

FINANCING GUESTS

37 South guests include sales agents, distributors, private financiers, studios, government funders and tax funds.

International financiers included: PARAMOUNT PICTURES (USA); CONTENTFILM INTERNATIONAL (EUROPE); SUNDANCE CHANNEL (USA); FORTISSIMO FILMS (EUROPE/ASIA); LIGHTNING ENTERTAINMENT (USA); THE WORKS (EUROPE); A3 CROSBY FUND (ASIA); REZO FILMS (EUROPE); MYRIAD PICTURES (USA); WIDE MANAGEMENT (EUROPE); SLINGSHOT DISTRIBUTION (EUROPE); BECKER ENTERTAINMENT (EUROPE/AUSTRALIA); HIGHPOINT MEDIA (EUROPE).

Australian financiers included: ROADSHOW, BUENA VISTA, MADMAN, ACCENT, AZTEC, UMBRELLA, HOPSCOTCH, SIREN, KOJO, OMNILAB, INTERNATIONAL FILM GROUP, SEED and AUSTRALIAN STATE & FEDERAL SCREEN AGENCIES.

FILMMAKERS

37 South attracts Australia's top established producers, as well as key emerging filmmakers. Participants were selected after an annual call for submissions was made. Producers with market-ready projects were encouraged to apply.

Filmmakers at **37 South** included Tony Ayres (*Walking on Water*), Jan Chapman (*The Piano*), Penny Chapman (*Remote Area Nurse*), Leah Churchill-Brown (*Suburban Mayhem*), Robert Connolly (*Romulus My Father*), Bridget Ikin (*An Angel at My Table*), Sue Maslin (*Japanese Story*), Michael McMahon (*The Home Song Stories*), John Maynard (*The Bank*), David Redman (*Strange Bedfellows*), Liz Watts (*Little Fish*), Sarah Watt (*Look Both Ways*), and many more!



Actor William McInnes, Producer Robyn Kershaw and MIFF Board Member Andy Myer



Producer Anthony Anderson with Director Neil Armfield

MELBOURNE INTERNATIONAL FILM FESTIVAL (MIFF)

MIFF is Australia's most popular audience film festival and the Southern Hemisphere's biggest. More than half a century old, MIFF has now grown to include a family of activities that reinforces the link between audiences and the film industry and fosters Melbourne's place as a centre of excellence for the creative screen industries.

Deepening MIFF's ongoing relationships with filmmakers, film financiers and audiences, these industry activities include:

37 South: Bridging the Gap

Bringing the global marketplace to Melbourne, MIFF's film co-financing market allows Australia's producers with a market-ready slate to meet with key international co-financiers in Melbourne in one-to-one meetings, roundtables and informal networking sessions. Australia's only film co-financing market to occur at a Film Festival, **37 South** also features a mini-conference/seminar program.

37 South's Books at MIFF (BAM)

Bringing together the book publishing and film producing worlds to identify cinematic potential in books and encourage screen adaptations.

MIFF Premiere Fund

If **37 South** bridges the gap, MIFF's Premiere Fund closes it! A State Government-backed end-user Fund, it provides strategic minority supports (either via mini-gap equity investments, or completion/enhancement loans, or matching marketing/distribution advances) to a range of new Australian quality narrative films and documentary features that can premiere at MIFF.

Accelerator

Assisting Australia's hottest new short filmmaking talent to make the transition to feature filmmaking by honing their skills, craft and contacts through targeted workshops and meetings with Festival guests and industry professionals.

37 South

bridging the gap

Australia's only film co-financing market to occur at a Film Festival, **37 South: Bridging the Gap** brings the global film financing marketplace to Melbourne's Forum Theatre and Australian Centre of the Moving Image (ACMI) in the opening days of the Melbourne International Film Festival (MIFF).

