



Friday, 15 December 2023

## Seven welcomes producer offset tax change New initiatives announced for **Home and Away**

The Seven Network welcomed the Federal Government's decision to amend the producer offset tax legislation, which provides a 30% rebate to local TV drama productions.

The amendment means Seven's long-running locally produced drama series **Home and Away** is now eligible for the rebate.

Seven West Media Managing Director and Chief Executive Officer, James Warburton, said: "We would like to acknowledge and thank Minister for the Arts, Tony Burke, and the Albanese Government for their decision to amend the legislation and for recognising the vital role **Home and Away** plays in the Australian television sector.

"**Home and Away** is a remarkable show and has been an integral part of many Australians' lives for almost four decades. Access to the producer offset will enable us to increase **Home and Away**'s domestic and international appeal, ensure it remains competitive as an Australian drama, and reinforce the significant contribution it makes to the Australian TV industry and Australian culture."

As a result of the tax change, Seven has today announced a series of new initiatives for **Home and Away**, with the establishment of a new internship program and an investment in more location filming, including in regional Australia.

The new internship program will cover production departments of the award-winning series, which is produced by Seven.

Heading into its 37th season next year, **Home and Away** is one of the most watched programs – and the longest running continuous drama series – on Australian TV. It is a core part of the content on Seven and [7plus](#), reaching more than three million people every week. It is one of the most successful programs on any streaming platform in Australia, with an average total TV audience (broadcast and digital) of about one million people every night.

**Home and Away** is also one of Australia's most successful cultural exports, having been sold to more than 140 countries around the world and kickstarting the careers of many of Australia's most successful actors, directors and screenwriters.

A report from ACIL Allen last year revealed that **Home and Away** had added more than \$7.5 billion to Australia's GDP since it started and generated almost 13,000 employee years of full-time equivalent direct and indirect jobs in Australia.

The report also found **Home and Away** had increased Australia's tourism appeal as a destination in the UK, Ireland and New Zealand by 33%.

# Media Release

That's massive.



Seven Chief Content Officer, Entertainment Programming, Angus Ross, said: “Our new investment in **Home and Away**, made possible by the Government’s decision, will strengthen its future, enable it to tell even more great Australian stories and create a new pathway for people who want to be part of that sector.

“More location filming will help ensure **Home and Away** maintains its globally acclaimed production values and will create new work for the Australian production sector.”

## For further information, please contact:

Neil Shoebridge  
M: 0417 511 012  
E: [neil@skmediagroup.com.au](mailto:neil@skmediagroup.com.au)

Andrew Knowles  
M: 0449 510 357  
E: [andrew@skmediagroup.com.au](mailto:andrew@skmediagroup.com.au)

## About the Seven Network

The Seven Network is part of Seven West Media (ASX: SWM), one of Australia’s most prominent media companies, with a market-leading presence in content production across broadcast television, publishing and digital. The Seven Network alone reaches more than 17 million people a month.

The company is home to some of Australia’s most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and 7Bravo; broadcast video on demand platform [7plus](#); [7NEWS.com.au](#); *The West Australian*; and *The Sunday Times*. The Seven Network is home of Australia’s most loved news, sport and entertainment programming. Its iconic brands include Australia’s leading news and public affairs programs **7NEWS**, **7NEWS Spotlight**, **Sunrise** and **The Morning Show**, **The Voice**, **Home and Away**, **Dancing With The Stars**, **Australian Idol**, **My Kitchen Rules**, **SAS Australia**, **Farmer Wants A Wife**, **The Chase Australia**, **Better Homes and Gardens**, **RFDS**, **The 1% Club** and the **TV WEEK Logie Awards**. Seven Network is also the broadcast partner of the AFL, Cricket Australia and Supercars.