



LOCATIONS & GUIDE 2022



To kickstart the screen industry on the other side of the COVID-19 pandemic, **IF Magazine** is launching a dedicated location guide, showcasing the regions, production incentives, facilities and infrastructure Australia has to offer.

The guide will provide a detailed analysis of what each state, territory and local region can bring a production. It will cover off on landscapes, footloose funding, service businesses and screen agency services.

WHY IF?

What distinguishes IF from other screen brands is its unparalleled reach to the Australian and international screen community. The guide will be distributed through our expansive network; our publications are read by the most influential decision makers in the industry, with our website alone garnering 145,000 page views per month. Almost 40 per cent of our traffic comes from overseas, predominantly the US and UK.

We can help drive production and create new business opportunities, and see the screen industry thrive again.

The guide will be the perfect backdrop for you to promote your business and services to domestic and international producers, executives and location managers.



MEDIA PLAN

1x Double page spread visual & editorial Location Guide

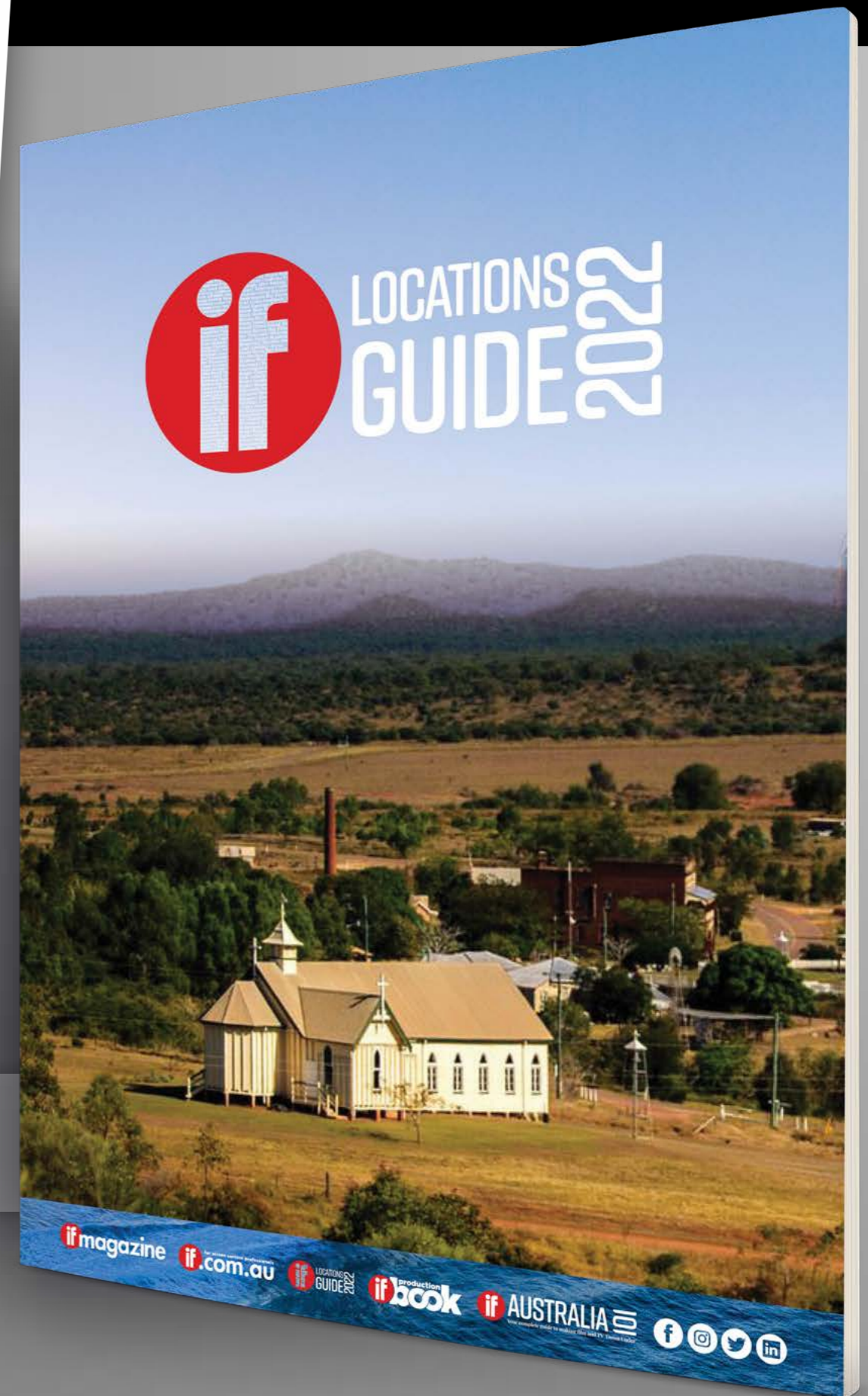
1x Full page advertisement Location Guide

