



Media Statement

FOR IMMEDIATE RELEASE: Monday, 21 October 2019

Screenwest, Changer Studios and YouTube Collaborate in WA first

Screenwest was excited to partner with Changer Studios and YouTube for two content creator workshops held in Perth last week, and to help creators from across the state take the next step in their careers, optimise their reach and engage new audiences.

The screen sector has seen broad audience growth, and changes in behaviour and patterns towards online platforms, creating a real need for content creators to optimise visibility. As a result, YouTube, Changer Studios and Screenwest have collaborated to create a range of workshops that will enable the industry to leverage their audiences and become more entrepreneurial in the online space.

Funded through Screenwest; Changer Studios hosted two sessions – **YouTube Workshop: Algorithms, Optimisation and Success** and **YouTube Comedy Creator Bootcamp** (further information on each session below). Changer Studios delivers development programs on behalf of YouTube across Australia.

Head of Content Partnerships for YouTube in Australia, Ed Miles said, “We want to encourage and nurture local talent, to find their place on the global stage that is YouTube. These creator workshops in Perth are just the beginning--we are continuing to work with Changer Studios across the country to help us reach more local creators at the grassroots, and support them to make great videos and grow their channels.”

Screenwest CEO Willie Rowe sees the great benefit of investing in diverse platforms for our screen creators, “Advances in online platforms are providing new opportunities and innovations for how we share stories. I’m excited for the impact of the first YouTube workshops in WA and look forward to Screenwest continuing to develop skills for our industry across a diverse range of platforms and new pathways.”

YouTube Workshop: Algorithms, Optimisation and Success Overview

This session was a workshop for over 150 attendees on YouTube's best practices and getting channels ready for success. This workshop delivered insights and tips to help creators succeed on the world's biggest video platform.

It was targeted at Perth content creators who wanted to better understand how to optimise their videos on YouTube to boost viewers and subscribers, as well as those who aspire to be YouTube creators but don't know where to start. It included pro tips with insights gained from working with successful international YouTube creators and numerous collaborations with the best minds in digital video. The evening featured Western Australian YouTube success stories:

- *Keith 'Choppa' Green* ([Cakes By Choppa](#)) Choppa also runs the [Australian YouTube Creators Facebook](#) group (over 5.3k members)
- *Emma & Shah* (from YouTube channel [mmmEnglish](#) – 2.2M Subscribers and 81M views)
- *Rob* (from [Nicko's Kitchen](#) – 1.1M subscribers and 194M views)

YouTube Comedy Creator Bootcamp Overview

The YouTube Comedy Bootcamp taught attendees how to accelerate their YouTube comedy channel and find out how to leverage their content to unlock new opportunities for their comedy careers.

The workshop featured top tips and insights from some of Australia's top comedy and YouTube industry experts including YouTube creator Ozzy Man Reviews (3.4M subs and 885M views), experienced comedy producers and Screenwest to help creators take their YouTube comedy careers to the next level!

About Changer Studios

From events and workshops, to delivering the world's first YouTube Creator Incubator, Changer Studios brings together insights from all over the world to help build the next generation of Creator.

Changer Studios has collaborated with the best in online video and YouTube to deliver creator programs across Australia, New Zealand, South East Asia and the subcontinent including Google, YouTube, VidCon, Gushcloud and Little Monster Media Co to name a few.

Find out more at changerstudios.com

ENDS

About Screenwest

Screenwest is Western Australia's screen funding and development organisation, committed to working in partnership with the screen industry to develop, support and promote film, television and digital media production in Western Australia.

T: [+61 8 6169 2100](tel:+61861692100)

E: info@screenwest.com.au

www.screenwest.com.au

www.filminwesternaustralia.com.au

Follow us on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#), [YouTube](#) and [subscribe to our newsletter](#) to stay up to date with Screenwest.