



The Hon. Andrew Stoner MP
Deputy Premier of NSW
Minister for Trade and Investment
Minister for Regional Infrastructure and Services

MEDIA RELEASE

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ANIMATION STUDIO NSW EXPORTER OF THE YEAR

NSW-based visual effects and animation studio Animal Logic is the 2013 Premier's NSW Exporter of the Year.

NSW Deputy Premier and Minister for Trade and Investment Andrew Stoner congratulated the studio at a ceremony hosted by the Export Council of Australia in Sydney this evening.

"This prize is the latest in a long list of accolades for Animal Logic, one of the true NSW success stories, which has produced award winning design, animation and visual effects for film television and advertising," Mr Stoner said.

"Their work has been featured in several films such as the Matrix, Happy Feet and Harry Potter and the Deathly Hallows, as well as a range of other award winning productions.

"They are a great example of the diverse range of creative and innovative NSW-based businesses that have an international reputation for excellence and on which we are focusing as an outcome of our Creative Industries Action Plan.

"Their work also brings benefits to the NSW economy and creates high end jobs for our State. I am pleased by their win and that the NSW Government has been able to provide a range of support in the past to help them succeed in a highly competitive global marketplace."

Mr Stoner said, as winners of the 2013 Premier's NSW Export Awards, Animal Logic was now in the running for the national awards in November.

"The NSW awards are now in their 51st year and are a tremendous way of honouring our State's export elite," he said.

"Previous NSW export winners include the Wiggles, Taronga Zoo, ResMed, Byron Bay Cookie Company and aussieBum.

"Last year alone, six of the 12 Australian Export Awards winners were from NSW. In fact, since the awards began in 1963 NSW has had the most national winners – 324."

Mr Stoner said NSW exports and private investment were important contributors to the State, accounting for a quarter of the Gross State Product.

In the 2012 calendar year alone NSW goods and services exports were worth \$58.7 billion.

“The fact that NSW exports remain strong in uncertain times and with increased international competition is a testament to the resilience and determination of our exporters,” Mr Stoner said.

“The NSW Government is committed to supporting businesses that are looking to enter or increase their presence in the international marketplace.

“Earlier this year our Government launched its International Engagement Strategy, the State’s first whole-of-government plan to increase our global profile. This plan includes doing everything we can to strengthen our exports.

“There is also a network of NSW Trade & Investment export advisors across the State to help local businesses navigate the challenges of becoming an exporter.”

Parliamentary Secretary to the Deputy Premier Paul Toole, who presented tonight’s awards on the Deputy Premier’s behalf, said Animal Logic and the other category winners should be commended for their hard work.

“The key to NSW’s success in the global marketplace is the work, innovation, determination and outstanding products and services of the State’s exporters,” Mr Toole said.

“Each of the 2013 Premier’s NSW Export Awards category winners and finalists are just the tip of the iceberg of what NSW has to offer the world, and I congratulate them all.”

For more information on the awards, as well as a full list of winners, go to: <http://www.export.org.au/eca/awards/premier-nsw-export-awards/intro>

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