

South Australia

The screen innovation state



Invest SA is a dedicated team of investment and business professionals within the Department for Trade and Investment that can connect you with opportunities, industry networks, and other government agencies in the creative industries sector in South Australia.

Invest SA, Creative Industries team provides support and assistance to individuals and businesses operating within the creative sector to establish and thrive in South Australia.

invest.sa.gov.au/sectors/creative-industries



Cover image: Run Rabbit Run
Image courtesy of South Australian Film Corporation

Image this page: The New Boy
Image courtesy of Ben King

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Beep and Mort
Image courtesy of Morgan Sette



Our strengths = your opportunity



Skilled talent pipeline

Over 1,900 graduates in interactive software (VFX, AR/VR and games) from tertiary and vocational education and training institutions in the last three years



South Australian Video Game Rebate

10% rebate on development costs incurred in South Australia offered by the Government of South Australia



Cloud infrastructure

Twenty-four colocation data centres, 177 cloud service providers, 24 network fabrics and 50 service providers



Exceptional connectivity

SABRENet, GigCity and Ten Gigabit Adelaide - high reliability, low latency optic fibre connectivity throughout greater Adelaide



Digital Games Tax Offset

30% refundable tax offset offered by the Australian Government



Innovation and partnerships

Ability to partner with leading technology organisations in artificial intelligence, research and development, and blockchain



Post-Production, Digital and Visual Effects Rebate

10% rebate on expenditure on post-production, digital and visual effects work offered by the Government of South Australia



World-class renewable resources

Over 70% of South Australia's electricity generation came from wind and solar in 2022



UTC +9:30 hours time zone

Favourable to the Asia-Pacific region for continuity of visual effects work



Visas for international talent

Bring staff with specialist skills and experience to Adelaide via a state nomination process



"It's an industry and the Government of South Australia recognises that, so they are right there with you saying, 'OK, what can we do to help?' You don't get that in the eastern states."

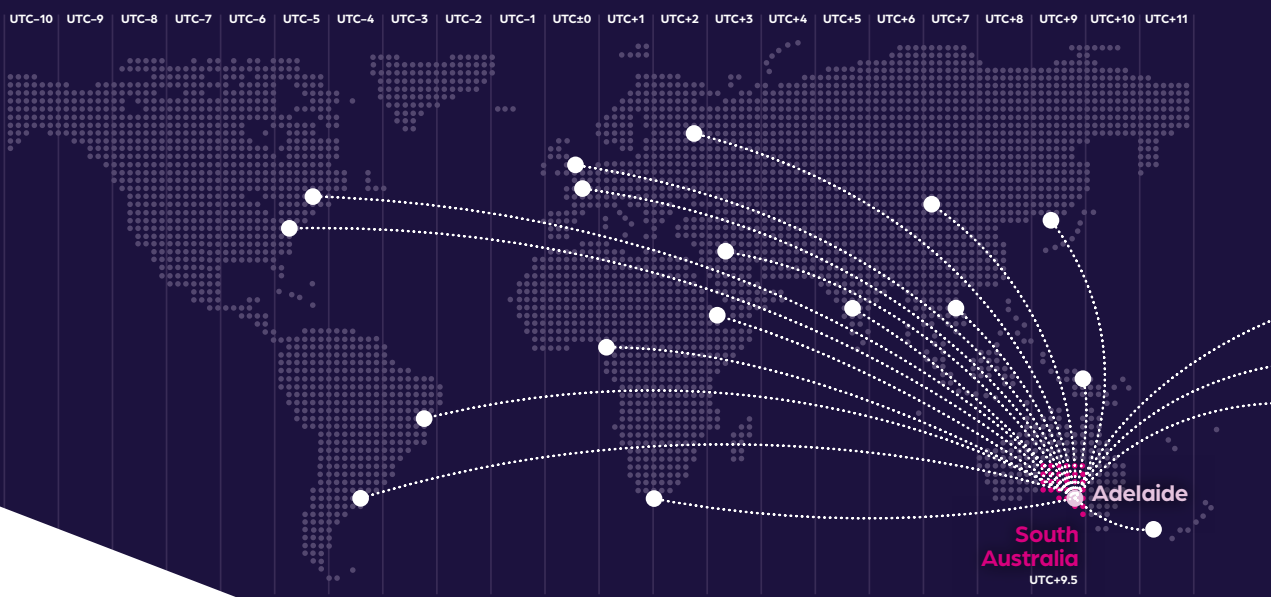
E Bennett Walsh, Executive Producer (Mortal Kombat)

Introducing South Australia

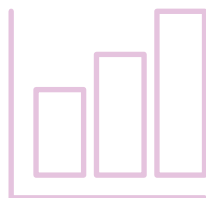
South Australia has the technological expertise, creative and cultural strengths to help you tell stories and create worlds.

