



# MEDIA RELEASE

Monday, September 11, 2023

## NSW government must outline a credible future strategy for the screen industry

Cuts to funding for screen production in New South Wales would damage the state's credibility and competitiveness as a global film and television powerhouse, warns the union for screen workers.

The Media, Entertainment & Arts Alliance is concerned at reports that a program to bring screen productions to NSW will be defunded in next week's State Budget, along with funding and rebates for post, digital and visual effects.

MEAA is seeking an urgent meeting with Arts Minister John Graham to clarify future plans for the screen industry including the Made in NSW program, which is a victim of previously unknown cuts made by the former Coalition government before the state election in March.

"These government programs have been essential for NSW to be a credible and competitive destination for screen productions," said MEAA Chief Executive Erin Madeley.

"Sydney and NSW have established infrastructure, a skilled workforce and stunning locations, but these alone are not enough to ensure there is a consistent stream of screen work in the state. That is why the Made in NSW program and the Post, Digital and Visual Effects Rebate have been so important in attracting high-quality domestic and offshore production to the state.

"The reality is NSW is competing on a global stage for screen productions and government funding and incentives can make a real difference when studios are deciding where to locate a production."

The Made in NSW program was launched in 2016 with an initial government investment of \$20 million over two years. It helped bring 33 domestic and international productions to the state, generating \$422 million in expenditure and creating more than 14,000 skilled jobs.

"The benefits for the state's economy and employment are undeniable with every dollar of investment generating \$21 of economic activity," Ms Madeley said.

"We appreciate the NSW Budget is under pressure in a difficult economic and fiscal environment and that the cuts to this program were made by the previous government.

"But we urge the Minns government to either reinstate this program or to meet with the screen industry to discuss alternative strategies to ensure NSW remains a leader at home and abroad."

Ms Madeley said MEAA had made a submission to the review of the NSW Arts, Culture and Creative Industries Policy which highlighted that the screen industry was fundamental to the future of this sector.

**More information: Mark Phillips, 0422 009 011 or [mark.phillips@meaa.org](mailto:mark.phillips@meaa.org)**

📍 PO Box 723 Strawberry Hills NSW 2012 📞 1300 656 513

**BUILT ON INTEGRITY. POWERED BY CREATIVITY. MEAA.ORG**

ABN 84 054 775 598