



THE HON PAUL FLETCHER MP

Minister for Communications, Urban Infrastructure, Cities and the Arts

MEDIA RELEASE

3 May 2021

Victoria takes centre-stage in international drama series *La Brea*

Upcoming drama series *La Brea*, starring Nicholas Gonzalez, Eoin Macken, Natalie Zea John Seda, Rohan Mirchandaney and Chloe De Los Santos, is the latest international production to be drawn to Australia with a \$9.66 million grant as part of the Morrison Government's \$540 million Location Incentive.

NBCUniversal and Universal Studio Group are continuing the pipeline of work for the Australian screen sector with their new series about a family that tries to survive after they are separated by a massive sinkhole that mysteriously opens in Los Angeles.

Principal photography on the production, overseen by Matchbox Pictures, has commenced in Melbourne. Post-production and visual effects will also take place in the city.

Minister for Communications, Urban Infrastructure, Cities and the Arts, the Hon Paul Fletcher MP, said the production is expected to inject more than \$71 million into the economy, create jobs for 290 Australian cast and crew, and use the services of around 295 local businesses.

"The filming of *La Brea* in Victoria will allow us to accelerate upskilling the next generation of screen industry professionals," Minister Fletcher said.

"The Morrison Government is pleased that as part of this production Universal Studio Group and Matchbox will partner with the Australian Film, Television and Radio School (AFTRS) on a training initiative dedicated to virtual production, one of the most exciting areas of growth and innovation in the global industry."

To date, the federal government has distributed more than \$226 million under the Location Incentive to attract 23 international productions to Australia, generating more than \$1.7 billion in private investment, providing more than 13,000 employment opportunities for local cast and crew, and creating work for over 13,800 businesses that support these big productions.

Victoria's Minister for Creative Industries Danny Pearson said *La Brea* strengthens Victoria's reputation as a hub of screen excellence.

"After a challenging year, our screen industry is well and truly back with a strong pipeline of projects now shooting across the state with more projects on the way, supporting Victorian jobs and talent."

"We have a long-standing relationship with NBCUniversal and we warmly welcome them back to Melbourne with their series *La Brea*."

Chief Operating Officer for Matchbox, Matt Vitins said *La Brea* is a super-premium, effects driven drama that will build capacity in the Australian screen industry.

“Following the success of shooting *Young Rock* in Queensland, this project will allow us to invest even more in technology and training for Australian creative talent. The partnership with AFTRS is a very exciting part of this.”

For more information on the Location Incentive Program please visit: www.arts.gov.au/what-we-do/screen/australian-screen-production-incentive.

ENDS

Media contact:

Christine Vanden Byllaardt | 0409 433 357 | Christine.VandenByllaardt@communications.gov.au