South Australia's competitive advantage

Ecosystem	A variety of unique and exceptional screen businesses that are internationally recognised across games, VFX and film.
Skilled talent pipeline	A suitably skilled workforce with the highest retention rate in Australia based on 3+ years in current main job.
Rebates and incentives	Attractive rebates and incentives available to support game development, production and post-production.
Locations	A versatile and unique landscape offering easily accessible filming locations, providing the backdrop and base for many iconic film and television productions.



What SA offers investors



Invest SA helps facilitate:

- Identifying a suitable location
- Connections across government for approvals
- Attracting and retaining highly-skilled staff
- Introductions to industry partners and networking opportunities
- Planning and cross-government delivery of investment projects
- Connections with our global teams and identifying export opportunities

Rebates and incentives

Access competitive rebates and incentives to support the screen industry and business growth in South Australia.

Games

South Australia was the first Australian jurisdiction to introduce a video game rebate demonstrating support of the industry to the local and international community.

South Australian Video Games Development Rebate

Offered by the Government of South Australia.

Rebate: up to **10%**

Eligibility: development costs incurred in South Australia on eligible project expenditure with a minimum spend of **AUD\$250,000**

Digital Games Tax Offset

Offered by the Australian Government.

Offset: up to **30%**

Eligibility: game development expenditure over **AUD\$500,000** from 1 July 2022

Games developers meeting eligibility criteria can access both incentives, up to 40%.

Screen

Screen Production Fund

Provided by the South Australian Film Corporation to support production of outstanding scripted and unscripted content for any screen that generates significant economic outcomes for the South Australian screen industry.

Funding: up to **10%** of qualifying South Australian expenditure

Key criteria: project substantially produced and post-produced in South Australia

Effects

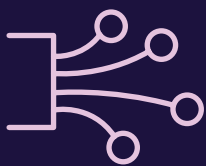
Post-Production, Digital and Visual Effects Rebate

Provided by the South Australian Film Corporation to develop the South Australian post-production, digital and visual effects sector by complementing the Australian Government's Australian Screen Production Incentive Producer Offset, Location Offset or PDV Offset.

Rebate: equivalent to **10%** of approved expenditure on post-production, digital and visual effects work, subject to available funds.

Key criteria: post-production, digital and visual effects (PDV) work undertaken in South Australia with a minimum expenditure of **AUD\$250,000**

Exceptional connectivity



Ten Gigabit Adelaide

High performance fibre optic data network across Adelaide commercial buildings enabling businesses to share and receive high volumes of data at 10 gigabits per second.

GigCity network

Providing affordable gigabit-speed internet to tenants at designated innovation precincts and co-working spaces across Adelaide.

SABRENet

A fibre-only telecommunications network linking South Australia's major education, research and innovation sites, with data speeds from one gigabit to 100 gigabits per second.

Adelaide Cloud infrastructure comprised of 24 colocation data centres, 177 cloud service providers, 24 network fabrics and 50 service providers.

Skilled talent pipeline

Government, universities, training providers and industry work together to advance the sector to meet current and future needs.



Universities

Three world-class public universities, the University of Adelaide, University of South Australia, and Flinders University, deliver undergraduate and post-graduate screen qualifications with purpose-built facilities providing the best the world has to offer.



Specialist technical campuses

Academy of Interactive Entertainment

Australia's most awarded 3D animation, game design, film and visual FX educator.

Using state-of-the-art facilities, students learn the latest in:

- Filmmaking
- Game development
- Game programming
- 3D animation and visual effects education.

Adelaide College of the Arts

A campus of TAFE SA, South Australia's largest vocational education and training provider, is designed to achieve excellence in arts training with industry-standard performance and exhibition spaces, workshops and studios.

It is Australia's only tertiary institution housing the study of performing arts, visual arts and design, all in one building.

CDW Studios

Design school offering study options in visual effects and entertainment, and a Bachelor of Creative Arts (Visual Effects and Entertainment Design) in conjunction with Flinders University.

Instructors have experience working for companies such as Disney, Blizzard Entertainment, Rising Sun Pictures, WETA, Wizards of the Coast, and Lego.

Media Arts Production Skills (MAPS) Film School

Educates students in a replicated real-world industry that operates like a production house.

MAPS films regularly win awards, and screen at festivals and online.

SAE Institute Adelaide

Provides specialist vocational and higher education courses worldwide. The new state-of-the-art, multi-level campus in Adelaide excels in programs across:

- Animation
- Audio
- Creative Industries
- Design
- Film
- Games
- Music.



Visas for international talent

The Government of South Australia can support companies to bring staff with specialist skills and experience to Adelaide via a state nomination process.

