

## POLITICAL

Prime Minister Scott Morrison said the production would support more than 250 full-time and around 1300 casual jobs, reviving the industry after COVID-19 pandemic crippled it earlier this year.

“Australia is in the box seat to attract productions to our shores and we are privileged that one of the first is *Nine Perfect Strangers* with our Nicole Kidman,” the PM said.

NSW Treasurer Dom Perrottet told *The Telegraph* our economy could “do with a touch of *Tinseltown* right now”.

“This production will create hundreds of jobs as well as supporting our hard-hit hospitality industry,” he said.

“You couldn’t write a better script than that.

“This will showcase the best of NSW on the global stage.

“It’s showtime for new jobs and new investment in NSW.”

## ECONOMICAL

Federal Government unveils \$400 million location incentive fund

The government says the extension of the current \$140 million Location Incentive Program (LIP) will generate an estimated \$3 billion in foreign spending and create up to 8,000 jobs

Nicole Kidman has said she's "thrilled" to film a \$100 million blockbuster production *Down Under*, with the miniseries set to revive the coronavirus crippled industry and bring hundreds of jobs to NSW.



## SOCIAL

Coronavirus has shut down the Australian screen industry but most workers aren't eligible for JobKeeper

Film and TV shoots typically involve hundreds of people — from directors and actors to caterers, hairdressers, electricians, set dressers, lighting and sound artists.

"This is a \$3 billion sector [and] ... most of the 30,000 workers in our industry have ground to a halt," says Screen Producers Australia (SPA) CEO Matthew Deaner.





