



MIFF 37°South MARKET SENDS PRODUCERS TO LONDON AND CONTINUES WEEK OF PUBLIC ACTIVITIES

MIFF 37°South Market, the film co-financing event during the Melbourne International Film Festival (MIFF), has closed its 11th edition and announced the producers who were awarded the **MIFF 37°South Market Alliance** places at the UK's **Production Finance Market (PFM)**.

MIFF 37°South Market is the exclusive Australia/NZ partner of the prestigious London **Production Finance Market (PFM)**. Under this alliance, the only three guaranteed Australia/NZ PFM places are reserved for producers attending **MIFF 37°South Market**. Selection for the three **37°South** places at PFM is guided by the votes of international financiers/buyers at **MIFF 37°South Market**.

Thanks to long-time **MIFF 37°South Market** Gold Sponsor **Film Finances**, one of the three producers selected for the October PFM received a flight voucher of A\$2,000 towards their trip. The producer winning the PFM place and flight coupon was **Joe Weatherstone** from Sydney, while the other two producers to win places at the PFM were **Melissa Kelly** from Perth and **Fiona Egger** from Melbourne.

MIFF 37°South Market, Australia's only film co-financing market to be held at a film festival, this year hosted a record 52 film financiers/buyers, including Bankside, Bloom, Double Dutch, Charades, eOne Australia, Embankment, Film Mode, Fortitude, Fulcrum, Madman, Radiant, Roadshow, Seville, Shoreline, Vendetta, and XYZ, as well as a record 32 publishers for **37°South's Books at MIFF**. The market registered a record 116 Australia/NZ producers including John Barnett (*Whale Rider*), Trevor Blainey (*Cut Snake*), Catherine Fitzgerald (*The Orator*), Veronica Fury (*Electric Boogaloo*), Tony Ginnane (*Patrick*), Bridget Ikin (*Sherpa*), Liz Kearney (*These Final Hours*), Helen Leake (*Wolf Creek 2*), Marian Macgowan (*Death Defying Acts*), Kristian Moliere (*The Babadook*), David Ngo (*Rabbit*), Sarah Shaw (*Snowtown*), and Leanne Tonkes (*My Mistress*).

All told, scheduled one-to-one meetings across the market's strands (which include **37°South: Bridging the Gap**, **37°South: PostScript&Direct**, and **37°South's Books at MIFF**) increased nearly 10% to 2,753 from last year and were more than ten times 2007's tally. Across the 11 editions of the market, more than 19,250 meetings have been scheduled. Additionally, the buyers viewed completed new Australian/NZ films seeking distribution and/or sales agents at the **37°South: Breakthru Screenings**, including **MIFF Premiere Fund**-supported films *The Songkeepers*, *Westwind* and *The Butterfly Tree*, while **MIFF 37°South: State of Play** panel sessions included a special analysis by Screen Australia of financial successful films, an update on the federal Gender Matters initiative, and case studies on the financing of key **Premiere Fund**-supported films.

MIFF 37°South & Accelerator Lab industry programs continue throughout the week with ticketed sessions available to the public for the

- **Wendall Thomas Talks Scripts** seminar series (<http://miffindustry.com/wendall-thomas17>),
- **Adrian Wootton Talks Film Femmes** lecture series (<http://miffindustry.com/adrian-wootton17>)
- **Accelerator Lab** ticketed classes (<http://miffindustry.com/accelerator-lab-ticketed-events>) on acting, editing, cinematography, production design and composing.

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