



MINISTER FOR CULTURE AND THE ARTS

MEDIA STATEMENT

Attention: News Editor/Chief of Staff

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WA animations to screen on Nickelodeon.

Western Australian animators will have the chance to create short films to screen nationally on children's television broadcaster Nickelodeon.

Culture and Arts Minister Sheila McHale said the new Nick Shorts animation initiative would give up to six creative teams the opportunity to showcase innovative, original work on a range of Nickelodeon platforms, including Nick TV, Turbo Nick and Mobile.

Nick Shorts is a joint production initiative between ScreenWest, Nickelodeon Australia and the Film and Television Institute WA (FTI).

"Nick Shorts will not only help develop the skills of WA animators but offers them a unique chance for their concepts to be considered for further development into a series by Nickelodeon International," Ms McHale said.

"The work of our local animators could soon be sitting alongside Nickelodeon international favourites such as SpongeBob SquarePants and Dora the Explorer.

"This is the first time that Nickelodeon has partnered with State-based organisations in such an initiative and is testimony to the creative talent which exists in WA."

Nickelodeon is seen in more than 1.9million households in Australia.

Nickelodeon general manager Katrina Southon said Nickelodeon Australia was delighted to be able to offer this opportunity to the WA animation industry.

"Nickelodeon Australia is committed to supporting local production and Nick Shorts provides us the chance to showcase the creativity from WA," Ms Southon said.

FTI chief executive officer Graeme Sward said Nick Shorts was a fantastic partnership initiative that would create real industry career opportunities for local animators in WA.

Applications for Nick Shorts close on Thursday, September 11.

For more information and application guidelines, visit the FTI website:

<http://www.fti.asn.au/make/initiatives/nickshorts>

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