



VISUAL EFFECTS SOCIETY ANNOUNCES LAUNCH OF AUSTRALIAN SECTION

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Sydney, Australia - The Visual Effects Society (VES) has welcomed Australia on board as an official Section to the Society that represents more than 1700 visual effects and computer graphics professionals internationally.

Australia joins San Francisco, London and Vancouver to become the fourth VES Section, cementing its status as a significant hub of business and professional excellence in visual effects, computer graphics and digital production for the entertainment industry.

The VES is headquartered in Los Angeles and is a non-profit, professional, honorary Society dedicated to advancing the arts, sciences and applications of digital visual effects. The VES Board of Directors voted unanimously to approve the creation of the Australian Section based on the significant number of VES members based here and following a petition that was raised by members and presented to the Board.

Being recognised as a Section is a coup for the Australian industry and sends a significant message to the international community that Australian visual effects and computer graphics professionals are dedicated to advancing the interests of the sector both in Australia and abroad.

The three main areas that the Australian VES Section will focus on in the short term are Craft, Training/Education and Policy via a series of seminars, workshops, training initiatives and other events that will also help to build profile, share knowledge and provide valuable networking opportunities.

The digital visual effects sector in Australia is currently experiencing pronounced growth, with more screen content being produced digitally and few entertainment mediums not requiring the services that practitioners and companies provide. Local and international Directors and Producers can feel confident that they can access a robust and collaborative community of professionals in Australia.

"Because of all the fine work coming out of Australia, we were convinced it was only a matter of time before a formal Section of VES would be formed there," VES Executive Director Eric Roth said. "This really speaks to the quality of the talent and the passion everyone Down Under has for the craft of visual effects. Australia can now take its rightful place alongside the artists in Los Angeles, San Francisco, Vancouver, London and all around the world," Roth added.

ABOUT THE VES

The Visual Effects Society (VES) is the entertainment industry's only organization representing the full breadth of visual effects practitioners including artists, technologists, model makers, educators, studio leaders, supervisors, PR/marketing specialists and producers in all areas of entertainment from film, television and commercials to music videos and games. Comprised of a diverse group of more than 1,700 members in 20 countries, the VES strives to enrich and educate its own members and members of the entertainment community at large through a multitude of domestic and international events, screenings and programs.

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