An industry program of MIFF, **37 South** enables Australian producers with market-ready slates to meet with key international film co-financiers in Melbourne at one-to-one meetings, roundtables and informal networking sessions to advance their projects' financing. **37 South's** emphasis is on producers pitching market-ready projects to financiers with the aim of deepening marketplace relationships and generating financier interest in their slates.

Against the backdrop of Australia's largest and oldest film festival, **37 South** also features a mini-conference/seminar program. **37 South** is an initiative of the Victorian Government.

MELBOURNE INTERNATIONAL FILM FESTIVAL

www.melbournefilmfestival.com.au



MIFF Executive Director Richard Moore, MIFF Chair Claire Dobbin and Victorian State Premier John Brumby



Highpoint Media's Piers Nightgale, with MIFF 37 South & Premiere Fund Manager Mark Woods.

PROGRAM

Set over three days, **37 South** includes a unique combination of:

- **one-to-one meetings** where selected producers with market-ready slates discuss and advance their projects with **37 South's** international financing guests
- **roundtables** facilitated by experienced Australian film practitioners, **37 South's** financing guests meet small groups of more emerging producers and outline the types of projects they seek and what sort of finance they offer
- **open panel sessions** moderated by leading Australian film professionals, **37 South's** local and international financing guests discuss the pressing film funding issues of the day and outline the latest sales and distribution opportunities
- **networking events and screenings** includes targeted dinners and functions to introduce producers, financiers, government, distributors and sales agents, as well as festival screening events.

37 South's Books at MIFF (BAM) brings together the book publishing and film producing worlds to identify cinematic potential in books and encourage screen adaptations. The first event of its kind in Australia, BAM includes: case studies of screen adaptations; pitching of novels by publishers to producers and introduction of publishers to film financiers. BAM attracts screen producers and key publishers and literary agents including Random House, Penguin, Text Publishing and Allen & Unwin.

FEEDBACK

From financing guests:

“A huge thank you for all your help and assistance in making it a very successful market. I had a really great time and had a number of good meetings.”

Ashley Luke, SVP Acquisitions and Development, Fortissimo (Sales Agent)

“Thank you for a wonderful time at MIFF. It truly was a very successful market launch and all the guests - local and international - that I spoke to all agreed that the market was both valuable and productive.”

Simone Govic, A3 Crosby Fund (Hong Kong)

“Thanks for the opportunity to be involved in 37 South and well done!”

Jude Troy, HopScotch Entertainment (Australian distributor)

“It was efficient, superbly organized. I found it tremendously productive for me, and I hope to be able to announce within the next year at least one or two Australian projects that I am involved with as a direct result of my having attended the forum.”

Richard S. Guardian, Lightning Entertainment (Sales Agent)

“I can't thank you enough for your warmth, generosity and enthusiasm in having me as one of your guests. I found the event well organized, informative and a great one-on-one experience with very talented, engaging producers. I've already been in touch via email with some producers and have started receiving submissions as well”

Gail Gendler, Senior Director Acquisitions, Sundance Channel (USA)



“Congratulations - from my perspective it is perfectly organised with useful discussions and great insights.”

Frances Leadbeter, Acting Marketing Manager, Australian Film Commission

“I thoroughly enjoyed participating in 37 South. I think you all managed to put an event together that was both highly enjoyable and useful. I will be going back to London with an armful of projects and, while not all will come to anything with us, there is a good chance that at least one or two will. This for us makes the whole trip and exercise completely worthwhile. Aside from this, it has put me in touch with a whole raft of interesting Australian filmmakers who we may well work with on projects in the future.”

Piers Nightingale, Head of Development, Highpoint Media (Sales Agent)

“A fun and productive experience for us all - Each phase of the program worked like clockwork and was impeccably well organized.”

