

## FINANCING GUESTS

MIFF 37°South Market guests include sales agents, distributors, private financiers, studios, bank gap funds, and tax funds. Across the editions of MIFF 37°South Market participants from the following groups included:

- **International film financiers/buyers:** 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/E1 (Canada), Media Luna (Europe), Standard Chartered (Asia), Goalpost (Europe), Icon (USA), Match Factory (Europe), Arclight (USA/Australia), U-media (Europe), Altadena (USA/Europe), Rezo (Europe), Fortissimo (Europe/Asia), Bavaria (Europe), Magnolia/Magnet (USA), Back-Up (Europe), Sundance Channel (USA), Wide (Europe),

- **Australian/NZ financiers/buyers:** Roadshow, Accent, Aztec, Hopscotch, OmniLab, Madman, Transmission, Siren, Titan, Arkles, Umbrella, Rialto, Odin's, Beyond, Sharmill, MFM, Universal, ABC, PackScreen

- **Publishers:** Allen & Unwin, Australian Literary Management, Brand & Schlessinger, Hachette, Hardie Grant/Egmont, HarperCollins, Melbourne University Publishing, Penguin/Puffin, Random House, Scribe, Text, Transit Lounge and Wakefield.

## FILMMAKERS

Attracting top established producers, as well as key emerging filmmakers, from Australia/NZ, MIFF 37°South Market selects participants after an annual call for submissions by producers with market-ready projects in their slates.

Filmmakers at MIFF 37°South Market have included: Oscar-winner Melanie Coombs (HARVIE KRUMPET), Anthony Anderson (SOMERSAULT), Lizette Atkins (NIGHT), Tony Ayres (WALKING ON WATER), Yael Bergman (I LOVE YOU TOO), Trevor Blainey (NOISE), Rosemary Blight (CLUBLAND), Helen Bowden (SOFT FRUIT), Chris Brown (DAYBREAKERS), Andrea Buck (THE JAMMED), Philippa Campbell (BLACK SHEEP), Jan Chapman (THE PIANO), Penny Chapman (ROAD FROM CORRRAIN), Leah Churchill-Brown (BEAUTIFUL KATE), Robert Connolly (BALIBO), Paul Cox (INNOCENCE), Chris Fitchett (BLURRED), Bridget Ikin (LOOK BOTH WAYS), Steve Jacobs (DISGRACE), Robyn Kershaw (BRAN NUE DAE), Helen Leake (BLACK & WHITE), Angela Littlejohn (APRON STRINGS), Richard Lowenstein (HE DIED WITH A FALAFEL IN HIS HAND), Marian Macgowan (SOUTH SOLITARY), Michael McMahan (HOME SONG STORIES), Sue Maslin (JAPANESE STORY), John Maynard (THE BANK), Nicole Minchin (WEDDING PARTY), Kristian Moliere (HOME), Nicole O'Donohue (GRIFF THE INVISIBLE), David Parker (MALCOLM), David Redman (STRANGE BEDFELLOWS), Robin Scholes (ONCE WERE WARRIORS), Miram Stein (HEY HEY ITS ESTHER BLUEBERGER), and Liz Watts (ANIMAL KINGDOM).

## MELBOURNE INTERNATIONAL FILM FESTIVAL (MIFF) INDUSTRY PROGRAMS

Celebrating 60 years in 2011, MIFF is Australia's most popular audience film festival and the Southern Hemisphere's biggest. MIFF has grown to include a family of industry activities that foster links between audiences and the film industry and reinforce Melbourne's place as a centre of excellence for the creative industries and screen business hub.