For skilled migrants, state nomination can assist them with qualifying for a skilled migration visa from the Australian Government Department of Home Affairs, providing additional points toward visa applications.

Game development ecosystem

Some of Australia's most exciting independent games studios operate in South Australia.

Tantalus South (Keywords Studios)

- World's largest provider of end-to-end technical and creative solutions to the global video games industry
- First AAA video gaming business to establish in South Australia

Recent work: *Fortnite*, *Star Wars Jedi: Fallen Order*, *Age of Empires*, *Mortal Kombat*, *Rocket League*, *NBA 2K*, *Madden*, *HALO*, *Clash Royale* and *Minecraft*.



"As a proud South Australian, I'm delighted to be part of a game development studio in Adelaide once again. The talent in South Australia is as good as anywhere in the world."

Tom Crago, Director, Keywords Studios Australia



Big Ant Studios

- One of the largest game developers in Australia
- Australia's leading developer of sports games including premium character action and racing
- Acquired by French publisher Nacon in 2021 for AUD\$57 million

Platforms: includes Sony PlayStation 2, PlayStation 3, Nintendo Wii, Microsoft Xbox 360 and PC.

Supported by leading global publishers including THQ, Konami Group Corporation and Sierra Entertainment, Big Ant Studios has achieved significant market success with every console title developed.

"When it comes to video game development, South Australia has an incredible pedigree, from the days of Ratbag through to the current crop of developers; it is a state that has always punched well above its weight."

Ross Symons, founder of Big Ant Studios

Silksong
Image courtesy of Team Cherry

Team Cherry

- Indie games developer in Adelaide

Titles: *Hollow Knight* – released in 2017, sold over 500,000 units by November 2017 and surpassed 1 million units in June 2018. Released on Nintendo Switch and sold 250,000 units in the first two weeks. Global sales in excess of 2.8 million units.

Silksong – highly anticipated sequel to *Hollow Knight*, consistently in the top three of the most wish-listed games on the Steam Charts with a release anticipated late 2023.



We Made a Thing Studios

- Featured at Gamescom in Cologne in October 2022
- Winner in the Aus Indie Showcase class at PAX Aus 2022
- Award winning production company that focuses on high concept IPs with global audiences

Titles: *Box Knight*, their first video game due for release late 2023.

We Have Always Lived in the Forest

- An independent game development studio innovating empathetic meaning-making AI systems in the production of avant-garde emergent narrative games
- Focussed on developing cybernetic processes for emotion interaction, utilising natural language processing and artificial psychology techniques

Titles: *darkwebSTREAMER* due for release on PC in 2024, is gaining significant interest from gamers and investors alike. It made IGN Entertainment's list of the *Best Little Games I Played at Gamescom 2022*, Kotaku's *10 Aussie Games That We Loved at PAX Rising* list and WellPlayed's *Best Games We Played at PAX Aus 2022*.



Half Giant

- An award-winning full-service animation studio specialising in game trailers and cinematics
- Uses the perfect blend of animation and game capture
- Produced Australian Game Developer Awards' Game of the Year, *Cult of the Lamb*, which sold over one million units in its first week

Client trailers: *Devolver Digital, Massive Monster, Mighty Kingdom, Mino, Future Play, Happy Juice, Cellar Door Games* and *Cranky Watermelon*.

"Our team did a series of four trailers for *Cult of the Lamb* with Half Giant and with each one they blew us away and raised the bar for what came next."

Nigel Lowrie, Co-Founder Devolver Digital



A competitive advantage in VFX

Elvis
Image courtesy of Rising Sun Pictures

Rising Sun Pictures

Rising Sun Pictures (RSP) is a cornerstone of the South Australian screen industry, having created some of Hollywood's most memorable screen moments over its rich 28-year history. With a 240+ strong team, RSP has produced visual effects for global successes including Warner Bros. Studio's *Harry Potter* series, Alfonso Cuarón's *Gravity*, Marvel's *X-Men* series, and HBO's *Game of Thrones*, all from its Adelaide studio.

Recent work for RSP includes Disney's *Jungle Cruise*, Warner Bros.' *Elvis* and *Mortal Kombat*, Marvel's *Shang-Chi and the Legend of the Ten Rings* and *Black Widow*, and Amazon's *The Boys*. RSP is a trusted studio collaborator to these production studios, as well as Netflix and MGM.

Using AI technology

The Australian Institute for Machine Learning (AIML), ranked in the top six global institutions for computer vision research ([csratings.com](https://www.csratings.com)), is Australia's largest artificial intelligence (AI) capability. RSP is a world leader in embracing and implementing advancements in technology to deliver superior results in deepfake technology including face replacement, digital makeup and age modification.

