



MEDIA RELEASE

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DESTINATION GOLD COAST ROLLS OUT THE RED CARPET FOR NEW BUSINESS EVENTS AMBASSADOR

Destination Gold Coast welcomes Screen Producers Australia (SPA) CEO Matthew Deaner as the newest addition to *BE Connected Gold Coast*, to help showcase the city as a hub for innovation and attract more events.

Mr Deaner has been at the helm of SPA, the peak body for content producers for over a decade and has played a pivotal role in recently securing the Gold Coast as home for the premier screen industry event, SCREEN FOREVER for an additional three years.

Mr Deaner said he is excited to represent Destination Gold Coast Business Events and to continue to see the Gold Coast as the home for SCREEN FOREVER until 2026, an event that on average brings over 1,000 local, national and international screen industry professionals together, promoting and strengthening Australia's screen industry.

"I am passionate about nature, creative and energising cities and the screen industry as well as bringing people together to develop our sector and the Gold Coast is the perfect destination to facilitate this," Mr Deaner said.

"The value of getting together to be inspired, connect and do business during SCREEN FOREVER has such a positive and profound effect on our industry.

"From incredible weather and diverse locations to world-class production facilities and business networks and a huge local network of skilled technical screen workers, the Gold Coast has so much to offer for both film makers and delegates."

Destination Gold Coast Interim COO Rachel Hancock said the Gold Coast is a rising force in the global film and television industry and having Mr Deaner representing the city in the screen sector is a welcome addition to our business events ambassador program.

"As an advocate for the film industry Mr Deaner will help showcase the Gold Coast as a hub for both the film industry and best-in-class business events, whose benefits go beyond visitation and are a key contributor to the city's growth," Ms Hancock said.

"The internationally recognised expertise of these thought leaders and their organisations play a major role in attracting both national and international conferences to the Gold Coast and showcasing our creativity and innovation on the world stage."

Mr Deaner is the 15th ambassador to join *BE Connected Gold Coast* which features innovators, creatives, entrepreneurs, and industry leaders who are driving change and helping to move the city forward across a range of industries including medical, engineering, sport and film.

The film industry is booming on the Gold Coast and the support and investment from City of Gold Coast and State Government has contributed to the city's success as a global destination for film makers and for hosting conferences for the screen industry.

In addition to securing SCREEN FOREVER, the city will host Screen Horizons 2023 in July and The Australian International Movie Convention is also set to return to its pre-pandemic home at The Star Gold Coast in October.

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