



Sunday, 17 December, 2017

SOUTH AUSTRALIA ANNOUNCES AUSTRALIA'S MOST ATTRACTIVE PDV REBATE SCHEME

South Australia's Minister for the Arts and Premier Jay Weatherill today announced the largest ever direct boost to the SA film industry, with a new un-capped rebate which will strengthen the State's ability to attract large budget and international productions.

South Australia, already renowned for its world-class post production houses and facilities, now boasts Australia's best post production rebate scheme, making the state more globally competitive in attracting blockbuster films that use Visual Effects (VFX), such as *Thor: Ragnarok*, *X-Men: Dark Phoenix* and *Tomb Raider*.

The visual effects industry is set to become one of the State's fastest growing sectors, with several hundred new jobs expected to be created and an economic benefit of approx \$200 million.

The new 'Post Production, Digital and Visual Effects' (PDV) Rebate will see companies receive a rebate of 10% of their South Australian expenditure, mirroring the Australian Federal Government's PDV Offset of 30%. Combined, South Australian post production companies can now offer a 40% rebate on spend in the state to international film producers.

The PDV rebate is not limited by funding, increasing the scope and diversity of productions who are able to bring their post to South Australia. The rebate is un-capped, automatic and non-discretionary for productions that meet the guidelines, and replaces the previous grant that was limited to \$150k per production.

The South Australian Film Corporation (SAFC) will launch the new PDV rebate from 1 January, 2018.

South Australia's state-of-the-art purpose film facilities include the Adelaide Studios' Dolby Premier Mixing Studio, one of 21 in the world – and only two in Australia – which already attracts companies and productions from interstate, and is currently host to Anthony Maras' highly-anticipated feature *Hotel Mumbai*.

Warwick Thornton's multi-award winning upcoming release *Sweet Country* and the current Australian Box Office hit *Ali's Wedding* are two of the many features, shorts and television series, corporate, advertising and web series which have made use of the Adelaide Studios' world class Foley and Mixing facilities in the last couple of years.

Adelaide Studios is also part of the global Gig City network offering gigabit-speed internet, 100 times faster than the national average, to industry in 2018.

Implementation of the expanded scheme will help existing South Australian companies, such as

- VFX firm **Rising Sun Pictures**, whose work has been nominated for Academy Awards® and has featured in numerous big budget films including *Gravity*, the *Harry Potter* and *X-Men* franchises, and *Lord of the Rings: Return of the King*;
- major facilities house **Kojo** (*Wolf Creek TV*, *The Babadook*); and
- emerging television CGI firm **Resin** (*Philip K Dick's: Electric Dreams*).

This rebate will mean South Australian companies are in a better position to secure deals for post-production, digital and visual effects work on the increasing on-demand content being produced for platforms like Netflix and Amazon.

It will also encourage new entrants into the South Australian VFX ecosystem, which will in turn broaden the digital capabilities of the State.

South Australia’s education providers are working closely with the local industry to develop the skills required to meet the future employment needs of the fast growing sector.

Background

This Post Production, Digital and Visual Effects (PDV) Rebate is an initiative of Investment Attraction South Australia, the South Australian Film Corporation, the Department of State Development and Arts SA.

Quotes attributable to Minister for the Arts and Premier Jay Weatherill

This is the most substantial investment ever directly injected into South Australia’s film industry, and will make us incredibly competitive in attracting big-budget activity to the State.

South Australia has a strong filmmaking heritage via the SA Film Corporation with films such as *Picnic at Hanging Rock*, *Shine*, *Breaker Morant* and more recently *Wolf Creek* and *Snowtown*.

Film is a fast growing industry, and this investment will create hundreds of jobs in post-production, digital and visual effects – pathways that an increasing number of South Australians are specialising in.

This investment tells the world that we are serious about film, with a local industry that is growing at a rapid rate and producing world-class content.

Quotes attributable to Investment and Trade Minister Martin Hamilton-Smith

This initiative will help to bolster the local industry and attract new companies to South Australia – and in doing so will also grow the broader digital capabilities of the State.