RSP's most novel work with AIML was for *Elvis*, the much-anticipated 2022 film from Oscar-nominated director Baz Luhrmann and Warner Bros. Pictures. Groundbreaking AI technology was employed to integrate actor Austin Butler (who plays Elvis) into actual clips from Presley's movies.

"Collaborating with AIML has enabled us to do what we have never been able to do before and proves to global studio executives RSP is among the best in the world at embracing and implementing advancements in technology such as AI."

Tony Clark Managing Director, Rising Sun Pictures





KOJO Studios' editing suite
Image courtesy of KOJO Studios

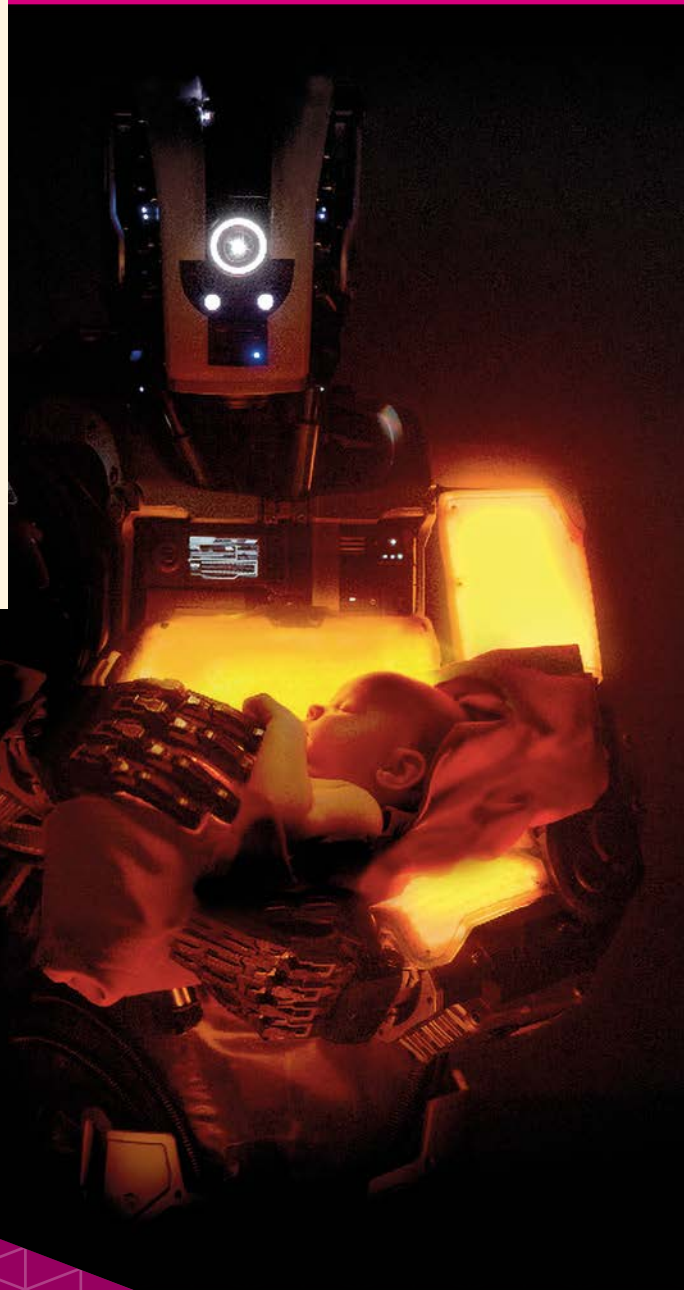
KOJO Studios

Founded in 1991, KOJO Studios is one of Australia's leading screen businesses working across development, production, post-production, VFX and delivery. With studios in Adelaide and Melbourne, and production offices in Sydney and Perth, KOJO Studios' team works seamlessly across the vast Australian landscape to create work that captivates audiences globally.

KOJO Studios' production team develops and produces quality feature films and narrative television for Australian and international audiences including co-production on *Master Gardener*, *Top End Wedding*, *2067*, and two series of *First Day*. KOJO Studios is a complete production services team for international clients looking to film projects in Australia.

Their post-production and VFX studios have worked on over 70 feature film and TV credits including Anthony Maras' *Hotel Mumbai*, Jennifer Kent's *The Nightingale* and Grant Sputore's hit *I Am Mother*. During the shoot in South Australia, KOJO Studios was the post-production backbone for New Line's *Mortal Kombat* providing data, dailies, editorial and VFX services.

KOJO Studios is an accredited post-production studio with Warner Bros., Fox Studios, Netflix and Amazon Prime in Hollywood offering services across workflow planning, data management, editorial, motion design, VFX, DI, sound and delivery - a complete lens to screen solution.



