

MEDIA RELEASE

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Geelong's industrial past and creative future set to feature on film

Deakin University and Creative Geelong - 'Hubcaps to Creative Hubs'

Deakin University and local collaborative organisation Creative Geelong Inc have partnered with a leading television documentary producer on a new research project that aims to tell the stories of Geelong's industrial sites currently undergoing creative transformations.

Deakin University researchers, Dr Fiona Gray and Dr Cristina Garduño Freeman will work with Creative Geelong Inc and the local creative industries community to document the inspiration, stories and places of the people driving the reinvented 'maker' culture of Geelong.

According to Deakin University researcher and Creative Geelong Inc Board member Dr Fiona Gray, *Hubcaps to Creative Hubs* is a living history research project that will paint a picture of what Geelong was, is and will be.

"As part of Deakin University's Research My World program, the *Hubcaps to Creative Hubs* project is seeking community support to raise \$15,000 through crowdsourcing platform Pozible for the development of a series of high quality, short documentary films that will tell our story of innovators, makers and creators.

"The films will focus on three of Geelong's former industrial sites that are currently undergoing a creative transformation: the Old Paper Mills in Fyansford, the Returned Soldiers and Sailors Woollen and Worsted Mills in Newtown; and the Federal Woollen Mills in North Geelong," Dr Gray said.

These films will be shot and produced by director and program developer Nicholas Searle who has recently worked on Australia's biggest factual formats, including *Grand Designs Australia*, *River Cottage Australia*, and reality television series *The Recruit*. Once completed, the films will encourage further investment in the local creative industries sector and provide broadcast-quality marketing material for the region to help promote and strengthen the local economy.

According to Creative Geelong Inc President Jennifer Cromarty, Geelong has an active and vibrant creative industries community and partnering with Deakin University for this project is one step in growing awareness of the burgeoning creative industries sector in the region.

"We are, and always will be makers. Geelong's history is rich in inventiveness, innovation and making things. Creative industries include activities associated with software and interactive content, film, TV and radio, publishing, architecture, visual arts and design, advertising, public relations and marketing services, and music and the performing arts. The role of creative industries in our region is helping shape our future," Cromarty said.

To learn more about *Hubcaps to Creative Geelong* and make a tax deductible donation visit <https://pozible.com/project/hubcaps-2-creative-hubs> . Follow the campaign via www.facebook.com/creativegeelong

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