

# MEDIA RELEASE



## MIFF 37°SOUTH MARKET CALLS FOR APPLICATIONS

**TUESDAY 27 March 2012** – Applications are now open for the **Melbourne International Film Festival's MIFF 37°South Market**, which runs 2-5 August 2012.

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.

The exclusive Australian partner of the London Production Finance Market (PFM), **MIFF 37°South Market** last year invited a record 44 international and local film co-financiers, including sales agents, distributors and gap funders, to meet with a record 100 selected producers for four days of meetings, screenings, panels and roundtables.

Across the various strands of the market, including **37°South: Bridging the Gap** and **37°South: Books at MIFF**, scheduled one-to-one meetings increased by 23% in 2011 to 1,542. The co-financiers/buyers also viewed completed local seeking distribution and/or sales agents in the **37°South: Breakthru Screenings**.

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 and North America through **MIFF 37°South Market's** exclusive partnerships with London's Production Finance Market (PFM) and Canada's Strategic Partners. For more information on the **37°South-PFM Alliance**, and the experiences of 37°South producers at PFM, visit: [www.filmlondon.org.uk/news/2012/january/film\\_london\\_takes\\_producers\\_across\\_the\\_globe](http://www.filmlondon.org.uk/news/2012/january/film_london_takes_producers_across_the_globe)

Application forms for 2012's **MIFF 37°South Market** are available at [www.miff37degreesSouth.com](http://www.miff37degreesSouth.com) – applications close on **20 April 2012**. For details on the application process and deadlines, as well as the wide range of international financing guests that attend the market, see the background document on the following page.

The 61<sup>st</sup> Melbourne International Film Festival runs from 2 – 19 August 2012.  
For more information visit [www.miff.com.au](http://www.miff.com.au)

ORGANISED BY:



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## DEADLINES & BACKGROUND INFORMATION

**MIFF 37°South Market** runs 2-5 August 2012 in the opening days of the 61<sup>st</sup> Melbourne International Film Festival.

- **Applications close 20 April 2012.** 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)
- For the **MIFF 37°South Market** brochure, which includes feedback from producers, publishers and financiers, see [www.miff.com.au/assets/\\_downloads/Download\\_the\\_2011\\_Flyer.pdf](http://www.miff.com.au/assets/_downloads/Download_the_2011_Flyer.pdf)

Across the five editions so far of **MIFF 37°South Market**, almost **5,150 meetings** have been scheduled for Australian/NZ filmmakers with some of the world's leading film financiers (as well as publishers). In 2012, **MIFF 37°South Market** 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. (*For Australia/NZ PRODUCERS with market-ready scripts*)
- **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 (*For Australia/NZ PRODUCERS with films seeking sales agent/distribution*)
- **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 (*For PUBLISHERS/LITERARY AGENTS*)
- **MIFF 37°South: PostScript&Direct** – meetings of screenwriters/directors with registered producers (*SCREENWRITERS/DIRECTORS to make applications via participating state screen agencies. Details available soon.*)

Producers who do not have a market-ready script/slate to apply with for **MIFF 37°South Market**, but are seeking new material to develop, can apply to attend **37°South: PostScript&Direct** and/or **37°South's Books at MIFF** to source new material.

Producers of **MIFF Premiere Fund** co-financed films premiering at MIFF 2012 receive one complementary priority registration to the 2012 **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 [www.miffpremierefund.com](http://www.miffpremierefund.com)

**MIFF 37°South Market** film co-financiers/buyers have included Pathe (Europe), Participant (USA), Protagonist (Europe), Paramount (USA), Wild Bunch (Europe), IFC (USA), BBC Films (Europe), Essential (USA), Ealing Metro (Europe), Sierra (USA), HanWay (Europe), Miramax (USA), Salt (Europe), Lightning (USA), Gaumont (Europe), Myriad (USA), MK2 (Europe), Elephant Eye (USA), BAC (Europe), Visit (USA), LePacte (Europe), Media8 (USA), Independent (Europe), Indomina (USA), Studio Canal (Europe), eOne (Canada), Bankside (Europe), Aver (Canada), MovieHouse (Europe), Shoreline (USA), Highpoint (Europe), H2O (USA), Quickfire (Europe), FilmSharks (South America), Revolver (Europe), Roadshow (Australia), ArcLight (USA), Madman (Australia), Aramid (Europe), Rialto (Australia), Bavaria (Europe), HopScotch (Australia), Level K (Europe), Transmission (Australia), Films Boutique (Europe), Icon (Australia), Jinga (Europe), Galloping (Australia), 6Sales (Europe), Fulcrum (Australia), Coach14 (Europe), Antidote (Australia), Goalpost (Europe), Odin's (Australia), Match Factory (Europe), Umbrella (Australia), The Works (Europe), Accent (Australia), Back-Up (Europe), Sharmill (Europe), ABC (Australia), ContentFilm (Europe), Fortissimo (Europe/Asia).

Publishing guests have included Allen & Unwin, Brandl & Schlesinger, Clouds of Magellan, Hachette, Hardie Grant/Egmont, HarperCollins, Melbourne University Publishing, Random House, Penguin/Puffin, Scribe, Text, Transit Lounge and Wakefield.

Australia/NZ film producers at **MIFF 37°South Market** have included Oscar-winner Melanie Coombs (*Harvie Krumpet*), Tony Ayres (*The Slap*), Yael Bergman (*I Love You Too*), Rosemary Blight (*Clubland*), Chris Brown (*Daybreakers*), Andrea Buck (*The Jammed*), Philippa Campbell (*Black Sheep*), Jan Chapman (*The Piano*), Leah Churchill-Brown (*Beautiful Kate*), Robert Connolly (*Balibo*), Chris Fitchett (*Blurred*), Bridget Ikin (*Look Both Ways*), Robyn Kershaw (*Bran Nue Dae*), Trish Lake (*Gettin' Square*), Helen Leake (*Swerve*), Angela Littlejohn (*Apron Strings*), Michael McMahon (*Home Song Stories*), Marian Macgowan (*South Solitary*), Sue Maslin (*Japanese Story*), John Maynard (*The Bank*), Richard Lowenstein (*He Died With a Falafel in his Hand*), Nicole O'Donohue (*Griff the Invisible*), Cathy Overett (*Iron Sky*), David Parker (*Malcolm*), David Redman (*Strange Bedfellows*), Michael Robertson (*Road Train*), Michael Rymer (*Face to Face*), Robin Scholes (*Once Were Warriors*), Vincent Sheehan (*The Hunter*), Johnathan Shteinman (*Children of Silk Road*) and Liz Watts (*Animal Kingdom*).