

# MEDIA RELEASE



## 5<sup>th</sup> MIFF 37°SOUTH MARKET OPENS CALL FOR APPLICATIONS

**MELBOURNE, 14 February 2011:** Applications have opened for the **Melbourne International Film Festival's** 5<sup>th</sup> edition of **MIFF 37°South Market**, which runs 21-24 July 2011 inclusive.

Australia's only film co-financing market to occur in the context of a major festival, **MIFF 37°South Market** brings the global film financing marketplace to Melbourne in the opening weekend of MIFF - Australia's oldest and largest film festival which turns 60 this year.

The exclusive Australian partner of the London Production Finance Market (PFM), **MIFF 37°South Market** last year invited 38 international and local film co-financiers, including sales agents, distributors and gap funders) to meet with a record 76 selected Australia/NZ producers for four days of meetings, screenings, panels and roundtables.

Across the various strands of market, which include **37°South: Bridging the Gap**, **37°South: PostScript&Direct**, and **37°South's Books at MIFF**, scheduled one-to-one meetings increased by 13% in 2010 to 1,182 from 2009's total of 1,041, and up 45% on 2008's 814 and more than four times 2007's tally.

In addition to meeting some of the world's top film co-financiers, **MIFF 37°South Market's** registered producers are automatically in the running for selection to the only guaranteed Australian/NZ places at key overseas co-financing markets in Europe, the Middle East and North America via **MIFF 37°South Market's** exclusive partnerships with the London Production Finance Market (PFM), Canada's Strategic Partners and Abu Dhabi's Circle. For more information on the **37°South-PFM Alliance**, and the experiences of 37°South producers at PFM, go to:

[http://filmlondon.org.uk/news/2010/december/londons\\_reach\\_in\\_the\\_worldwide\\_film\\_finance\\_market](http://filmlondon.org.uk/news/2010/december/londons_reach_in_the_worldwide_film_finance_market)

Application forms for the 5<sup>th</sup> edition of **MIFF 37°South Market** are at [www.miff37degreesSouth.com](http://www.miff37degreesSouth.com) and applications for most sections close on **12 April 2011**. For details on the application process and deadlines, see the background document below. For further information on the 60<sup>th</sup> edition of **MIFF**, which runs 21 July – 08 August 2011, visit [www.miff.com.au](http://www.miff.com.au)

**ORGANISED BY:**

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## DEADLINES & BACKGROUND INFORMATION

**MIFF 37°South Market** runs 21-24 July 2011 in the opening days of the 60<sup>th</sup> Melbourne International Film Festival.

Across the four editions so far of **MIFF 37°South Market**, more than **3,600 meetings have been scheduled for Australian/NZ filmmakers** with some of the world's leading film financiers (as well as publishers. Applications open 14 February at [www.miff37degreesSouth.com](http://www.miff37degreesSouth.com) for the 2011 **MIFF 37°South Market**, which again enables pitching of Intellectual Property for the screen from every angle with:

- the core product of **MIFF 37°South: Bridging the Gap**, with one-to-one meetings, roundtables and public panel sessions between producers with market-ready scripts and film co-financiers/buyers, as well as networking drinks events and targeted dinners  
(Applications for Australia/NZ PRODUCERS with market-ready scripts close **12 April 2011**)
- **MIFF 37°South: Breakthru Screenings** - Screenings for invited international and local buyers of selected new Australia/NZ films seeking world sales agents and/or local distribution  
(Applications for Australia/NZ PRODUCERS with films seeking sales agent/distribution close **12 April 2011**)
- **37°South's Books at MIFF** - a books-to-film event with screen adaptation case studies, public pitching of books ripe for the screen and meetings for publishers and producers  
(Applications for PUBLISHERS/LITERARY AGENTS (film rights holders), close **20 April 2010**);
- **MIFF 37°South: PostScript&Direct** - meetings of Victorian screenwriters/directors with registered producers  
(Applications: SCREENWRITERS/DIRECTORS close **15 April 2011** via Film Victoria).
- **NOTE:** Producers who do not have a market-ready script/slate to apply with for **MIFF 37°South: Bridging the Gap** but are seeking new material to develop, this year can apply to attend **37°South: PostScript&Direct** and/or **37°South's Books at MIFF** to source new material. (These applications close **12 April 2011**)
- **NOTE:** Producers of **MIFF Premiere Fund** co-financed films premiering at MIFF 2011 receive priority complementary registration to 2011's **MIFF 37°South Market**. For more details on the **MIFF Premiere Fund**, which provides minority co-financing to new Australian films premiering at **MIFF**, see [miffpremierefund.com](http://miffpremierefund.com).

