

# MEDIA RELEASE



\*\*\* EMBARGOED UNTIL 7pm SUNDAY, 26 JULY \*\*\*

## **MIFF 37°South Market: CLOSURES WITH PRODUCERS HEADING TO LONDON & ABU DHABI**

**MELBOURNE, 26 July 2009:** MIFF 37°South Market, the Melbourne International Film Festival (MIFF) film co-financing event running 23-26 July 2009, closed its third edition on Sunday, with the announcement of the producers who were awarded the inaugural **MIFF 37°South Market Alliance** places at the London **Production Finance Market (PFM)** and Abu Dhabi **Circle** – both of which occur in October.

The winning producer of the London **PFM** place is New Zealand-based Robin Scholes (ONCE WERE WARRIORS, RAIN) and the winning producer of the Abu Dhabi **Circle** place is Sydney-based Miranda Culley (Associate Producer RABBIT PROOF FENCE, co-producer with Marian Macgowan on Shirley Barrett's upcoming SOUTH SOLITARY). The producers were presented their winning places by Sue Milliken of Film Finances – **MIFF 37°South Market's** Gold Sponsor.

The **MIFF 37°South Market-PFM Alliance** and **MIFF 37°South Market-Circle Alliance** ensured that each producer selected to participate in the 2009 **MIFF 37°South Market** were automatically considered for a place at the each of the October 2009 events. **MIFF 37°South Market** international financing guests, together with the **PFM's** Helena Mackenzie and the **Circle's** David Shephard, considered all registered **MIFF 37°South Market** producers and selected one producer to attend each event.

This year, **MIFF 37°South Market**, Australia's only film co-financing market to be held at a film festival brought some 37 film financiers/buyers to Melbourne who met with 70 producers from across Australia/NZ who were selected for registration at the market. Across the various strands of market, which include **37°South: Bridging the Gap**, **37°South: PostScript&Direct**, and **37°South's Books at MIFF**, the number of scheduled one-to-one meetings increased 28% to 1,041 from last year's total of 814 (which was triple 2007's tally).

This year's **MIFF 37°South Market** international film financiers/buyers included Paramount (USA), Match Factory (Europe), National Geographic Films (USA), Hanway (Europe), Visit Films (USA), Bankside (Europe), Media8 (USA), Pathe (Europe), ArcLight (USA/Australia), Ealing (Europe), H2O (USA), Bavaria (Europe), Standard & Chartered (Asia), Fortissimo (Europe/Asia), QuickFire (Europe), along with such Australian/NZ companies as Roadshow, HopScotch, Transmission, Madman, Arkles, ABC-TV, Accent and Rialto.

The co-financiers/buyers also viewed completed local seeking distribution and/or sales agents in the **37°South: Breakthru Screenings**, and attended the **MIFF 2009** world premieres of **MIFF Premiere Fund** co-financed titles BALIBO, INDONESIA CALLING and BLESSED.

The **MIFF Premiere Fund** has now opened applications for Round Six of the **MIFF Premiere Fund** seeking films that can be ready to premiere at MIFF 2010. For more details, go to [www.miffpremierfund.com](http://www.miffpremierfund.com).

**MIFF 37°South Market** is the exclusive Australia/NZ institutional partner of London's **Production Finance Market (PFM)** and the Australia/NZ producer partner of the Abu Dhabi **Circle**. See [www.miff37degreesSouth.com](http://www.miff37degreesSouth.com) for details of the market, including the program. **MIFF 37°South Market** runs 23-26 July 2009 during the opening and industry weekend of **MIFF** that includes **MIFF Accelerator** and, on 27 July 2009, the **Australian Directors Guild Conference** (see [www.adg.org.au](http://www.adg.org.au)). For more information on **MIFF**, including **MIFF 2009** ticket purchases, go to [www.melbournefilmfestival.com.au](http://www.melbournefilmfestival.com.au)

**37°South Market ORGANISED BY:**



**GOVERNMENT PARTNER:**



**GOVERNMENT SUPPORTER:**



**GOLD INDUSTRY SPONSOR: Film Finances**

Louise Heseltine | 8660 4816 | 0402 054 143 | [louise@limelightpr.com.au](mailto:louise@limelightpr.com.au)  
Asha Holmes | 8660 4815 | 0403 274 299 | [asha@limelightpr.com.au](mailto:asha@limelightpr.com.au)  
Joanna Finney | 8660 4816 | 0401 817 546 | [joanna@limelightpr.com.au](mailto:joanna@limelightpr.com.au)  
LIMELIGHT PR | PO Box 1199 Little Lonsdale Street, Melbourne, Australia 8011

Limelight<sup>PR</sup>