



Arts, Film and Entertainment

In tune with the arts

Australia has a vibrant arts, culture and entertainment community. Australians have made their mark internationally in many areas including film, the performing arts and publishing.

Australian actors pop up regularly in the Oscar nominations, Australian writers are internationally acclaimed, Australian art decorates walls worldwide, Australian bands tour and record internationally and Australian dancers perform around the world.

Film

Australia is increasingly becoming the preferred location for offshore productions because of our professional crews and cost-competitive environment.

Costs, on average, are 30 per cent lower than productions in the USA. Matrix I and II, Star Wars II and Mission Impossible II were all made in Australia. Government support through tax offsets has helped attract overseas productions.

Australian actors continue to achieve international success, including Naomi Watts, Cate Blanchett, Nicole Kidman, Mel Gibson, Heath Ledger and Russell Crowe. Well-known directors include Peter Weir, Robert Luketic and Baz Luhrmann.

Great locations and technology

Another attraction is the range of good locations, such as 'ethnic' neighbourhoods, cityscapes, rugged outback, 'European' villages, industrial plants, vineyards and coastlines. In addition, our reverse seasons and time zones complement northern hemisphere shooting schedules.

Australia has a strong record of technological innovation and a sophisticated film infrastructure – it has the largest purpose-built studio complex (Fox Studios Australia) and the most comprehensive film lab in the southern hemisphere.

Australian production companies provide services, particularly in the post-production sector, to offshore customers in countries such as India and the USA.



Publishing

Many Australian writers – Patrick White, Shirley Hazard, Thomas Keneally, to name just a few – have a wide international readership. Today, there is a growing international market for Australian publishing. An increasing number of independent publishers are taking their books offshore and attending the major book fairs in London, Bologna, Frankfurt, the USA and Kolkata, India.

Many publishers have their own stalls at these fairs, but smaller independent publishers attend under the banner of the Australian Publishers Association (APA). Agents and publishers from other countries either buy rights to publish Australian books or order the finished product. Australian books are making inroads into the Indian market.

Performing Arts

The Australian has a vibrant performing arts sector including theatre, orchestras, musical shows and dance. International buyers, such as festival and venue managers, have the opportunity to see some Australian companies perform at the Australian Performing Arts Market in Adelaide. A biennial, five-day event showcasing Australian dance, music and theatre, international buyers and producers from around the world can network and buy the rights to tour Australian and New Zealand performing arts companies.

Indigenous Art

Aboriginal visual art is the most internationally recognised form of Australian art and is sought after from leading galleries around the world. Indigenous artists are represented by galleries who are members of the Australian Indigenous Art Trade Association, or by the regional art centres spread across Australia.

Key resources and links

Film

www.afc.gov.au - Australian Film Commission

www.ffc.gov.au - Australian Film Finance Corporation Ltd

www.dcita.gov.au - Department of Communications, Information Technology

www.asdafilm.org.au - Australian Screen Directors Association

www.spaa.org.au - Screen Producers Association of Australia

Publishing

www.publishers.asn.au - Australian Publishers Association

www.ozco.gov.au - Australian Council for the Arts

www.asauthors.org - Australian Society of Authors

Performing arts

www.artspresenters.org - Association of Performing Arts Presenters

www.performingartsmarket.com.au - Australian Performing Arts Market

www.australiadancing.org - Australia Dancing

Indigenous art

www.visualarts.net.au - National Association of Visual Arts

www.craftaus.com.au - Craft Australia

www.acga.com.au - Australian Commercial Galleries Association

www.arttrade.asn.au - Art Trade

Australian Trade Commission services

Australian Trade Commission (Austrade) has a network of staff across India who can assist Indian companies to identify Australian expertise and connect you with the right people to expand your business.

Utsav Australia is an Australian government program managed by Austrade to raise awareness of Australian capability in India. If you are thinking of expanding your business and would like more information on how to do business with Australia visit the Austrade website: www.austrade.com or email Austrade: utsavaustralia@austrade.gov.au