For details of **MIFF 37°South Market's** application process, eligibility criteria and application forms for each strand, go to [www.miff37degreesSouth.com](http://www.miff37degreesSouth.com). A detailed 2011 program is released in July, but to see 2010's market program, go to [http://miff.com.au/assets/downloads/Industry/37SouthMarket/PROGRAM2010\\_web.pdf](http://miff.com.au/assets/downloads/Industry/37SouthMarket/PROGRAM2010_web.pdf). For more details on the market, including feedback from producers, publishers and financiers, see: [http://miff.com.au/assets/downloads/Industry/37SouthMarket/37southbrochure\\_2010.pdf](http://miff.com.au/assets/downloads/Industry/37SouthMarket/37southbrochure_2010.pdf).

**MIFF 37°South Market** international film financiers/buyers have included Pathe (Europe), Participant (USA), Protagonist (Europe), Paramount (USA), Wild Bunch (Europe), IFC (USA), BBC Films (Europe), Essential (USA), Ealing (Europe), Sierra (USA), HanWay (Europe), Miramax (USA), Salt (Europe), IFC (USA), Works (Europe), National Geographic Films (USA), Aramid (Europe), Elephant Eye (USA), Independent (Europe), Lightning (USA), ContentFilm (Europe), Visit (USA), Bankside (Europe), Myriad (USA), MovieHouse (Europe), Media8 (USA), Highpoint (Europe), Film Sales Company (USA), Quickfire (Europe), H2O (USA), 6Sales (Europe), Coach14 (Europe), Seville/EI (Canada), Media Luna (Europe), Standard Chartered (Asia), Goalpost (Europe), Icon (USA), Match Factory (Europe), Arclight (USA/Australia), U-media (Europe), Bavaria (Europe), Wide (Europe), Altadena (USA/Europe), Rezo (Europe), Fortissimo (Europe/Asia), Back-Up (Europe). Local guests included Roadshow, HopScotch, Transmission, Madman, ABC, Accent, Rialto, PackScreen, Odin's, Sharmill, Umbrella.

Publishing guests have included Allen & Unwin, Brandl & Schlesinger, Hachette, Hardie Grant/Egmont, HarperCollins, Penguin/Puffin, Random House, Scribe, Text, Transit Lounge and Wakefield. Australia/NZ film producers include Oscar-winner Melanie Coombs (HARVIE KRUMPET), Anthony Anderson (SOMERSAULT), Lizette Atkins (NIGHT), Yael Bergman (I LOVE YOU TOO), Rosemary Blight (CLUBLAND), Chris Brown (DAYBREAKERS), Andrea Buck (THE JAMMED), Philippa Campbell (BLACK SHEEP), Jan Chapman (THE PIANO), Robert Connolly (BALIBO), John Maynard (THE BANK), Bridget Ikin (LOOK BOTH WAYS), Paul Cox (INNOCENCE), Chris Fitchett (BLURRED), Robyn Kershaw (BRAN NUE DAE), Helen Leake (BLACK & WHITE), Angela Littlejohn (APRON STRINGS), Michael McMahon (HOME SONG STORIES), Marian Macgowan (SOUTH SOLITARY), David Parker (MALCOLM), David Redman (STRANGE BEDFELLOWS), Robin Scholes (ONCE WERE WARRIORS), Liz Watts (LITTLE FISH).

**MIFF 37°South Market** is the exclusive Australia/NZ partner of Film London's Production Finance Market (**PFM**), providing the **PFM's** only guaranteed Australian/NZ slots. The **PFM-MIFF 37°South Market Alliance** sees up to three Australia/NZ **MIFF 37°South Market** registered producers chosen by **MIFF 37°South Market's** guest international sales agents to fill these slots at October's **PFM**. Similarly, **MIFF 37°South Market's** guest financiers chose two producers to attend Canada's **Strategic Partners** and one producer to attend the Abu Dhabi **Circle** – again filling the only guaranteed Australia/NZ places at those events.