

# MINISTER FOR CULTURE AND THE ARTS

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## MEDIA STATEMENT

Attention: News Editor/Chief of Staff

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### **WA and Singapore unite to nurture cross-media projects.**

ScreenWest has united with its Singapore counterpart, the Media Development Authority (MDA), to encourage film producers to jointly develop concepts for television.

Culture and the Arts Minister John Day said the new MDA-ScreenWest Cross-Media Development Initiative would provide US\$90,000, funding three projects.

“The new development funding will encourage Western Australian producers to seek opportunities with Singaporean production companies in children’s programming, documentary and animation film,” Mr Day said.

“This initiative is unique as it requires the telling of a story using multiple platforms - a film or TV series, for example, would be accompanied by an innovative presentation, via the web, podcast or mobile phone.

Recent successful collaborations between the two regions resulted in the feature film, ‘The Home Song Stories’, lifestyle TV program ‘5 Star Insider’, animation series ‘Milly-Molly-Mandy’ and children’s sci-fi drama series ‘Stormworld’.”

MDA chief executive officer Dr Christopher Chia welcomed the partnership.

“Singapore’s media companies already enjoy a strong working relationship with their counterparts in Australia and I am sure this joint initiative with ScreenWest will spur more such mutually-beneficial collaborations that will make their mark on the international scene,” Dr Chia said.

“Content commercialised on multiple platforms will enjoy a wider reach and longer lifespan as consumers increasingly demand to enjoy content on their own terms.”

The MDA-ScreenWest Cross-Media Development Initiative is open to Singaporean and WA resident companies, agreeing to work as co-production partners in development and production phases.

The closing date for submissions from eligible producers is December 1. Further information is available from: <http://www.screenwest.com.au>

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