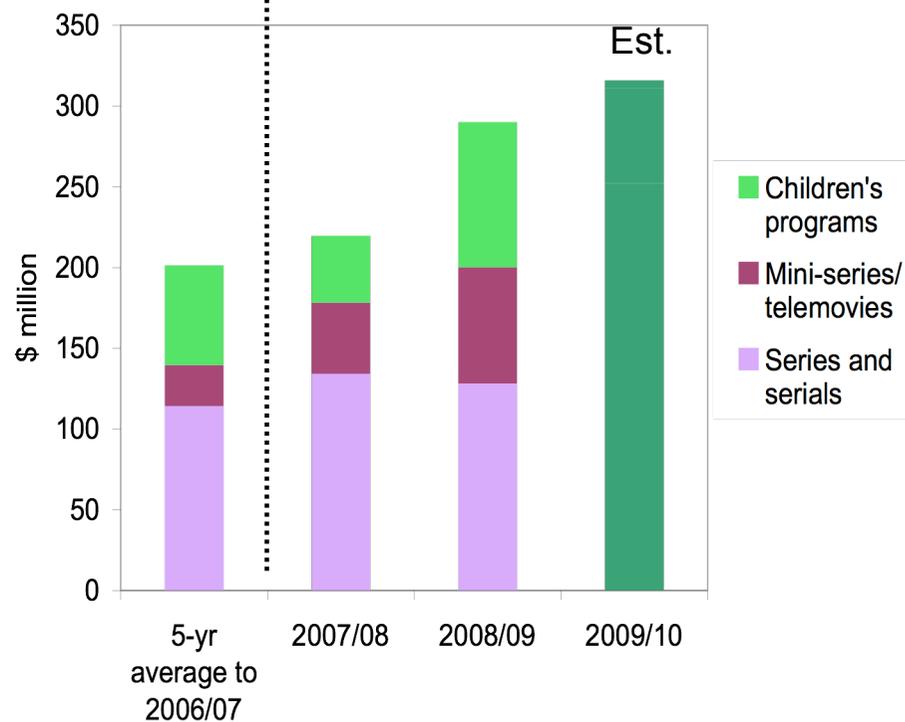
# Drama spend

Note: 2009/10 figures are estimates only; final figures available late 2010

## Features (\$m)



## TV drama (\$m)



## 2010 Review

- Taking a leadership role
- Pressure points identified include:
  - midrange features,
  - timing of Offset,
  - threshold levels



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Thank you