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MEDIA RELEASE

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SCREENWEST (AUSTRALIA) LTD APPOINTS NEW CEO

Screenwest (Australia) Ltd is pleased to announce the appointment of Peter ‘Willie’ Rowe as Chief Executive Officer of the State’s premier screen and film organisation for a three-year term.

Board Chair, Janelle Marr, today announced the appointment of Mr Rowe who has been acting as interim CEO for the past three-months and is a previous Chair of the organisation.

Ms Marr said, “After a very comprehensive recruitment process, the Screenwest Board is pleased to secure Mr Rowe. He has extensive knowledge, management and leadership experience gained from his senior roles with Government and within the corporate, not-for-profit and arts sectors.

“The Board is confident Mr Rowe’s appointment will further strengthen the great Screenwest team and help us continue to bring world-class Western Australian stories and identity to screen, for the benefit of the community.”

Mr Rowe joins the organisation during a period of strong production growth and government support; directly through the Department of Local Government, Sport and Cultural Industries, Lotterywest and the Department of Primary Industries and Regional Development with the WA Regional Film Fund.

“I am excited by the challenges and opportunities that lay ahead and will focus on strengthening existing key relationships and engaging with new corporate and commercial partners to expand cross-sectoral options for the organisation,” Mr Rowe said.

“I will continue the great work already underway to drive the next growth horizon for Screenwest under its independent not-for-profit Company Limited by Guarantee structure.”

Mr Rowe formally starts in his new role on 14 January 2019.

The Board thanks the Screenwest team and the WA screen industry for its commitment to the organisation as it undertook the search for a new CEO.

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