Deepening MIFF's ongoing relationship with filmmakers, film financiers and audiences, in addition to MIFF 37°South Market these industry activities include:

### MIFF Premiere Fund



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

If MIFF 37°South Market bridges the gap, MIFF's Premiere Fund can close it! A State Government-backed theatrical end-user Fund, it provides strategic minority co-financing to a new Australian quality narrative films and documentary features that premiere at MIFF. The Fund has co-financed more than 25 films to date, including *Balibo*, *Bastardy*, *Blame*, *Blessed*, *Bran Nue Dae*, *Celebrity: Dominick Dunne*, *Curse of the Gothic Symphony*, *Falling for Sahara*, *Indonesia Calling*, *Loved Ones*, *Machete Maidens Unleashed*, *Matching Jack*, *Mother of Rock*, *Not Quite Hollywood*, *Rock n Roll Nerd*, *Swerve*, *The Wedding Party*.

MIFF 37°SOUTH MARKET IS THE AUSTRALIA/NZ INSTITUTIONAL PARTNER OF LONDON'S PRODUCTION FINANCE MARKET (PFM), CANADA'S STRATEGIC PARTNERS, AND ABU DHABI'S CIRCLE.

MIFF 37°South Market is an initiative of the State Government of Victoria, Australia



MIFF 37°South Market is organised by the industry programs unit of the Melbourne International Film Festival (MIFF)



### MIFF Accelerator



[www.miff.com.au/accelerator](http://www.miff.com.au/accelerator)

Helping tomorrow's hottest filmmaking talent to transition to feature filmmaking through targeted workshops, seminars, master-classes, networking events and meetings with Festival guests and industry professionals to hone skills, craft and contacts for selected emerging short film directors. MIFF Accelerator alumni include David Michod (Oscar-nominated *Animal Kingdom*), Steph Green (Oscar-nominated *New Boy*), Jonathan Auf Der Heide (*Van Diemen's Land*), Sean Byrne (*Loved Ones*), Amiel Courtin-Wilson (*Bastardy*, *Hail*), Nash Edgerton (*The Square*), Leon Ford (*Griff the Invisible*), Rhys Graham (*Words in the City*), Ben Hackworth (*Corroboree*), Glendyn Ivin (*Last Ride*), Eddie Martin (*Lionel*), Taika Waititi (*Eagle Vs Shark*).

# 37°South market

AUSTRALIA'S ONLY FILM CO-FINANCING MARKET TO OCCUR AT A FILM FESTIVAL, MIFF 37°SOUTH MARKET BRINGS THE GLOBAL FILM FINANCING MARKETPLACE DOWN UNDER IN THE OPENING DAYS OF THE MELBOURNE INTERNATIONAL FILM FESTIVAL (MIFF) - AUSTRALIA'S LARGEST AND OLDEST FILM FESTIVAL.

### MIFF 37°South Market:

- brings together up to 40 film financiers/buyers and more than 70 feature film producers from across Australia/NZ for four days of individually diarized meetings, as well as roundtables, networking events, screenings, seminars and panel sessions
- has advanced the financing of many well-known Australian films from script stage, including *Balibo*, *My Year Without Sex*, *Griff The Invisible*, *The Sapphires*, *Red Hill*, *Swerve* and *Beautiful Kate*
- includes screenings for completed films seeking sales agents and/or distributors from which several film have secured sales/distribution deals, including *Lake Mungo*, *Van Dieman's Land*, *Blind Company*, *Surviving Georgia*, *Drop Dead Gorgeous* and *Strangers Lovers Killers*
- also enables producers to source new creative material from both publishers at 37°South's Books at MIFF and from writer/directors in 37°South:PostScript&Direct
- has scheduled more than 3,600 meetings across its four editions
- puts its registered producers in the running for automatic selection to the only guaranteed Australia/NZ slots at key overseas film co-financing events in Europe, the Middle East and North America via MIFF 37°South Market's exclusive partnerships with London's Production Finance Market (PFM), Canada's Strategic Partners and Abu Dhabi's Circle.

