



Don Harwin
Minister for Resources
Minister for Energy and Utilities
Minister for the Arts

MEDIA RELEASE

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BRUNSWICK HEADS SET FOR *SEACHANGE* REBOOT

The NSW Government has secured Brunswick Heads as the fictional Pearl Bay home for the upcoming reimagining of the enormously popular, multi award-winning 90s drama *SeaChange*, the ITV Studios Australia and Every Cloud Productions co-production starring Sigrid Thornton.

Minister for the Arts Don Harwin and NSW Parliamentary Secretary for Renewable Energy and Northern NSW Ben Franklin confirmed today that Create NSW has proudly joined major principal investor Screen Australia to fund the Nine Network series.

Through its *Made in NSW TV Drama* funding and *Regional Filming Fund*, Create NSW will work with ITV Studios Australia and returning production company Every Cloud Productions to feature a range of Northern Rivers locations across filming the drama series.

“Bringing *SeaChange* to NSW is a great win for the State. Our incredible scenery coupled with the strength of Northern Rivers screen practitioners and support from Create NSW proved to be an unmissable opportunity for the return of this well-loved Australian production,” said Minister Harwin.

“I’m delighted to announce that 100% of the production will be filmed and post-produced in NSW, creating nearly 300 jobs and development opportunities that will provide roles for practitioners across many underrepresented groups.

“*SeaChange* will also boost the NSW economy with an estimated spend of over \$9 million and we fully anticipate a very positive tourism boost for the area,” he said.

Ben Franklin added, “This is fantastic news for the Northern Rivers region and builds on the strong working partnership that Every Cloud Productions and local not-for-profit screen organisation Screenworks have developed over the past decade in promoting the area for high profile productions.

“*SeaChange* was such a seminal series and we’re over the moon that this reimagining will deliver so many local opportunities to firmly stamp the region onto the screen map,” Mr Franklin continued.

David Mott, CEO, ITV Studios Australia, said, “This is ITV Studios Australia’s first venture into scripted, and what a show to commence with as we diversify our business - the revisiting of Australia’s most treasured series, *Seachange*.

“We are excited to be working with Every Cloud productions and Sigrid Thornton in her reprisal of the lead role. ITV Studios Global Entertainment, our distribution arm, is

equally excited at rolling out *SeaChange* internationally later in the year. We can't wait to showcase Pearl Bay to the world!"

Every Cloud Productions' co-founders Deb Cox and Fiona Eagger added, "We are delighted that the investment from Create NSW has made it possible for us to bring *SeaChange* to the beautiful part of the world that inspired Deb Cox to write the original series 20 years ago! Bringing *SeaChange* to the Northern Rivers region will build on our decade-long partnership with Screenworks and the talented local industry practitioners in the area, and transport audiences into its spectacular coastal locations."

Andy Ryan, Nine's co-Head of Drama, said, "Two decades after *SeaChange* first put Pearl Bay on the map, Australia's favourite fictional town is still the perfect destination to embrace love, family and a whole new perspective on life."

"We're thrilled to be filming in the Northern Rivers region, and to bring the joyous drama of *SeaChange* to a new generation of viewers," added Jo Rooney, Nine's co-Head of Drama.

Production credit: *Seachange* is an Every Cloud Productions and ITV Studios Australia production for the Nine Network. Major production investment from Screen Australia in association with the Nine Network. Financed with support from Create NSW.

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About *SeaChange*

SeaChange is the Nine Network's marquee 8 x 1 hour TV drama series for 2019. Every Cloud Productions' Fiona Eagger and Deb Cox (*East of Everything*, *The Gods of Wheat Street*, *Miss Fisher's Murder Mysteries*, *Deadlock*, *Ms Fisher's Modern Murder Mysteries*) are Executive Producers with ITV Studios Australia Head David Mott and Sigrid Thornton. Lois Randall (*Grace Beside Me*, *The Gods of Wheat Street*, *East of Everything*) will produce the series, with Deb Cox as Creator and Head Writer. Acclaimed film, television and theatre director Wayne Blair (*The Sapphires*, *Bite Club*, *Love Child*, *Cleverman*) is on board as start-up director. Cox, Blair and Randall are all residents of the Northern Rivers region.

Set 20 years on from the original series, *SeaChange* sees Thornton's Laura Gibson return to Pearl Bay to attend the birth of her estranged daughter's baby. Rising sea levels, community cover-ups and some very stormy weather conspire to convince her this town now needs her as much as she needs it.

About the funding

The NSW Government's *Made in NSW TV Drama* fund delivered by Create NSW recognises the potential for major Australian TV drama series to grow audiences at home and internationally; create opportunities for NSW production companies to finance their new shows with international partners; develop returning series and tell Australian stories that are both locally relevant and have international resonance.

The fund supports TV drama production, by NSW based companies, that has the potential to travel internationally, reach new audiences by premiering on digital platforms and play to large audiences via traditional media outlets.

Eligible projects are must-see, event TV with the potential for returning series and a prime-time slot on Australian TV - either free to air or via subscription channels and

online platforms.

The *Regional Filming Fund* offsets costs associated with shooting in regional areas of NSW (defined as all areas in NSW outside the Sydney Metro area - excluding the ACT).

Create NSW is committed to supporting increased participation in the industry of people from under-represented groups including women, Aboriginal and Torres Strait Islander peoples, people from culturally and linguistically diverse backgrounds, people with disability, LGBTQI people, people from Western Sydney and people from regional NSW. Priority is given to teams including people from under-represented groups.