



**SPOTLIGHT ON
SA SCREEN**



South Australian **Film Corporation**

THE SAFC: A HALF CENTURY OF SCREEN—

In 2022 the South Australian Film Corporation (SAFC) commemorates its 50th anniversary – celebrating half a century of supporting South Australian stories, skills and talent in and on screen.

Established in 1972 as the first screen agency in Australia, the SAFC is South Australia's leading screen authority, credited with leading the renaissance of the Australian film industry and for launching the careers of many of Australia's most accomplished screen luminaries including Peter Weir, Bruce Beresford, Scott Hicks, Geoffrey Rush, Gillian Armstrong, Rolf de Heer, Sophie Hyde and Anthony Maras.

For 50 years the SAFC has supported, connected, and championed South Australian screen talent and businesses, investing in the development of a sophisticated screen industry ecosystem and building the capacity of the sector.

On behalf of the State Government, the SAFC administers funds, rebates and programs which stimulate screen production activity in South Australia, and operates the state-of-the-art Adelaide Studios at Glenside, which is home to 28 screen businesses and custom-built screen production facilities including two sound stages, a set construction workshop, a 100-seat screening theatre and the only Dolby Premier 7.1 certified sound mixing theatre in the Southern Hemisphere.



Adelaide Studios



Firebite – behind the scenes

SA SCREEN SECTOR IMPACT —

Today, South Australia’s screen industries include world-class film, television, post-production, digital and visual effects, and game development.



Did You Know? ...

Screen production is a specialised form of advanced manufacturing.

Screen productions scale quickly, expend huge sums in the tens to hundreds of millions, and employ hundreds of skilled workers.

More than 67% of spending on screen production goes to businesses and suppliers in other sectors such as construction, travel, transport, hospitality, retail, professional services, and more.

Did You Know? ...

The global screen industry, including games, is valued at over \$580 billion US.

There is huge opportunity for South Australia to attract a growing share of this investment to our state creating highly skilled, specialised and global jobs for South Australians. Jobs that range from creative, to administrative, technical to trades.

Screen production in SA attracts more than 90% of its finance from sources outside the state – including the international market, federal government and private equity funds.

Did You Know? ...

South Australia is in the midst of a screen production boom, with recent years delivering record levels of production in film, TV, visual effects and game development in our state.

In 2019/20 the South Australian screen sector contributed \$187 million into the state’s economy and supported 2,297 FTE South Australian jobs – an industry that has more than doubled in the last six years from \$77.2 million and 754 FTEs in 2013/14.

And given the breadth of the screen production supply chain, for every four jobs created in the screen industry, another three jobs are supported elsewhere in the South Australian economy.

MADE IN SA —

These exciting recent screen productions all feature the work of South Australians, in South Australia, supported by the SAFC:

COMING SOON

The Royal Hotel – filmed in regional SA, starring Julia Garner

Run Rabbit Run – filmed in Waikerie with Sarah Snook

Limbo – filmed in Coober Pedy with Simon Baker



1. Aftertaste S1 & 2 –

ABC comedy series starring Erik Thomson and Rachel Griffiths
2. Beep and Mort –

streaming now on ABC iView
3. The Stranger –

premiered at Cannes starring Joel Edgerton and Sean Harris
4. Gymnastics Academy: A Second Chance –

now streaming worldwide on Netflix
5. Wolf Tales (pictured) and Horse Riding Tales –

more than 30 million players worldwide
6. Gold –

starring Zac Efron
7. First Day S1 & 2 –

Emmy award winning children’s series
8. Rooftop Renegade (pictured) and Box Knight –

chosen as two of the best new video games in Australia at PAX 2022
9. Firebite –

First Nations vampire hunting series for AMC filmed in Coober Pedy
- Elvis –

featuring VFX work by Rising Sun Pictures, MPC and Resin
- Shang-Chi and the Legend of the Ten Rings –

VFX by Rising Sun Pictures

SHOWCASING SOUTH AUSTRALIA
TO THE WORLD—

With the support of the SAFC, South Australia’s screen sector exports South Australian knowledge, Intellectual Property and creative artistry to the world, sharing South Australian stories, perspectives and landscapes and contributing to Australia’s shared national identity.

CASE STUDY: THE TOURIST—



The Tourist – on location in the Flinders Ranges

- The largest television series ever made in South Australia, this BBC, HBO Max and Stan thriller starring Jamie Dornan filmed for 17 weeks in 2021 across the Flinders Ranges, Mannum, Murray Bridge and at the Adelaide Studios at Glenside, injecting \$14.9 million into the South Australian economy.
- To date, The Tourist is the only South Australian-made project to have received the Federal Location Incentive.
- The series employed a majority South Australian crew (79.6%), creating 280 South Australian jobs as well as employing 44 South Australian cast, 557 South Australian extras and dozens of South Australian businesses.
- In addition, the production provided an unparalleled “upskilling” opportunity for experienced South Australian crew to develop their craft under the guidance of leading technicians and department heads.
- 10 South Australian Heads of Departments gained international television credits.
- Three emerging crew in the roles of Director’s Attachment, Camera Attachment, and a combined Production Office/ Assistant Director and Art Department Attachment were trained on the production.
- The Tourist was produced by Two Brothers Pictures (UK) in association with South Australian production company Highview Productions, with significant and ongoing benefits generated for South Australian producer Lisa Scott as a result.
- The six episode series has received widespread international acclaim, winning the Golden Nymph for Best Series at the prestigious 2022 Monte Carlo Television Festival and has been viewed more than 32 million times on BBC iPlayer – one of the platform’s most popular series ever.

