

## Co-Financing Film Opens At Festival

Posted on 22 July 2011 . Tags: [Film Industry](#), [Victoria](#)



### **Victoria Minister for Innovation, Services and Small Business Louise Asher Filmmakers Delve Into Business At 37° South Market**

*Victor P Taffa*

Australia's only film co-financing market 37° South Market opened in Melbourne last night as part of the Melbourne International Film Festival (MIFF), providing film practitioners with a platform to do business.

Minister for Innovation, Services and Small Business Louise Asher said 37° South Market enabled producers to pitch film projects to financiers.

"This year 37° South Market will give 100 Australian and New Zealand producers the opportunity to meet with 45 key international film co-financiers, with the aim of deepening marketplace relationships and generating financier interest." Ms. Asher said.

37° South Market also includes private buyer screenings of completed films and a books-to-film event to encourage screen adaptations.

"The Melbourne International Film Festival is not just about watching films, it's about the business of making films happen." Ms. Asher said.

This year MIFF celebrates its 60th year, firmly cementing its place as Australia's largest and oldest film festival.

"Melbourne International Film Festival makes a truly outstanding contribution to Melbourne's cultural life, and its industry programs." Ms. Asher said. "The Festival and 37° South Market underline Melbourne's position as a leader in the creative industries, and a great place to do business."

37° South Market is now well connected with a network of overseas markets in Europe and North America, including exclusive alliances with London's Production Finance Market and Canada's Strategic Partners.

"The Victorian Coalition Government is pleased to support the Melbourne International Film Festival and 37° South Market," Ms. Asher said. "Our government is committed to supporting local screen businesses to grow by providing opportunities for film makers to engage with the global industry."