

## PRESS RELEASE

### Get Set Educated

Heard the one about the truck driver, carpenter, electrician, hospitality worker and the travel agent that arrived on a film set? With a bit of help, they all got work.

The good news is that there are literally dozens of jobs people from all works of life have probably never heard of available in the screen industry – and they don't have to go to film school to get them. Think Unit, Locations, Art Department, Camera, Sound, Lighting, Production Office, Props and Make Up.

Thanks to @ScreenNSW, @Media Mentors Australia is bringing the help to people, in allied industries, to get those jobs in a pioneering initiative called **Set Educated** to Sydney, Parramatta and Ballina over the coming weeks.

The one-day workshops are designed to share information from those already working in these jobs, talk about the CVs you need to land them and connect you to those who are hiring – now and in the future.

Media Mentors Co-Founder, Denise Eriksen, says the film industry is driven by the people in these largely unknown jobs.

*“We’ve been hardwired to think that you must be a Writer, Director or a Producer to get work in the exciting world of the screen industries. It’s just not true. Without the people on the ground actually delivering the work of the film and television shows, scripts would stay unseen in bottom drawers around the country. That creativity and commitment is just as important as the work of a good Director or Producer.”*

The programme was piloted in Victoria earlier this year – with the support of VicScreen – and saw close to 400 people introduced to the knowledge they need to get work. Those events were held in Melbourne, Geelong and online.

Here's what some of the attendees said:

*“I loved how detailed they were about each role breakdown but also, how they offered the practical steps to take to start the journey even if you're starting from scratch. It really helped to put things into perspective and make it seem like a totally viable thing to pursue.”*

*“Sometimes after knocking on so many doors and receiving so many "sorry, we are not hiring atm" you need that push to keep on going. That what was Set Educated day for me.”*

*“I just wanted to say thank you so much for this incredible day, i have told so many people about it, and you have really helped me take the first steps on this new journey for myself.”*

“Prior to today, I honestly felt discouraged about pursuing a career in the screen industry, thinking it was unrealistic, too difficult to get into, not enough jobs, so I looked for a safer route in the corporate world of ‘content all-rounders’. This event broke my preconceptions about the screen industry and I now feel like a career is more attainable than I first thought.”

*Set Educated NSW* will be held at:

NIDA in Kensington, Sydney on 30 September,

Arts & Cultural Exchange in Parramatta on 7 October

Ballina on 25 November

An online event will roll out on Sat 21<sup>st</sup> October.

Tickets are \$29 plus bf

To make a booking and learn more

<https://www.mediamentors.com.au/set-educated-below-the-line>

#### Event Plan

Morning – Who does what? A run through of all the jobs available in the industry. The screen industry is a microcosm of real life – anything that you do outside the industry, someone will do inside the industry. That person could be you.

Midday – How to get a job. Forget Seek or LinkedIn, most hiring is done through the industry network. Here’s how to tap into that network.

Afternoon – Meet the Employers. Small group round tables so you can actually meet people who will be hiring on their next production. Impress them, and follow up with your CV, and you could be working on set in no time at all.

Further Information:

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#### Media Mentors

We are here to support our beloved screen industry. We do this by helping people have better careers in the industry. Whether you’re a director or boom operator, old hand or first timer we are here to support you to have a more satisfying, sustainable and successful career in this exciting, complicated and creative industry. We do this through mentoring, workshops, networking events, conferences and by providing resources to help you find your path, whatever your role.

