

# LESBIAN SERIES COMING TO AUSTRALIAN TV FOR FIRST TIME

Season four of 'Starting From... Now!' will have its world premiere at the Mardi Gras Film Festival before coming to SBS 2 on March 7.

CHRISTOPHER KELLY — FEBRUARY 28, 2016

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AFTER its initial debut on YouTube which saw 20 million views, popular lesbian web series *Starting From... Now!* will air on SBS 2 following its season four premiere at the Mardi Gras Film Festival this week.

Director Julie Kalceff said the series told stories that were missing from Australian television.

"I was really heartened that both Screen Australia and Screen NSW wanted to help us take the show to the next level," she said.

The latest season will have its world premiere on **March 1 for the Mardi Gras Film Festival** before coming to SBS 2 on March 7.

Screen Australia investment manager Mike Cowap said the series was "the perfect example of a creative team understanding their audience and how to find them".



## PHOTOS: Behind the scenes of season four of *Starting From... Now!*

"Our funding for the next iteration of their show has meant that Julie and her team could pursue even more ambitious storytelling," he said.

Producer Rosie Lourde echoed Cowap's comments.

"The web series world has made it possible to build an audience and prove a concept which previously wouldn't have been made," Lourde said.

"Twenty million views is huge, and you simply can't argue with those numbers - we're excited the industry is taking this format seriously."



*Starting From ... Now!* features an all-female cast as well as a female creative and producing team.

"We hope the jump to television will see the series find an even bigger audience and propel the team into the next phase of their careers," Screen NSW chief executive Courtney Gibson said.

Since its beginnings, the series has screened at over a dozen international web series festivals, winning an award for best web series, as well as best supporting actress for Sarah de Possesse.

**MGFF details and tickets are available [here](#).**

*The Star Observer is a proud media partner of the Mardi Gras Film Festival.*