

Media Release

Tuesday 8 May 2018

Australia set to win from Increased Location Offset

The Australian Screen Association (ASA) welcomes the news the Federal Government will provide an additional AUD\$140 million in location offset incentives to entice filmmakers to Australia.

"Australia has struggled to remain globally competitive. Our tax offset of 16.5% cannot compete with 25% in New Zealand and the UK nor 30% in U.S. States such as Georgia and New York. While production facilities in these locations are at full capacity, Australia's world class facilities on the Gold Coast, Sydney and Melbourne are virtually empty", said CEO of ASA, Mr Paul Muller.

The ASA recently commissioned a report - The Impact of Film and Television Incentives in Australia by Olsberg•SPI - showing the economic effects generated from it, and the impact of recommended changes. The report looked at the impacts of all four offsets currently in place (TV production offset, film production. Offset, PDV offset and Location Offset) and shows the return on investment for Australia.

One of these four offset programs, the Location Offset - in combination with a discretionary top-up grant - has recently assisted in bringing major productions like Thor: Ragnarok and Aquaman to Australia. In 2016/17 alone, this directly generated over 9,000 FTE jobs and \$691m in income, a number which expands to 34,000 FTE jobs and \$2.3bn in income when including direct and induced effects.

Australia has the capability and facilities to compete for a bigger share of international footloose production investment if we get the Australian incentive policy framework right so the news of this incentive has been very positively received by the Australian film industry as a step in the right direction for us to attract more large-scale productions.

"Not only will this attract international filmmakers in Australia as a location, but we believe there will be a flow on effect to use the incredible local talent Australia has to offer in many related areas such as post-production and special effects", added Mr Muller.

The ASA believes the benefits of the additional incentive will be seen beyond the film industry, as large film productions usually sub-contract to hundreds of small specialised businesses and deliver strong tourism benefits, thus stimulating our economy, providing additional employment and putting Australia on the map as the go-to destination.

The Location Incentive Fund will be delivered over a four-year period from 2019.

The Impact of Film and Television Incentives in Australia report can be found at <http://auscreenassociation.film/wp-content/uploads/2018/05/Impact-of-Film-and-Television-Incentives-in-Australia-REVISED-2018-05-07.pdf>

-ends-

For further information please contact Cecelia Haddad on 0411 264 948 or 02 88196921 or via email cecelia@marketingelements.com.au

About the Australian Screen Association

The **Australian Screen Association** has operated since 2004 and was previously known as The Australian Federation Against Copyright Theft (AFACT). Our aim is to promote and protect the intellectual property rights of our members, and encourage the legal consumption of film and TV content across all platforms.