

Media Release

The Hon Colin Brooks MP
Minister for Development Victoria
Minister for Precincts
Minister for Creative Industries



Tuesday, 1 October 2024

MELBOURNE TO BE HOME TO NEW VISUAL EFFECTS ACADEMY

As Victoria's screen industry continues to attract high profile films and create smash hit games, the Allan Labor Government is investing in our next generation of screen professionals – cementing the state's reputation as a global screen powerhouse.

Minister for Creative Industries Colin Brooks today visited Academy Award winning visual effects house Framestore to announce the establishment of the GameChanger Academy – an Australian-first, animation, visual effects (VFX) and games tertiary provider that will be run by specialist provider CG Spectrum.

Backed by a \$3.6 million investment by the Labor Government and delivered in partnership with VicScreen, the GameChanger Academy will help local creatives pursue careers in the film and digital games industry, supporting the growing demand for highly skilled screen and games professionals to work in the growing industry.

The Academy will deliver world-leading training at a new studio space, offer mentoring from local and international experts and offer real-world studio experience. Bachelor's degrees and post-graduate courses will both be available.

Students of the GameChanger Academy will use cutting-edge technologies and learn the latest industry practices through partnerships with a range of Melbourne VFX, digital games and animation studios including Framestore.

Victoria has the largest digital games workforce in the country and is home to world leading VFX, post-production and animation companies that have worked on globally celebrated film and television projects including *Furiosa: A Mad Max Saga*, *Bad Boys: Ride or Die*, *Ted*, *Deadpool & Wolverine* and leading games such as *Call of Duty* and *The Sims*.

The Labor Government is also backing our digital screen and VFX industries with the \$5 million Victorian Screen Rebate.

The funding has brought digital games, animation, post-production, VFX and physical production projects to Victoria, boosting local jobs and screen businesses and keeping our industry working year-round on a mix of major international and local projects.

VICSCREEN: Victoria's Screen Industry Strategy 2021-2025 is the Labor Government's first screen strategy, helping secure the state's reputation as a global destination for screen and games production, creating 29,000 jobs and generating \$1.25 billion in direct economic expenditure in Victoria so far.

GameChanger Academy will open for student enrolments on Monday 14 October 2024, with the first courses to commence in February 2025 with further courses to roll out next year. To find out more visit www.cgspectrum.com.

Quote attributable to Minister for Creative Industries Colin Brooks

"We're supporting the digital screen workforce to produce some of the most loved films and games, boosting our local jobs and businesses and keeping the industry buzzing for many years to come."

Quotes attributable to VicScreen CEO Caroline Pitcher

"We know that to keep pace with the rapid advancements in VFX, digital games, and animation, the Victorian screen sector needs more industry-informed education and training, effective screen strategies and competitive incentives to attract international investment in our screen industry."

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“The Game Changer Academy will create a steady stream of job-ready graduates equipped to join this exciting creative and technical workforce, while also sharpening the skill sets of mid-career and senior talent that will advance Victoria a global centre for screen production.”

Quotes attributable to CG Spectrum co-founder Jeff Pepper

“We're thrilled the Victorian Government and VicScreen recognise CG Spectrum as a world class educator in games, animation and VFX. The GameChanger Academy is a significant investment in the next generation of industry leaders, upskilling current screen professionals and training a new cohort of job ready graduates.”

“We believe the GameChanger Academy has the potential to become a global lighthouse for learning and development within the VFX, animation and games industries.”

Quotes attributable to Framestore Head of Studio Lara Hopkins

“The screen industry in Victoria is booming, and the VFX sector along with it. More work means more opportunity and creative careers. Boosting the regional talent pool to help artists, animators, producers, and technologists take their skills to the next level has never been more important for companies like Framestore.”

“Our studio in Melbourne is growing, and this means we're always on the hunt for talented creatives and tech geniuses to work on projects that range from arthouse horror to huge superhero blockbusters.”