

28 April 2017

## **SCREEN PRODUCERS AUSTRALIA ANNOUNCES NEW TALENT TO SUPPORT MARKETING, PARTNERSHIPS AND EVENTS INITIATIVES**

Screen Producers Australia CEO, Matthew Deaner has today announced the exciting recruitment of two new staff members to support its business services, industry partnerships and professional development initiatives, including the SCREEN FOREVER conference in Melbourne, 14-16 November 2017.

We are pleased to welcome new appointment, Carrie Ann Huddleston to the position of Director, Marketing, Communications, Partnerships and Events. Huddleston will play a critical role in developing, framing and executing Screen Producers Australia's marketing, communications, events and partnership initiatives for the benefit and growth of the association.

With over 16 years extensive marketing, communications and sponsorship experience, combined with production and development management, Huddleston has worked with big entertainment brands such as AUSTAR, VIACOM and most recently with Simon Cowell's entertainment company SYCO Entertainment. Managing the development team at SYCO Entertainment in London has allowed Huddleston to develop her passion for entertainment and, in particular the production of independent content.

Huddleston joins the Screen Producers Australia team following seven years living and working in London, bringing with her key ties with local and international partners and affiliates across all territories (over 60 countries).

Screen Producers Australia is also excited to introduce Natalie Apostolou as Manager of Content and Communications, who brings with her eight years experience representing the Australia and New Zealand screen sectors at international markets, MIPTV and MIPCOM, in addition to 20 years expertise as a journalist, editor and media consultant across the screen and technology industries.

Mr Deaner welcomes both Carrie Ann and Natalie, and looks forward to a successful year ahead, and the positive contributions their appointments bring for both the organisation and our members.

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### **About Screen Producers Australia:**

Screen Producers Australia was formed by the screen industry to represent large and small enterprises across a diverse production slate of feature film, television and interactive content. Our members employ hundreds of producers, thousands of related practitioners and drive more than \$1.7 billion worth of annual production activity from the independent sector.

On behalf of these businesses we are focused on delivering a healthy commercial environment through ongoing engagement with elements of the labour force, including directors, writers, actors and crew, as well as with broadcasters, distributors and government in all its various forms. This coordinated dialogue ensures that our industry is successful, employment levels are strong and the community's expectations of access to high quality Australian content have been met.