



South Australian Film Corporation



Thursday 12 October

## **SOUTH AUSTRALIAN FILM CORPORATION CEO TO TAKE ON INTERNATIONAL ROLE**

The South Australian Film Corporation (SAFC) today announced that CEO Annabelle Sheehan will be departing the SAFC at the end of the year to take up the role of Chief Executive of the New Zealand Film Commission.

Premier of South Australia and Minister for the Arts Jay Weatherill said "Annabelle is highly regarded internationally, and through her connections and reputation played a pivotal role in securing the re-make of *Storm Boy* and the NETFLIX Original series *Pine Gap*. I wish her all the best in the next stage of her career - New Zealand has secured a talented CE for their Film Commission."

"The Board congratulates Annabelle on her new appointment and recognises the significant contribution made to the South Australian screen industry. The State has been very lucky to have had Annabelle at the helm of the SAFC where she has put in place a series of programs and initiatives that will continue to see our local industry grow and ensure international recognition of South Australian stories and of South Australia as a major production base," said John Hill, Chair of the SAFC.

During her tenure heading up the SAFC it has secured or supported over 30 productions to shoot in the state including iconic and internationally recognised productions such as; *Hotel Mumbai*, *Cargo*, *Sweet Country*, *Storm Boy*, *F\*!#ing Adelaide*, *The Call Back* and *Wolf Creek Series 1 and 2*. These projects and others contributed \$53.7m in economic activity over the 2016 and 2017 year. In addition Annabelle leaves the SAFC with a considerable pipeline of productions, including the highly anticipated *Pine Gap*, one of the first Australian NETFLIX Original commissions, due to shoot in 2018, all of which will contribute a further \$14.7m to the State.

Through new SAFC programs such as the Aboriginal Screen Strategy and Gender Agenda the focus on identifying and developing new talent from the diversity of the SA community has never been greater. The move into online platforms during her tenure has also delivered results for SA producers such as the 'SAFC/ABC iview originals' which has seen series such as *Goober* and *Prisoners and Pups* go on to great success.

Internationally the SAFC under Annabelle's leadership has built strong relationships in China, utilising South Australia's relationship with Shandong Province to initiate co-productions which have seen South Australian locations and talent broadcast to more than 90 million people in China via the series *Chef Exchange*.

Annabelle Sheehan said "It has been an honour to work for the great state of South Australia with its extraordinary screen heritage and ongoing innovative approach to screen story telling. I am grateful to the SAFC Board and staff for their incredible work which has led us to be able to implement significant programs, support SA filmmakers and attract major projects to the state."

The SAFC will commence the recruitment of a new CEO in the coming weeks.

### **MEDIA CONTACT**

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