I Am Mother
Image courtesy of KOJO Studios

A thriving ecosystem in film and television

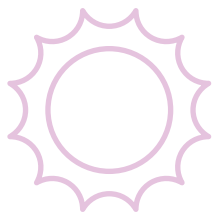
With a thriving ecosystem of internationally recognised PDV studios, skilled crews and a suite of attractive state government incentives, South Australia has competitive advantages for film and television unmatched by other states.

Uncapped production incentives, a growing international reputation for innovation, hi-tech capability, and a proven track record of rapidly scaling a large skilled workforce for screen production make South Australia one of the easiest places in the world to do business in screen.

South Australia as a location

South Australia is a versatile and unique landscape offering easily accessible filming locations, providing the backdrop and base for many iconic film and television productions.

On Adelaide's doorstep there are salt lakes and moonscapes, dense green forests and palm trees, rugged desert ranges and dramatic coastlines, a sophisticated CBD with spectacular heritage buildings and beaches galore.



The Survival of Kindness
Image courtesy of the South Australian Film Corporation



Beep and Mort set

Image courtesy of South Australian Film Corporation

Adelaide Studios

Managed by the South Australian Film Corporation (SAFC), Adelaide Studios is located 15 minutes from Adelaide's CBD, 30 minutes from Adelaide's international airport and close to South Australia's world-class post-production and visual effects businesses. Adelaide Studios offers an ideal working environment for feature films and television series of varying budgets and is perfectly positioned to handle virtual production.

Facilities include:

- Two sound stages
- Dolby certified mixing theatre
- Virtual production capability
- Foley stage
- Edit rooms
- Production offices
- 100-seat screening theatre
- Set construction workshop

For productions that require a larger footprint, the SAFC can facilitate access to additional warehouse space within easy distance of the studios and CBD. Adelaide Studios is also a buzzing hub for screen creatives, housing more than 25 South Australian screen businesses from production companies to editors, casting and talent agents, animation studios, digital content creators and more.

Adelaide Studios continues to draw high profile projects, including feature films *The Unknown Man*, *Gold*, *Mortal Kombat*, *Hotel Mumbai*, *Cargo*, *I Am Mother*, *2067*, *Storm Boy* and *The Babadook*, as well as the TV series *The Tourist*, *Stateless*, *Pine Gap*, *Wanted* and *Wolf Creek*.

"The production process in the state went very well and the South Australian Film Corporation was helpful and collaborative from start to finish. It was our first attempt at undertaking a large production in the state and it was successful."

Bill Draper, President of Worldwide Physical Production for Warner Bros.



South Australian Film Corporation

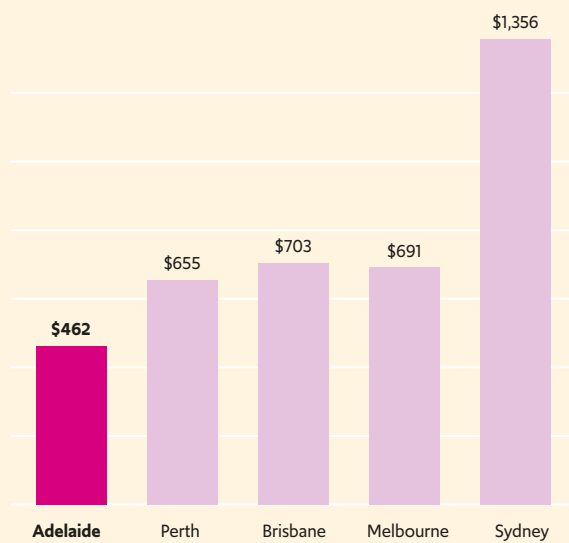
Image courtesy of South Australian Film Corporation

Australia's most cost competitive city

South Australia's competitive business environment supports commercial success and scaling of operations.

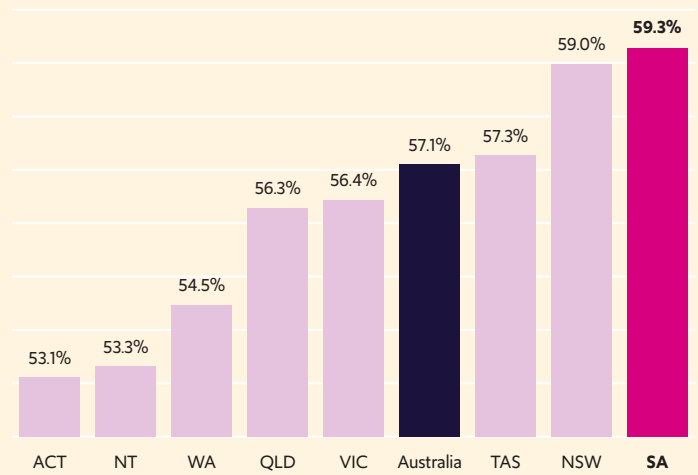
South Australia offers a suitably skilled and scalable workforce with competitive labour costs and high staff retention rates. Adelaide central business district rental space is the lowest in mainland Australia, making Adelaide one of the world's three most cost-effective cities for digital services outside of the United States.

