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**Monday 27 May 2019**

## **Screenwest Announces Interactive Pilot Fund**

Screenwest is delighted to announce a pilot \$100,000 production and development fund for West Australian interactive projects.

The pilot fund is intended to grow and stimulate the State's small but vibrant interactive, Virtual Reality (VR) and videogame sectors.

Screenwest CEO Willie Rowe said there was great support for the pilot fund across local creative industries, government and community.

"As part of Screenwest's commitment to the 2018 Emerging Sector Review, we are pleased to launch the pilot fund and support the Government's recent commitment to the games and interactive sector through its support of the VR XR Festival to be held in Perth in July," Mr Rowe said.

"Both VR and games have become a strong component of Australia's cultural landscape with West Australian-made games such as *Battlestar Galactica: Deadlock*, *Desert Child*, *Starlost* and *The Dark Room* being introduced to global audiences.

"Given the growing accessibility of VR headsets and the growth of use of serious games for public engagement, the pilot fund will open up amazing new opportunities for local creatives."

Screenwest Games and Interactive Consultant Vee Pendergrast said the interactive sector is constantly growing and changing with technological development.

"West Australians are presenting world-class content and products," she said.

"It is a natural next step for us to introduce this pilot fund. WA's interactive sector is small, but vibrant and consistently delivers above and beyond what is expected. WA games have consistently won Australian Game Developer Awards nationally for the past few years. We expect to see great projects delivered and be able demonstrate value to the government, developers and community."

More details about the Screenwest-delivered Lotterywest-supported fund, including guidelines and details of the planned Q&A session for applicants, can be found online at: [www.screenwest.com.au](http://www.screenwest.com.au)

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