1x The Production Book website Location Guide home page 10 images and 500 words

1x Full page advertisement Inside Film Magazine

Investment \$3000

THE LOCATION GUIDE
WILL BE PUBLISHED
END OF FEBRUARY



IF LOCATIONS GUIDE

Government News' sister publication **INSIDE FILM** is launching the **IF Locations Guide**. The aim of the guide is to assist local authorities to partner with the screen sector both domestically and abroad to attract productions to the regions they represent.



WHO IS IF?

INSIDE FILM is Australia's largest and most trusted screen brand. Its suite of products include a leading screen magazine and production directory, websites, subscription newsletters, an app and numerous social media assets.

What distinguishes **IF** from other screen brands is its exceptional access to the most powerful and influential people and organisations. It showcases emerging talent, production locations and flags projects for investment. **IF** is about collaboration and driving business outcomes.



WHAT ARE THE BENEFITS OF BEING INVOLVED?

Many metropolitan and regional centres are already enjoying the benefits of embracing the film and TV industry which brings money, jobs, tourists and cultural capital.

Films like *Picnic at Hanging Rock* and *Mad Max* were filmed decades ago but are still bringing benefits to Victoria's Hepburn Shire in terms of tourism and recognition.

The popular TV series *Home and Away* - viewed from the UK to Turkey and Hong Kong - has turned Sydney's already exclusive Palm Beach into a top tourist drawcard.

The screen sector can bring money into your area or your town, it can drive tourism, it can create jobs. The screen sector can deliver creative, cultural and economic benefits.

TOP END WEDDING IS THE FIRST EVER FILM TO BE SHOT IN THE TIWI ISLANDS.



SCREEN CONTENT DRIVES TOURISM

About 250,000 tourists visit or extend their stay in Australia each year as a result of viewing Australian content and it drives around \$725 million in international tourism spend each year.

Home and Away didn't just help launch Chris Hemsworth's career, but turned him into a global ambassador for Tourism Australia.

ECONOMIC BENEFITS

Screen productions don't just bring tourists. According to the non-profit Screenworks, which works with councils and businesses to attract new productions to regional areas, screen production has spent \$7.4 million in the NSW Northern Rivers region over the last five years.

Right now, George Clooney and Julia Roberts are in Queensland shooting feature *Ticket to Paradise*, which sees The Whitsundays double for Bali. The film is anticipated to inject \$47 million into the local economy and create more than 270 jobs for cast and crew.

Many other large-scale productions have shot in Australia in the last 12 months. Among them is Marvel's *Thor: Love and Thunder*, which drove an estimated \$178 million into the economy, created 2,500 jobs and utilised the support of 1,650 businesses.

Other projects include Ron Howard's upcoming film *Thirteen Lives*, BBC/HBO Max and Stan production *The Tourist*, two series of Dwayne 'The Rock' Johnson's *Young Rock*, NBCUniversal series *Joe Exotic*, season two of Amazon's *The Wilds* and upcoming Netflix titles *Escape from Spiderhead*, *Pieces of Her*, *Irreverent* and *God's Favourite Idiot*.