A-grade CBD office – net face rent (\$/sqm pa)



Source: CBRE Research - Australian Office Q1 2023

Staff retention rates, 3+ years in current main job (% of employed)



Source: Australian Bureau of Statistics - Job Mobility [Table 1.2 - Labour mobility, retrenchments and duration of employment by state and territory, February 2023]

The Survival of Kindness
Image courtesy of the South Australian Film Corporation



Innovation districts

Our sectors co-exist in hi-tech hubs and research centres, forging collaborative ecosystems that open doors and inspire new ways of thinking.

Northern Sound System

27 kms from CBD

Youth-focused music and creative industries facility which includes three recording studios, 420-person music venue, Internet Broadcast Studio and GigCity internet.

Technology Park

17 kms from CBD

Hub for systems development and integration, information communications technology, advanced manufacturing and electronics, and home to over 100 small to medium enterprises, multinationals and start-ups.

Lot Fourteen Innovation District

Adelaide CBD

Australia's first ideas and innovation neighbourhood and home to the Australian Space Agency, SmartSat CRC, Defence and Space Landing Pad, FIXE start-up hub, MIT Adelaide Living Lab, Australian Institute for Machine Learning and the Australian Cyber Collaboration Centre.

Gameplus

Adelaide CBD

Collaborative workspace for game developers and related specialist technology start-ups to share resources, knowledge and opportunities. Also, a hub for government and industry to access a range of specialist expertise in interactive entertainment, simulation and training.

South Australian Film Corporation

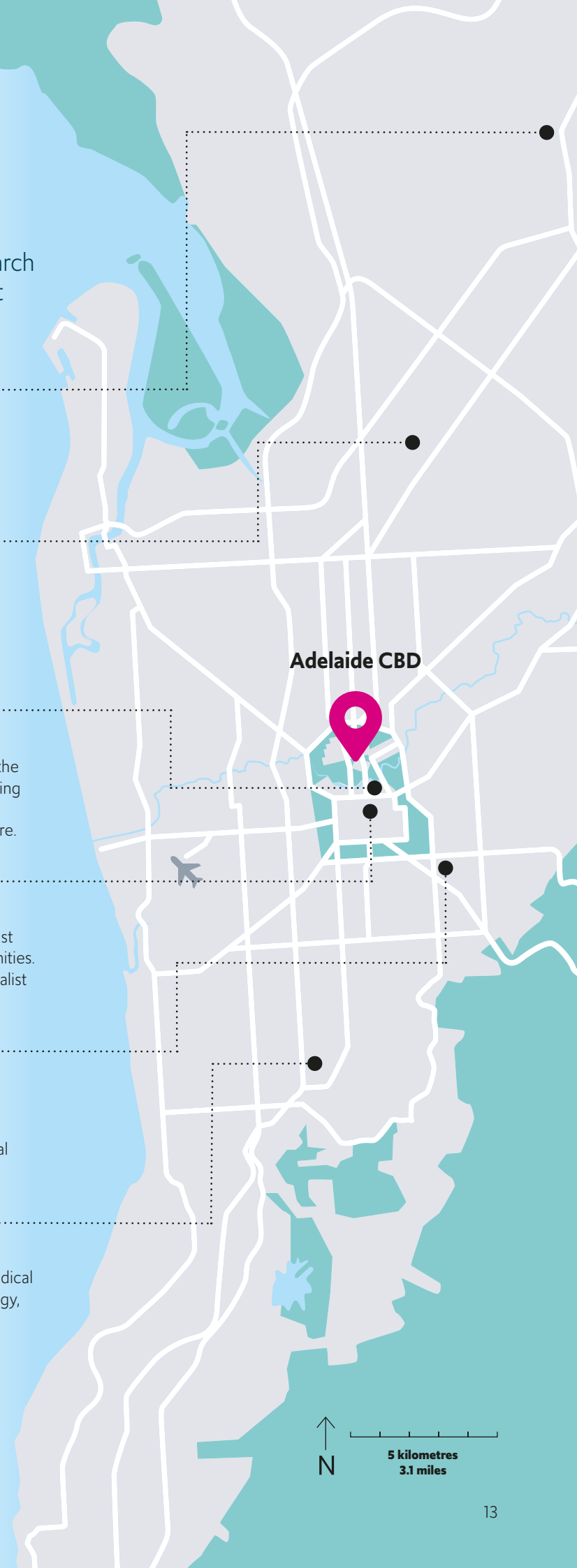
4 kms from CBD

South Australia's leading screen authority and investment body, supporting the development, growth and promotion of the state's screen production sector through feature film, television and digital screen projects.

