

# Creative industries

IMAGINE. COLLABORATE. CREATE.



# South Australia's ecosystem.

Here in South Australia we're proud to have fostered a strong relationship between government, industry and academia. Over time, these key relationships have cultivated a highly-skilled workforce, developed cutting-edge research, and delivered labour costs which are around 10 per cent below the Australian average. This competitive environment supports highly profitable investments and makes South Australia a place where your business can truly innovate and grow.

## Creative industries in our state

South Australia's culture of creativity and innovation is helping to inspire new enterprises and attract leading companies to South Australia.

South Australia has internationally acclaimed visual effects capability and is home to some of the world's best production houses including Mill Films (Technicolor) and Rising Sun Pictures.

There is also a growing independent games industry with Odd Games, Mighty Kingdom, Team Cherry and Team Fractal Alligator all having an international impact in mobile and PC gaming.

Our capital city, Adelaide, has a growing augmented, virtual and mixed reality ecosystem, including the development of augmented reality applications by global defence company SAAB Australia, Microsoft's first Australian enterprise partner for its HoloLens augmented/mixed reality technology.



## How we can support you

The South Australian Government has a framework for providing assistance to industry through funds including:

- A\$150 million  
**Regional Growth Fund**
- A\$100 million  
**Economic and Business Growth Fund**
- A\$28 million  
**Research, Commercialisation and Start Up Fund.**

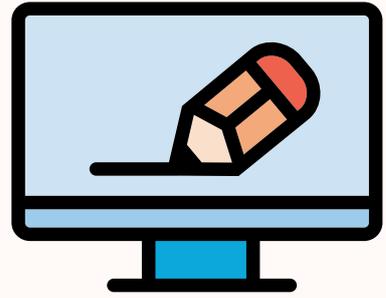
In addition to this support, there is a A\$203 million Skilling South Australia fund to create an extra 20,800 apprenticeships and traineeships. This will help grow business, the economy and provide opportunities for young people in South Australia.

The South Australian Landing Pad is a program established to support eligible companies looking to make their first investment in South Australia. Up to A\$80,000 per eligible business case will be available.

For local industry looking to grow, there is the South Australia Export Accelerator grant, an initiative to assist small to medium sized businesses in South Australia to grow in international markets and create jobs.

The Department for Trade, Tourism and Investment regularly leads both inbound and outbound trade missions – making sure industry connects globally.

# Why South Australia?



South Australia is home to world-class visual effects companies like Technicolour and Rising Sun Pictures. And with 700 visual effects graduates completing study in Adelaide in 2017, there are people with excellent skills and experience ready to support the creative industries in South Australia.



**14,673 South Australians are involved in creative employment and more than 36,477 work in technology**



South Australian company Mighty Kingdom is a world-class video gaming production studio that entertains more than 7 million players every month. The company design game experiences from the ground up for brand partners such as LEGO, Moose Toys, and KitCatCo.

To support the growth of the visual effects industry, South Australia offers a **10 per cent uncapped post, digital and visual effects rebate for work** undertaken in the state.



## Get in touch

South Australia's Department for Trade, Tourism and Investment has experienced professionals who understand your business requirements and priorities.

[www.dtti.sa.gov.au](http://www.dtti.sa.gov.au)

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