



Australian Government



MEDIA RELEASE

Grainne Brunsdon appointed Head of Content at Screen Australia

Thursday 17 February 2022: Screen Australia is pleased to announce the appointment of Grainne Brunsdon as Head of Content, to lead the agency's production investment, development, distribution support and initiatives across Australian screen content including feature film, television, online and documentary.

With more than 25 years' experience, Grainne is a strategic leader in the creative industries who has held high-ranking roles in the screen sector, international arts and culture as well as tertiary education in design and management. Grainne comes to Screen Australia from her current role as Head of Screen NSW.

Since 2010, Grainne has held several senior roles in Screen NSW, Create NSW and Arts NSW. As Head of Screen NSW since 2019, Grainne has overseen the state's investment in the screen sector including production incentives, industry development and supporting New South Wales productions through COVID-19 lockdowns. Prior to this, Grainne was Director of Arts Investment, Engagement and Development at Create NSW where she was instrumental in the introduction of the 50:50 by 2020 initiative addressing gender parity in the screen industry, and Screenability NSW addressing opportunities for practitioners with disability in the screen sector.

While at Screen NSW, Grainne has also worked as Head of Strategy, Partnerships and Industry Development and Manager of Stakeholder Relations and Industry Development. She has experience managing funding programs at Arts NSW, including for visual arts, museums, festivals, literature and new media.

Grainne has held senior leadership roles in international cultural relations with the British Council, roles in design education with TAFE and UNSW, and in management and development with the Australian Design Centre. She is a member of the UNESCO Creative Cities Steering Group representing film, and while at Screen NSW she managed the designation of Sydney as a UNESCO City of Film.

Screen Australia's CEO **Graeme Mason** said, "We're thrilled to welcome Grainne on board. We had some exceptional candidates and Grainne's wealth of experience in the sector made her an immediate stand out. With her immense cultural leadership experience, Grainne is superbly placed to lead our Content Department to continue to support the Australian screen industry, and the advancement of our local storytellers and stories."

Grainne Brunsdon said, "I'm very excited to join the Screen Australia team and work on a national agenda for the screen sector. Screen Australia has made a profound impact on the sector through its program and initiatives and I'm very much looking forward to contributing to this."

Grainne will commence the role from 21 March, taking over from Sally Caplan, who departed the agency in January after eight years in the role.

On Sally's departure, **Mason** said, "Sally was a formidable Head of Content whose invaluable advice and guidance has left a wonderful legacy at Screen Australia. We are very grateful for her tremendous hard work during her time at the agency."

Interviews with Grainne Brunsdon are not available at this time, but media can lodge an expression of interest with [Lidia Williams](#).

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