Early next year, 10-part Disney+ series *Nautilus* will start filming at Village Roadshow Studios and on location around Queensland, expected to generate \$172 million for the local economy, create 290 cast and crew roles, 2,200 extra roles, and use 200 service businesses.

To help connect local authorities with the domestic and international screen sector, Government News' sister publication INSIDE FILM is launching IF's Locations Guide.

The guide will showcase to producers and executives Australia's diverse locations and highlight businesses and councils keen to collaborate.



DOCTOR DOCTOR
IS KNOWN AND
LOVED OVERSEAS
AS THE HEART GUY

(photo: Tony Mott)

RALLYING COMMUNITIES

Top End Wedding didn't just create more than 440 jobs for the local community but was the catalyst for a shift in the Northern Territory narrative.

Gods of Wheat Street, filmed in the NSW Northern Rivers and featured an Indigenous cast focused on a modern Indigenous family. The production employed 270 locals and injected \$2.5 million into the area, but it also helped fuel pride and connections, especially amongst the Aboriginal communities in the region.

WHAT IS THE OFFERING?

The aim of the guide is to assist local authorities to partner with the screen sector and to attract productions to the regions they represent. Each participating council will receive the following:

1. IF LOCATIONS GUIDE

1 x Double page spread (images on RHS and location data on LHS)



2. DIGITAL LOCATION GUIDE

1 x Double page spread (images on LHS and location data on RHS)

Livelihoods enabled, expanded photo gallery and use of embedded video.

All foreign subscribers and web visitors will see a welcome note/road block inviting them to take the download of the digital print publication.



SPONSORED CONTENT

MAKE IT IN WINTON

IMAGINE ROLLING MITCHELL grass plains, suddenly interrupted by mesa formations. Beautiful red earth and channel country and undulating plains as far as the eye can see. You could easily place yourself in the American West, the African Savannah or even Afghanistan.

These landscapes are what make Winton, in Central Western Queensland, an ideal filming location. You could be 10 minutes from town and see nothing other than amazing landscapes.

Winton is located in on the Landsborough Highway, 180 kilometres northwest of Longreach, 472 kilometres southeast of Mount Isa, and approximately 1,500 kilometres from Brisbane, covering 53,935 square kilometres and boasting a population of around 1,100 people.

Growth of the film industry in Winton is a current priority for the Winton Shire Council to support and advance regional growth.

It is the council's aspiration for the Winton Shire to become the "Outback Film Capital of Australia" due to its history of feature films, commercials and documentaries, and a unique landscape that continues to attract filmmakers from all over the world.

Winton's ancient and spectacular landscapes have been the backdrop for many of Australian cinema's most moving moments. Its sweeping golden plains and rugged rocky outcrops speak to Australians and cinemagoers the world over. Some of the films shot in Winton include *The Proposition*, *Mystery Road*, *Goldstone* and *Texas Rising* as well as six-part series *Total Control*, from Australia's ABC.



Get to Winton

BY AIR
 REX airlines flies into Winton via Townsville on a Tuesday and a Thursday.

Winton airport is located five kilometres from town. Transfers to and from town can be organised at the visitor's information centre.

An alternative to flying directly into Winton is to take the daily QantasLink flight from Brisbane to Longreach, where there are hire cars available through Avis and Budget.

Winton Shire Council is also in talks with Alliance Airlines for direct charter flights into Winton.

BY RAIL
 Queensland Rail Travel operates the "Spirit of the Outback" rail service twice weekly to and from Brisbane to Longreach. There is a rail coach link to Winton.

As for filming gear and trucks, Winton Shire Council have arranged a deal with Linfox to get equipment from Brisbane directly to Winton via rail at some reasonable prices.

BY BUS
 Bus Queensland coach services operate from Brisbane to Mt Isa and return daily, stopping in Winton. Greyhound operates services between Rockhampton and Longreach.

