

# MELBOURNE INTERNATIONAL FILM FESTIVAL'S MIFF 37°South Market DEADLINES & BACKGROUND INFORMATION

In 2009, **MIFF 37°South Market** registered 70 Australian/NZ producers (up one-third from 2007's inaugural edition), more than doubled to 39 the number of its registered film financiers/buyers and more than tripled its number of scheduled meetings to more than 1,000. This year, **MIFF 37°South Market** runs 22-25 July 2010 inclusive. Applications open 11 February at [www.miff37degreesSouth.com](http://www.miff37degreesSouth.com) for the 2010 **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 fully-developed 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 **06 April 2010**)
- **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 local films seeking sales agent or local distribution close **06 April 2010**)
- **MIFF 37°South: Accelerator Express**: giving one emerging producer the chance to attend **MIFF 37°South: Bridging the Gap** and also showcasing the work of emerging short film directors to registered Australia/NZ producers  
(Applications for PRODUCERS of an Accelerator 2005-2009 short film who have a feature script with the same director (as the Accelerator short film) close **20 April 2010**);
- **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 **12 April 2010**);
- **MIFF 37°South: PostScript&Direct** - meetings of Victorian screenwriters and directors/HoDs with registered producers  
(Applications: SCREENWRITERS/DIRECTORS/HoDs close **16 April 2010** 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. (Applications for this strand close **06 April 2010**)

For details of the application process, eligibility criteria and application forms for each strand of **MIFF 37°South Market**, go to [www.miff37degreesSouth.com](http://www.miff37degreesSouth.com). A detailed program for **MIFF 37°South Market** will be released in early July. For more details on the market, including feedback from producers, publishers and financiers, see the new brochure at:

[http://www.melbournefilmfestival.com.au/assets/Downloads/2010/37southbrochure\\_b\\_2010.pdf](http://www.melbournefilmfestival.com.au/assets/Downloads/2010/37southbrochure_b_2010.pdf)

To see last year's market program, go to:

<http://www.melbournefilmfestival.com.au/assets/Downloads/2009/PROGRAM09july.pdf>

**MIFF 37°South Market** guest international companies have included Paramount, Pathe, Miramax, Match Factory, National Geographic Films, Ealing, Magnolia, Bankside, Media8, HanWay, The Works, Visit, Bavaria, QuickFire, Seville/E1, Aramid, Standard Chartered, Independent, Arclight, Content, Rezo, Lightning, Icon, Highpoint, Myriad, Fortissimo, Wide, Altadena, and MovieHouse, while local market-place guest companies have included Roadshow, Accent, Hopscotch, Madman, Transmission, Umbrella and Universal.

Publishing guests have included Allen & Unwin, Brandl & Schlesinger, Hachette, Hardie Grant/Egmont, HarperCollins, Penguin/Puffin, Random House, Scribe, Text, Transit Lounge and Wakefield. Registered producers have included, Rosemary Blight (CLUBLAND), Andrea Buck (THE JAMMED), Philippa Campbell (BLACK SHEEP), Jan Chapman (THE PIANO), Leah Churchill-Brown (BEAUTIFUL KATE), Melanie Coombs (MARY & MAX), Robert Connolly (BALIBO), Martin Fabinyi (WOLF CREEK), Bridget Ikin (LOOK BOTH WAYS), Steve Jacobs (DISGRACE), Robyn Kershaw (BRAN NUE DAE), Helen Leake (BLACK & WHITE), Richard Lowenstein (HE DIED WITH A FALAFEL IN HIS HAND), Marian Macgowan (DEATH DEFYING ACTS), Sue Maslin (JAPANESE STORY), Nicole Minchin (KIN), Kristian Moliere (HOME), Nicole O'Donohue (GRIFF THE INVISIBLE), David Parker (MALCOLM), David Redman (STRANGE BEDFELLOWS) and Robin Scholes (ONCE WERE WARRIORS).

**MIFF 37°South Market** has announced that producers of **MIFF Premiere Fund** co-financed films premiering at MIFF 2010 or MIFF 2011 will receive priority complementary registration to 2010's **MIFF 37°South Market**. For more details on the **MIFF Premiere Fund**, which provides strategic minority co-financing to new Australian film that will premiere at **MIFF**, go to [www.miffpremierfund.com](http://www.miffpremierfund.com).

**MIFF 37°South Market** is the exclusive Australia/NZ organisational partner of Film London's Production Finance Market (**PFM**), providing the **PFM**'s only guaranteed Australian/NZ slots. Under the **PFM-MIFF 37°South Market Alliance**, up to three Australia/NZ producers registered **MIFF 37°South Market** are chosen by **MIFF 37°South Market**'s guest international sales agents. The Film London **PFM** occurs each October in association with The BFI London Film Festival.

**MIFF 37°South Market:**

**ORGANISED BY:**

**GOVERNMENT PARTNER:**



[www.miff37degreesSouth.com](http://www.miff37degreesSouth.com)