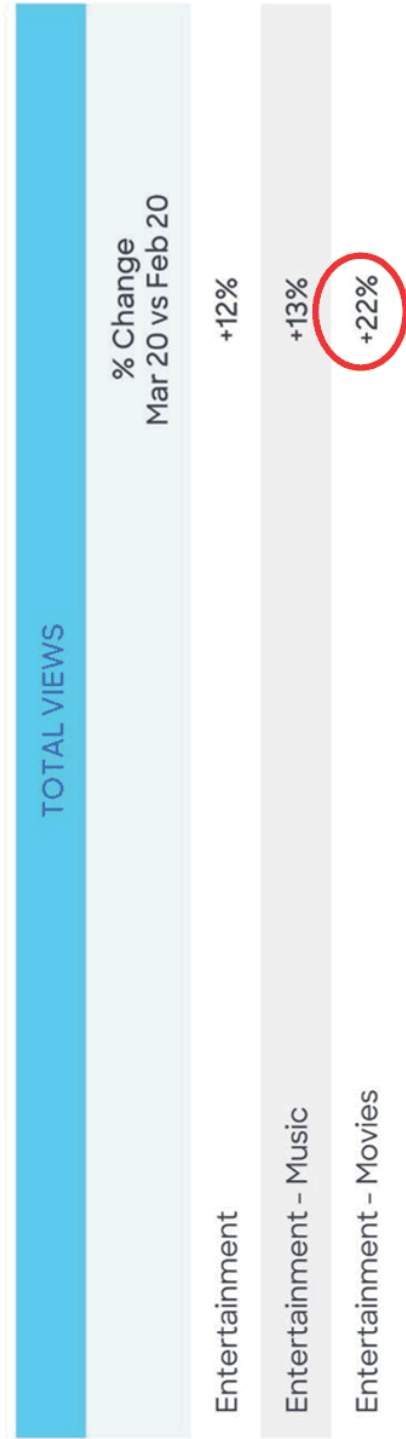
# WHAT'S HAPPENING IN THE INDUSTRY



# SCREEN VIEWING SOARS

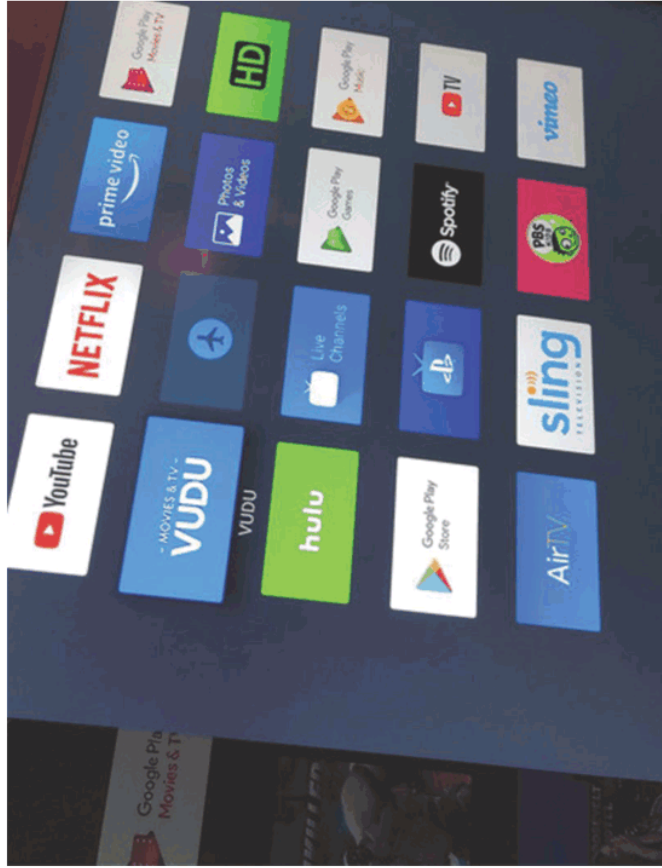
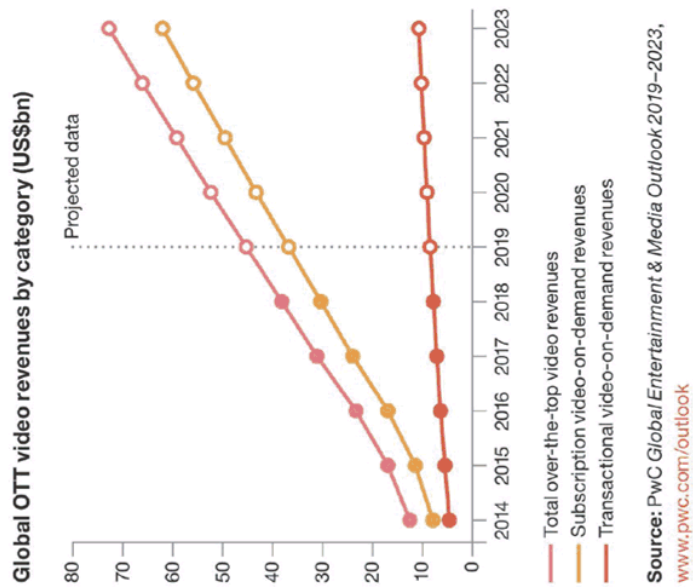
## Entertainment and Lifestyle Categories

IEWS - Singapore



Source: Comscore MXX Multi-Platform, Entertainment and Lifestyle, Feb 2020 - Mar 2020, Singapore

# GLOBAL STREAMING MARKET



## A WORLD STARVING FOR CONTENT

### MORE DISTRIBUTION & CONSUMPTION

- Smartphones
- Tablets
- Laptops
- Desktop monitors
- TV screens



### COVID-19

- Production severely cutback
- High level health & thus financial risk
- Producers looking for 'safe bases' away from the cities
- Surge in domestic screen consumption
- Permanent change to viewing habits

## VALUE PROPOSITION



- An opportunity to attract national and International film production.
- Provide jobs to a regional area and support an emerging industry
- Utilise and support an industry heavily affected by COVID-19
- Kickstart the Byron Studios proposal for future plans
- To establish a new, sustainable film industry model

### ...WE CAN START NOW!

To the benefit of

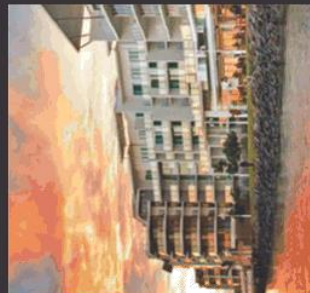
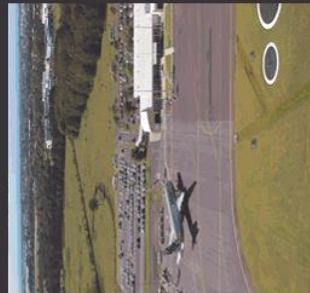
- Australian Federal Government
- New South Wales Government
- Regional Development Australia (RDA)
- Ballina, Byron and Tweed Council
- Key Industry personnel and businesses
- Local Ballina and NR Businesses
- Established & Emerging Filmmakers
- Education Partners SAE, SCU, TAFE
- Local economy
- Up and coming school leavers





# THE REGION

## THE NORTHERN RIVERS AND BEYOND



- Accessible Airports
- Range of Accommodation
- Existing Professional Network

- Exotic Locations
- Exceptional Weather
- Friendly Creative Culture



## MOVIE TOWN – CASE STUDY

### New Zealand - the Wellington film industry:

- Added \$260m to the NZ economy in 2017 and provided 2500 jobs
- Generated \$705m in revenue for Wellington based businesses since 2017
- On average, a film provided:
  - 5000 hotel nights for cast and crew
  - using 1500 vendors
  - involved 926 crew and 800 post production jobs
  - job security in the region
  - consumed 2247kg of coffee and \$16,000 worth of milk
  - flow-on impact on tourism - visitors tripled in 4 years

Government investment approx. \$89m/year.