Sue Woollard, Head of Distribution, International Film Group (Australia)



Producer Robert Connolly, FFC Evaluation Manager Tait Brady and Producer David Parker

From Victorian State Premier:

*The Victorian Government is a great supporter of local film and television production, and **37 South: Bridging The Gap** is a unique and important initiative, linking writers, directors, producers, financiers, buyers and exhibitors. **37 South: Bridging The Gap** is invaluable in assisting aspiring filmmakers to make important contacts and to seek out information and advice on their future in film.*

Hon John Brumby MP, Premier of Victoria

From producers:

“The timing of events and organisation was really fantastic. I think a lot of people got heaps out of it.”

Liz Watts, Producer, Porchlight Films (Sydney)

“Thanks for all the support during the market. It’s terrific to have humane versions of these potentially humiliating pitching events to look forward to.”

Philippa Campbell, Producer,
(Auckland)

“We really know how lucky we are to have had MIFF’s wisdom and guidance throughout 37 South ... we certainly made the most of all the opportunities you provided. Thank you for everything.”

Aleks Radovik, Producer (Melbourne)

“Thanks MIFF for organising the best industry networking event. Having attended other festivals and conferences to meet sales agents and financing partners for our Australian feature film, I would simply like to say MIFF 37 South was by far the most productive. Why? The number of producers and guests was ideal. The atmosphere and venue allowed for a positive and uncomplicated work environment. In all meetings, the local and international guests were genuinely interested in doing business with and in Australia.”

Veronica Sive, Producer (Melbourne)

“It was efficient and well run, one of the best markets I have attended. The meetings I had were invaluable. It was a great initiative by MIFF and I personally felt privileged to be a participant.”

Wayne Groom, Producer, Australian International Pictures

*“I just wanted to pass on how impressed I was with **37 South**. The manner in which it was organised; the range and status of guests; the courtesies of all attendant staff and the manner in which it dove-tailed so well into the Festival were all exemplary.”*

John Wild, Producer, Touchwood Films

“I found the whole experience incredibly fruitful, easy going and productive. Attendees seemed receptive and genuinely interested in everyone’s products.”

Stephen Amis, Producer, Revolution Pictures (Melbourne)

“It was a really enjoyable, intimate and invigorating marketplace. It was also really beneficial to me and, I think, my specific projects!”

Philippa Campey, Producer, film camp (Melbourne)

“Just wanted to say thanks for including us in the 37 South initiative ... it was a wonderful opportunity, and an excellent event. It’ll definitely be on my calendar for next year.”

Ross Hutchens, Media World Pictures (Melbourne)



Producers Leah Churchill-Brown and Melanie Coombs with A3 Crosby Fund’s Simone Govic



FEEDBACK for 37 South's Books at MIFF

"Books@MIFF was so very impressive - congratulations on pulling off an event which seemed to be much larger in the end than I, at least, envisaged. The media coverage was great and obviously response from the publishers and producers has been good too."

Rosemary Cameron, Festival Director, The Age Melbourne Writers' Festival

"Books@MIFF given thumbs up" (Extract from booksellerandpublisher.com.au)

Publishers and literary agents have responded enthusiastically to the inaugural books-to-film networking event, Books at MIFF. The event provided a platform for book publishers and agents to pitch their books to Australian film and television producers.

'It was an excellent initiative,' agent Sheila Drummond, whose pitch for Liz Byrski's *Belly Dancing for Beginners* involved a live bellydancer, told WBN. 'I sat down at my table and had immediate interest from *McLeod's Daughters* producer Posie Graeme-Evans and Robyn Kershaw (*Looking for Alibrandi*).'

Random House Australia's rights manager Nerrilee Weir agreed. 'I hope they do it every year,' she said.

Compered by actor and author William McInnes, 84 submissions were received and all were detailed in a special booklet circulated to producers at the event.

As well as Drummond and Random House, producers sat through pitches by Hardie Grant Egmont, Penguin, University of Western Australia Press, Text Publishing, Black Inc, Allen & Unwin and Magabala Books.

'I even had interest from people I didn't meet,' said Weir, who thought greater contact with the film and TV world could only be good for book publishing. 'We don't have that network at the moment. We really want that dialogue to be happening.'