Tonsley Innovation District

12 kms from CBD

Home to high-value manufacturing industries including health, medical devices and assistive technologies, clean tech and renewable energy, software and simulation, mining and energy services.



Advantage Adelaide – live, work & play

South Australia is a great place to live, work and play. The capital, Adelaide, is consistently ranked as one of the most liveable cities in the world.

Adelaide is a progressive, cosmopolitan capital offering a premium lifestyle with world renowned festivals, major sporting events and iconic locations, such as the Barossa Valley, Kangaroo Island and Flinders Ranges.

South Australia's innovative, cost competitive and agile nature is luring more young talent, and the ability to rapidly scale and provide skilled workers in critical sectors has caught the attention of world-class companies.

We're forging global partnerships and leveraging our position as one of the most liveable and safest cities to grow our state and opportunities for everyone.

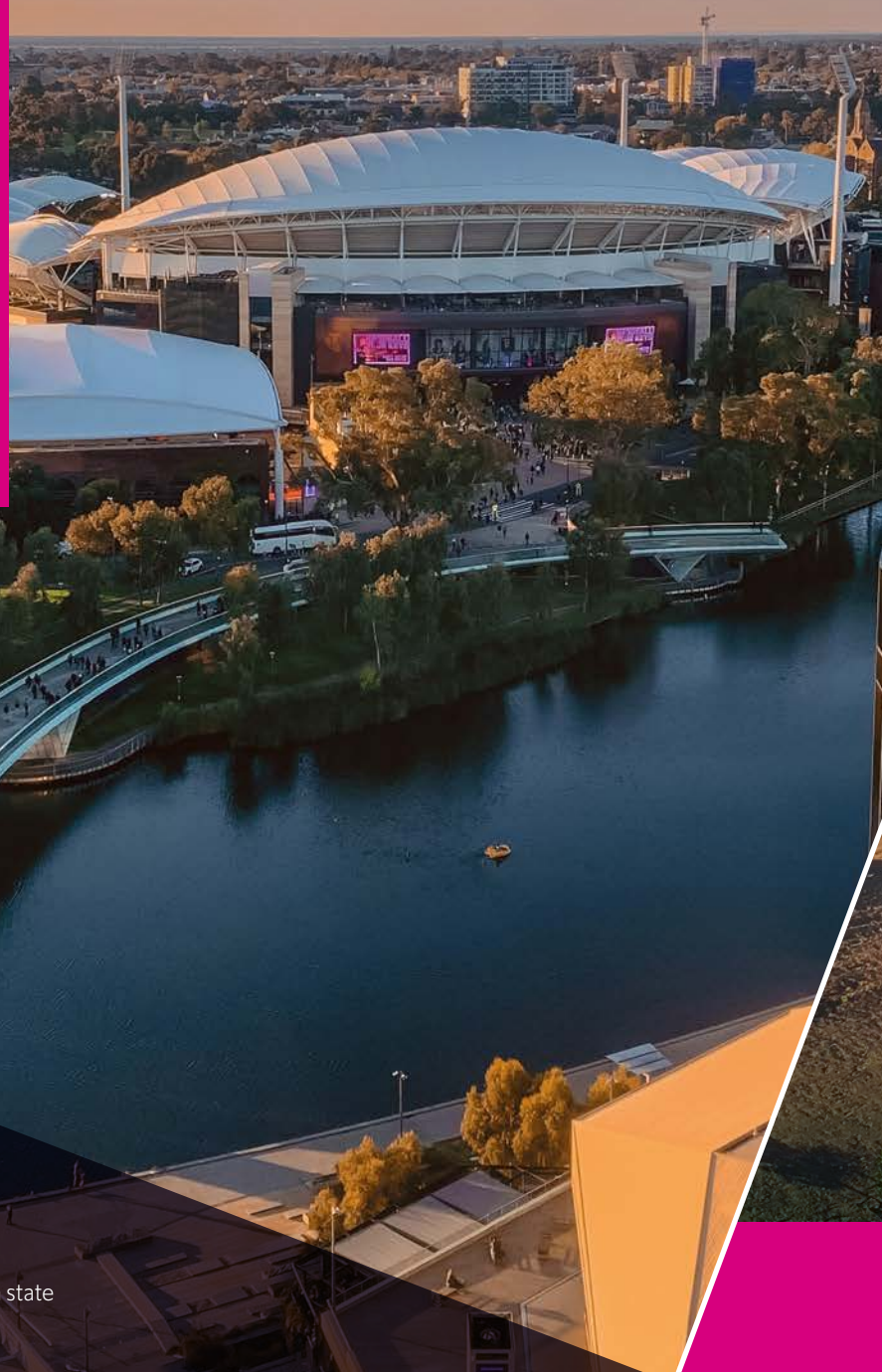
There's a strong commitment to collaboration among industries with specialist precincts, such as the Tonsley Innovation District and Lot Fourteen Innovation District, encouraging companies to thrive.