“When you speak to producers they get excited about Adelaide, it just has so much to offer in terms of its geography, its flexibility, it’s not as expensive as Sydney to make stuff in, the weather’s great, it’s kind of perfect. I’m secretly hoping Adelaide and South Australia become our own version of Hollywood and I think it actually could happen.”

— Damon Herriman, actor, The Tourist

SUPPORTING INDUSTRY
TO THRIVE—



Angela Heesom
Director, Heesom Casting

“As South Australia’s only accredited casting agency, we provide an essential service for the state in casting South Australia’s talented actors on screen productions large and small. We have always been strongly supported by the SAFC – we’re their longest running tenant, in fact – and they have done an incredible job in consistently bringing very high profile productions into South Australia. We’ve seen the whole industry grow here as a result. Mortal Kombat really raised the stakes again and put the state – and my business – on that global stage in front of a much broader audience, and said ‘we’re open, we’re ready, come down and make more things here’. It’s really exciting.”



Kirsty Stark
Epic Films, Producer Emmy Award winning First Day

“I’ve been based in South Australia for my entire career and the SAFC has been a great advocate for Epic Films throughout that time. From financing for our productions, to career and project advice, to helping us navigate COVID restrictions on our latest series, it’s amazing as an independent producer to have a supportive team to turn to. I’ve always found the collaborative nature of our local industry to be a huge advantage, and it’s fantastic to see so many local production companies making an impact on the world stage.”

**SUPPORTING INDUSTRY
TO THRIVE—**



Travis Akbar

Filmmaker, Centralised First Nations Documentary Australia Fellow

"In recent years the SAFC has taken huge strides in supporting First Nations creatives. Being a recipient of several of their initiatives I can only hope that more emerging First Nations creatives engage with the SAFC and the programs they offer, and I encourage as many stakeholders as possible to support the SAFC to make these initiatives happen as they not only support First Nations stories, but the industry as a whole."



Anastasia Comelli

Emerging Assistant Director

"The SAFC's upskilling and training initiatives and consistent pipeline of productions allowed me to hone my skills as an Assistant Director with professional, paid on-the-job training on feature film The Stranger, TV series The Tourist and First Day season two. I used to work in hospitality and dreamed of being an AD – now thanks to the SAFC I actually am one."



Dineth Abeynayake

Founder and Director, Foxie Games

"As one of the fastest growing game companies in Australia, having the SAFC team's support has been absolutely invaluable. Since receiving the SA Video Game Development (VGD) Rebate through the SAFC we've been able to hire an additional four full-time staff members here in South Australia, giving us additional confidence to increase the size of our projects and our team."



Jennie Zeiher

President, Academy Award winning and Emmy nominated VFX company Rising Sun Pictures

"The support the SAFC provides through the SA PDV Rebate has helped Rising Sun Pictures grow to become a cornerstone of the South Australian screen industry, with 285 staff delivering projects for major Hollywood studios such as Marvel, Disney, Warner Bros., Amazon and Netflix. The incentive has been a game changer for the South Australian screen industry, driving a boom in the state's VFX sector and enabling the industry to grow through a consistent flow of projects."



Paul Ranford

Producer, Firebite, Stateless, Peter Rabbit, Mad Max: Fury Road, Matrix Reloaded & Revolutions

"South Australia offers a range of unique advantages which sets it apart from other states. The SAFC and Adelaide Studios enjoy an incontestable dual-purpose offering with development and production investment alongside state-of-the-art stages and set construction workshop, production and post facilities, all set within a historical precinct – a one stop shop. State incentives including PDV rebates and payroll tax exemption further enhance the state as a premier destination for local and international productions. South Australia offers a very bespoke and curated filming destination and punches well above its weight."



Cliff Jones

Double BAFTA winning Sound Engineer, Noise Kingdom

"One of the main factors that influenced my decision to relocate my business from Sydney to the SAFC's Adelaide Studios was the availability of the fastest internet network in the country. Through having access to this network I have been able to easily expand my client base, not just across Australia, but to the UK and USA as well. Additionally there is a thriving creative industry here and the lifestyle is head and shoulders above anything that I've experienced anywhere else."



Peter Itsines

Director, Trackshots

"Over my career I've worked on numerous major productions supported by the SAFC, from The Babadook to Top End Wedding to The Tourist, as a camera vehicle operator and providing special vehicles and mechanical support needed for filming. One of the best parts of the job is getting to show international crews what we've got here in South Australia, and how world class the local crews are. The SAFC's support for the screen industry really puts the state on the map in so many ways, and most importantly it brings in work for South Australians like myself."

"The South Australian Film Corporation are just unbelievably awesome. They're believers. They looked after us incredibly well."

— Warwick Thornton, director, Firebite, Sweet Country

“The support that the South Australian Film Corporation gives you is really quite extraordinary. They really love movies and they really love filmmakers, and they are really there to support your storytelling.”

— Unjoo Moon, director, I Am Woman



Supporting South Australian
screen since 1972

safilm.com.au



South Australian **Film Corporation**