Other great filming locations within the Winton Shire are Rangelands and Bladensburg National Park, recently rated as one of the top five national parks in the world to stargaze. In recent years, the town has embraced film culture wholeheartedly. For the last six years it has hosted the annual Vision Splendid Outback Film Festival attracting students from Beijing Film Academy, the Film and Television Institute of India, Griffith Film School and the University of New South Wales (UNSW) film school.

Winton Shire Council are also at an advanced design stage in developing a film studio and production offices, allowing filmmakers a 'plug and play' facility. The hope is it will become a hub for any visiting filmmakers, television production companies and students from around the world.

The council is also in the process of securing funds for Australia's only permanent American-style "Western Town". Winton boasts a high-speed dark fibre internet facility, which allows a minimum of 10GBs per second to be sent anywhere in the world.

The people of Winton are extremely film-friendly and are a great source of extras and hands-on crew. We can make almost anything happen in a short period of time.

If you plan to make a film, Winton Shire Council can show you what Winton has to offer. ■

Get in contact:
 Adam Head, tourism and economic development officer
 Winton Shire Council
 AdamH@winton.qld.gov.au
 www.winton.qld.gov.au

Waltzing Matilda Centre
 +61 1300 665 115
 waltzing@matilda.centre.com.au

3. 1 X LOCATION LISTING

in the IF Production book for 12 months

4. 1 X FP IN IF MAGAZINE

The screenshot shows the 'if production book' website. The main navigation includes 'About', 'Content', 'Login | Join Now', and 'On film. On tv. On set. On location. Online.' Below this is a search bar and a sidebar with categories for Australia, New Zealand, Crew, Equipment, Services & Locations, TV, Post-Production, and Agents & Casting. The main content area features a 'Lonely in lockdown? Let us keep you company.' banner for 'if magazine' with a digital subscription offer: '\$2 for 2 issues and 30 IF back issues.' Below this is a 'LOCATIONS DIRECTORY' section with a listing for 'Camden council' circled in blue. The listing includes a photo of a large house and text describing the location's features.

The image shows the cover of 'if magazine' for screen content professionals. The cover features a woman in the foreground and a man sitting on a chair in the background. The magazine title 'if magazine' is prominently displayed in the top left. Below the title, it says 'FOR SCREEN CONTENT PROFESSIONALS' and 'ISSUE #201, SEP - OCT 2021 \$7.95 AUD / WWW.IF.COM.AU'. The main headline reads 'NITRAM' with the sub-headline 'KURZEL AND GRANT ATTEMPT TO "MAKE SENSE OF THE SENSELESS"'. There is also a section titled 'H EFFECT' and 'ED SKETCH COMEDY'. A barcode and ISSN 1447-2252 are visible in the bottom right corner.

Bakehouse

The aim of the guide is to assist local authorities to partner with the screen sector both domestically and abroad to attract productions to the regions they represent.

WHAT INFORMATION IS REQUIRED TO CREATE A LOCATION LISTING?

Please answer the following questions:

What landscapes you can offer filmmakers within your council area e.g. urban, desert, industrial, rainforest, coastal, etc?

Do you offer notable landmarks or unique architecture?

What facilities and infrastructure are in your council area that filmmakers could utilise?

What film friendly policies do you have in place?

What productions – for film, television or online – have shot in your local area previously?

Do you offer any incentives or support to encourage screen production?

What is your council's proximity to transport hubs such as airports, freeways?

What accommodation options do you offer?

Contact details:

Please attach any high-resolution photographs of notable locations you would like to highlight. Include video footage if available.

To display and attract production domestically and abroad for your region
Investment \$3000 plus gst

To take advantage of screen opportunities send your locations data and supporting images to Cameron Boon

Cameron Boon
National Sales Manager
cboon@intermedia.com.au
Tel: 61 2 85866171
Mob (0)416205965

About the IF Group:

Since 1990 The IF Production Book has provided domestic and global screen production industries with unparalleled production resources, news, production reports, locations and contacts in print, online, via social media and through other assets such as if.com.au. The platform is used by hundreds of thousands of industry professionals annually responsible for screen productions and location scouting, domestically and from around the world.