- **Shortest daily work commute of the major mainland cities – 21 per cent less than Sydney¹**
- **One of the lowest cost of living capital cities in Australia²**
- **Adelaide's median house price is \$680,000 – 44 per cent lower than Sydney³**

¹ Melbourne Institute: Applied Economic & Social Research, The Household, Income and Labour Dynamics in Australia Survey

² Mercer 2023 Cost of Living city ranking – Sydney 58, Melbourne 67, Brisbane 84, Perth 97, Adelaide 102

³ Australian Bureau of Statistics, March quarter 2023



Riverbank Precinct, Adelaide
Image courtesy of Olivia Dowling



Wilpena Pound, Flinders Ranges & Outback
Image courtesy of @saltythebus

The South Australian lifestyle

There is a year-round calendar of large events, entertainment, culture and excitement. Some of the best known cultural and arts events include the Adelaide Festival, WOMADelaide, Tasting Australia, Adelaide Fringe, Adelaide Cabaret Festival and OzAsia Festival. South Australia also hosts international and national sporting events including cycling's Tour Down Under and the Adelaide 500 car race.

Our Mediterranean climate – hot, dry summers and mild, wet winters – enables an exciting outdoor lifestyle. In Adelaide, you can dine outside, visit bustling laneways and rooftop bars. The thriving restaurant scene delivers a myriad of cuisines and memorable experiences. Visit over 680 wineries and more than 340 cellar doors - 200 within one hours drive of Adelaide.

Adelaide's coastline stretches more than thirty kilometres, delivering wide, golden beaches with clean seas for swimming, kayaking, surfing and more.

It's hard not to escape into nature with parks and walking trails everywhere.

Best of all, getting around Adelaide is effortless. Nothing is really more than 30 minutes away by car so it's easy to have a family, sporting and social life every evening and an action packed, or relaxing, weekend!

Adelaide delivers a better, more affordable lifestyle and opportunities – whether in the city or suburbs, on the coast or in the hills.

- **Most affordable unit rents and third most affordable house rents of any Australian capital city⁴**
- **Affordable and accessible childcare**
- **Good public transport and no toll roads**
- **Great public and private schools**
- **Adelaide's three public universities are ranked in the top two per cent in the world**

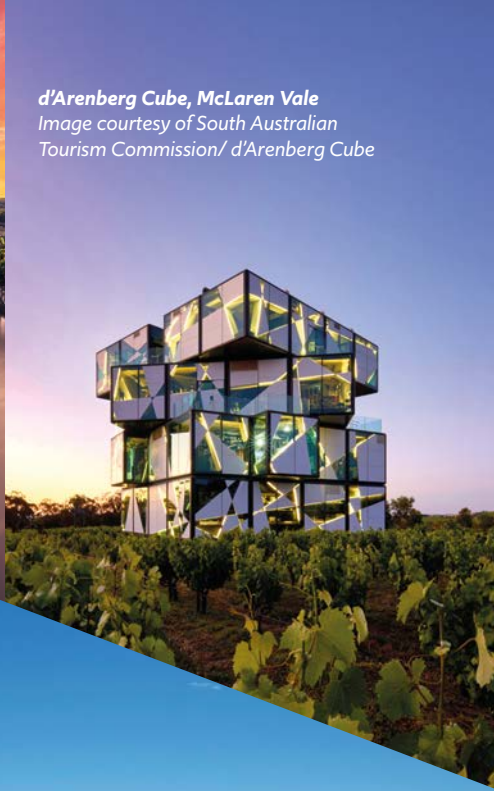
4 Domain Rental Report, June 2023

Seppeltsfield Road, Seppeltsfield
Image courtesy of South Australian
Tourism Commission

River Murray



d'Arenberg Cube, McLaren Vale
Image courtesy of South Australian
Tourism Commission/ d'Arenberg Cube



Snelling Beach, Kangaroo Island
Image courtesy of @saltythebus



Kati Thanda-Lake Eyre National Park
Image courtesy of Allan Dixon



Cape Willoughby, Kangaroo Island
Image courtesy of South Australian
Tourism Commission



Prairie Hotel, Parachilna
Image courtesy of South Australian
Tourism Commission



Let's talk

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Government
of South Australia