Our expanded PDV grant scheme will be another attraction to doing business in VFX industry in the State in addition to our talent pool, lifestyle and competitive business conditions.

Visual Effects is an increasingly important skill set for multiple industries outside the film and television sectors including in defence, education, medical and manufacturing. So investing in the film industry where talent with VFX capabilities is fostered will make SA more competitive across multiple industry sectors.

Quotes attributable to Acting CEO of the SAFC, Adam Smith

This incentive offers South Australia’s world class PDV companies the opportunity to be globally competitive and demonstrate the investment attraction and jobs growth that they can deliver for the benefit of all South Australians.

This rebate will benefit the broader South Australian screen sector by significantly increasing the state’s overall investment in supporting local, national and international production activity in the state and resulting job creation.

MEDIA CONTACT

Cathy Gallagher cathy@abcfilm.com 0416227282

MATERIALS FOR MEDIA

<https://www.dropbox.com/sh/qw3leqryxgadekj/AADgY50LZ478IL2TDP+BRJXTa?dl=0>

Includes showreels for Kojo, Resin and Rising Sun Pictures.

Background on companies

Rising Sun

Principals: Tony Clark, Wayne Lewis, Gail Fuller

Employee Count: RSP's crew will peak at 220 over the next month and will continue to grow off of this announcement.

At Rising Sun Pictures (RSP) we create inspirational visual effects for major studios worldwide. Creating outstanding images is at the core of our existence. At the heart of our talented team, there is a diverse knowledge and skill-set, enabling a collaborative core where we can work together to solve problems and deliver great visuals to our clients. We have achieved some truly amazing visual effects work by providing innovative solutions to technically challenging work. We have the capacity and talent pool to scale to suit the needs of our clients.

RSP has worked on over 120 films including Thor: Ragnarok, X- Men Harry Potter and Hunger Games franchises. RSP is currently contributing to work on Tomb Raider, X-Men: Dark Phoenix, Peter Rabbit and Animal World.

Kojo

Principles: Dale Roberts & Marty Pepper

Employee Headcount: KOJO currently employs 90 FTE staff nationally with over 50 FTE staff based in Adelaide

Company Background: With over 50 feature film and 10 TV series credits, KOJO has spent the past 26 years working with Australian and International studios such as Warner Bros, Universal, Miramax, Blumhouse., and BBC films.

KOJO is one of Australia's leading studios offering world class production and post production services globally, their staff include storytellers, designers, filmmakers, VFX artists, editors, producers, directors and creative technologists. Their extensive portfolio of work includes films that have starred Sir Anthony Hopkins, Ethan Hawke, Clive Owen, Catherine Zeta-Jones, John Jarratt and Zac Efron.

Work in production for 2018 includes: Hotel Mumbai, Storm Boy, The Nightingale, I am Mother and Top End Wedding.

Kojo Credits: Wolf Creek Series 1 & 2, Jungle, The Darkness, Fallen, Girl Asleep, The Babadook, The Lucky One, The Boys Are Back, No Reservations, Hearts in Atlantis, Snow Falling on Cedars,

Resin

Principles: Lincoln Wogan & Grant Lovering

Employee Headcount: 8 employees but expand as bigger jobs come through

Company Background: Resin is an Adelaide based studio and Ausfilm member focused on the production of world class visual effects. Resin was established in 2006 by Grant Lovering and Lincoln Wogan. The studio has collaborated with the world's leading agencies and production companies helping produce work for brands including Disney, Electronic Arts, Braun, Mitsubishi and Bridgestone. In 2015, Resin entered the US market for television series visual effects as the sole vendor on Gale Anne Hurd and Natalie Chaidez's Hunters. Over 800 visual effects shots were produced including the design of signature effects for the NBC Universal show.

Resin then provided CG robotics, design and effects work for Bradley Cooper's and Fox Studios Limitless series and Natalie Chaidez's Fox 21's Queen of the South series. Resin recently completed visual effects for Sony's Philip K. Dick derived and Bryan Cranston produced science fiction anthology series, Electric Dreams, Ben Edlund's The Tick and the title sequence for the series Romper Stomper