



THE HON PAUL FLETCHER MP
Minister for Communications, Urban Infrastructure, Cities
and the Arts

MEDIA RELEASE

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International hit *La Brea* returns to inject \$118 million into the economy

The Morrison Government's \$540 million Location Incentive is kick-starting 2022 with a big boost to the Australian economy, with the latest investment of more than \$16 million bringing *La Brea* back to Australia for its second season.

Season two of the international drama series, to be filmed in Victoria, continues the narrative about a massive sinkhole that mysteriously opens in Los Angeles, transporting a disparate group of strangers to an unexplainable primeval world.

Minister for Communications, Urban Infrastructure, Cities and the Arts, the Hon Paul Fletcher MP, said the return of production is expected to inject more than \$118 million into the economy, create jobs for 390 Australian cast and crew, and use the services of around 800 local businesses.

"The return of this series to Australia is a testament to our talented screen sector and stunning landscape, which both caught the attention of viewers across the globe and earned *La Brea* a nomination at the 2021 People's Choice Awards," Minister Fletcher said.

"As part of this production, Universal Studio Group and Matchbox Pictures 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 screen industry."

"The production of *La Brea Season 1* injected an estimated \$84 million into the Australian economy and created more than 475 jobs for local cast and crew. The production of season two in Victoria will provide us with another opportunity to create a pipeline of continued jobs to develop the next generation of screen industry professionals."

Victoria's Acting Minister for Creative Industries, Martin Pakula, said after the huge success of season one, we're thrilled to welcome *La Brea* back to our state.

"*La Brea* adds to the strong line-up of screen productions filming in Victoria this year – it will support local jobs, businesses and is expected to inject up to \$98 million into the Victorian economy," Minister Pakula said.

"The Victorian Government is proudly backing the state's screen industry through our \$191.5 million VICSCREEN strategy, strengthening Victoria's position as a global screen powerhouse."

Chief Operating Officer of Matchbox Pictures, Matt Vitins, said the series return was a credit to the creative and production team.

"*La Brea* is flagship international television. It is the type of project that proves and extends the capacity of the Australian screen industry," Vitins said. "We are thrilled at the success of season one and to be working again with Universal Television and Keshet Studios on season two."

Universal Television President, Erin Underhill, said Australia proved to be the ideal setting to bring *La Brea* to the small screen, and we're thrilled to return to this amazing country for season two.

“Paul Fletcher, the Australian Government and local creative industry helped support the success of the series, and we’re looking forward to giving back to the community with our new training initiative,” Underhill said.

To date, the Morrison Government has distributed more than \$272 million under the Location Incentive to attract 28 international productions to Australia, generating more than \$2.1 billion in private investment, providing more than 17,800 employment opportunities for local cast and crew, and creating work for over 16,800 businesses that support these big productions.

LA BREA is produced by Universal Television, a division of Universal Studio Group along with Keshet Studios. David Appelbaum, Bryan Wynbrandt, and Steven Lilien executive produce with Avi Nir, Alon Shtruzman, Peter Traugott, Rachel Kaplan, and Ken Woodruff.

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Media contact:

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