

HOUSE OF REPRESENTATIVES STANDING COMMITTEE ON COMMUNICATIONS AND THE ARTS

Questions on Notice

Addressed to Ausfilm

Hearing held on Friday 4 December 2020

Question 1 – p. 14.

CHAIR: Do you have figures on your conversion rate from nibbles on the line to fish on the hook?

Ms Marks: No, not on hand.

Dr Herd: No, we don't have those to hand, but we can take that on notice, if you like.

CHAIR: Yes, thanks very much.

Answer:

In the period from 1 July 2015 to 30 June 2020, Ausfilm tracked a total of 724 projects that had expressed some interest in coming to Australia to undertake shooting here. Of those are total of 33 undertook shooting in Australia. That translates to a conversion rate of 5%. Of the projects that expressed interest, some would have gone to other jurisdictions, while others may not have gone into production anywhere. This is in the context of roughly 8,000 feature films produced each year worldwide.

Of the \$2.1b in enquiries from 37 projects since July 2020, when the Government announced the addition of \$400 million to the Location Incentive, and which Ms Marks referred to in her statement, 8 (7 at time of hearing) have now converted to shooting in Australia at a total value of \$464m. That is a conversion rate of 21%, which demonstrates the interest in Australia from the combination of a competitive incentive and safe working environment.

This does not include the visual effects work attracted to Australia from projects that undertook shooting in another jurisdiction. For example in 2019/20 some 61 projects commissioned visual effects work in Australia.