

Media Release  
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## Film New England North West open for business

The New England North West region of NSW is open for business as a filming destination through a new initiative, the New England North West Film Strategy.

Film New England North West (Film NENW) will be officially launched in Sydney on Wednesday 2<sup>nd</sup> April by Senator Michael Forshaw (Chair of the Senate Finance and Public Administration References Committee, member of the Senate Finance and Public Administration Legislation Committee) and The Hon. Tony Kelly MLC (Minister for Regional Development, Minister for Lands, Minister for Rural Affairs).

Member for Northern Tablelands and Speaker of the NSW Parliament Richard Torbay has kindly agreed to MC the launch. Locations managers, film, television and TV commercials producers, film industry representatives and members of NENW regional councils will attend.

“The new initiative is designed to showcase the region’s attributes and attract film, television and multimedia productions to the NENW region of New South Wales,” said Jack Ritchie, Regional Arts Development Officer at Arts North West. “Film NENW is the first contact point for filming in the region. It links organisations in the region and provides support and referrals to assist with filming and production requirements.”

In 2007 the region’s 13 film-friendly Councils, **Arts North West** and the **Northern Inland Regional Development Board (NIRDB)** joined forces to create the New England North West Film Strategy Project and develop a simple and easy way for producers to film in the region.

The Project was designed to encourage and cultivate the growth of the film and television industry in the region, boost the economy through an increase in film related projects and raise the region’s profile by increasing tourism.

Major elements of the Project included establishing Film NENW as the primary regional filming contact point, creating a logo and branding identity, an interactive website a locations database, a comprehensive and standardised Regional Filming Policy applicable to all local government areas and a crew and resources directory (in development).

“The New England North West offers numerous diverse locations for film, television and multimedia makers,” said Mr Ritchie.

“It includes large centres like Tamworth, Armidale and Moree as well as smaller towns including Glen Innes and Inverell. The region has already featured in several film and television productions including the international production *Superman Returns*, and Ivan Sen’s award-winning Australian film, *Beneath Clouds*. From the mountains to the plains, heritage listed national parks and unique streetscapes, the region offers vibrant communities, interesting people and many other attractions.”

Film NENW’s new website [www.filmnenw.com.au](http://www.filmnenw.com.au) promotes the region’s easy accessibility from Sydney and Brisbane, provides access to resources including a database of locations photographs, information on filming policy and permits and details the New England North West’s climate and geography and the crew and resources directory currently in development.

Film NENW is a collaboration between Arts North West, the Northern Inland Regional

Development Board, the NSW Department of State and Regional Development, the NSW Film and Television Office (FTO) and all New England North West local governments.

It has received funding from the NSW Department of State and Regional Development. This project is an initiative of the Australian Government receiving funds through the Department of Infrastructure, Transport, Regional Development and Local Government and all local government areas across the region. The project has received in-kind support from the New England Institute of TAFE and the NSW Film and Television office.

**Visit Film New England North West [www.filmnenw.com.au](http://www.filmnenw.com.au)**

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