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

MELBOURNE INTERNATIONAL FILM FESTIVAL

[www.miff.com.au](http://www.miff.com.au)

## PROGRAM

In 2007, the market's inaugural year, 45 registered Australia/NZ producers and 15 financiers came together for three days of approximately 250 scheduled one-to-one meetings, roundtables and networking events. 2008 saw an expansion of the market, with 68 registered Australia/NZ producers and 39 registered film co-financiers/buyers from around the world. Scheduled one-to-one meetings more than tripled to over 800 across four days of the market, pitching Intellectual Property for the screen from every angle. In 2009, scheduled one-to-one meetings increased 28% to 1,041 from 2008 (which was triple 2007's tally). In 2010, scheduled one-to-one meetings increased by 13% in 2010 to 1,182 (more than four times 2007's tally) for the 76 registered producers.

MIFF 37°South Market comprises:

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.

Australia's first organized market screenings for world buyers attached to a festival, according to *Screen International*, MIFF 37°South: Breakthru Screenings showcases completed films seeking local distribution and/or world sales agents to registered buyers with follow-up meetings between the buyers and producers of those films.

Victorian scriptwriters and directors meeting with the market's registered Australia/NZ producers in MIFF 37°South: PostScript&Direct.

MIFF 37°South: Accelerator Express giving emerging producers 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 and the market's buyers/financiers.

37°South's Books at MIFF (BaM) bringing together the book publishing and film financing industries with screen adaptation case studies, public pitching of books ripe for adaptation and scheduled meetings between publishers and film producers in the first event of its kind in Australia.



BANKSIDE'S HILARY DAVIS



ARCLIGHT'S HARRY AVRAMIDIS & IAN GIBBINS



SHARMILL'S NATALIE MILLER & UMBRELLA'S JEFF HARRISON



## FEEDBACK

### From Film Financiers:

“What a great market to attend”  
**Charlotte Van Weede, Protagonist (Sales Agent)**

“It was efficient, superbly organized. I found it tremendously productive”  
**Richard S. Guardian, Lightning (Sales Agent)**

“Thoroughly enjoyed - and felt it was really productive”  
**Jude Troy, HopScotch (Australian Distributor)**

“A fantastic four days – so well organised, so indescribably useful and inspirational. I did about 6 weeks work in 4 days!”  
**Adam Bowen, Highpoint (Sales Agent)**

“The best organisation I have ever seen”  
**Anick Poirier, Seville/E-one (Sales Agent)**

“An extremely fruitful experience - a wonderful opportunity to meet more of Australia’s industry, filmmakers, film funders and Government officials. Organisation of schedules was brilliant – not a wasted moment. All the projects had real artistic and commercial potential – it was obvious that a great deal of care had been taken to vet the producers and their projects”  
**Ildi Toth Davy, Altadena Films (Sales Agent)**

“A really productive (and fun!) few days of meetings”  
**Rachel Okine, HopScotch (Australian Distributor)**

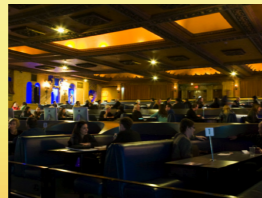
“The films, meetings and people have been fantastic. Congratulations on a very successful market.”  
**Matt Brodrie, Paramount (US Studio)**

“It was a lot of fun, productive and ran like clockwork”  
**Andrew Mackie, Transmission (Australian Distributor)**

“Well organized, informative and a great one-on-one experience with very talented, engaging producers”  
**Gail Gendler, Sundance Channel (USA)**

“An amazing time. Met so many fabulous people and was so well taken care of”  
**Erin Stam, Participant Media (USA)**

“A great experience – such a useful and very well organised event. I made some excellent business connections and had a lot of fun – it doesn’t get any better than that”  
**Ian Gibbins, ArcLight (Sales Agent)**



“A wonderful time in Melbourne. Everything was so enjoyable and productive and you all were so terrific about personal introductions and really having us make the most out of our trip. The mix of meetings, roundtables, screenings, events, meals, etc. was perfect. Flawless”  
**Kattie Evans, National Geographic Films (US Distributor)**

“Tremendously productive”  
**Tom Quinn, Magnolia Pictures (Sales Agent/US Distributor)**

“Brilliantly organised – a worthwhile trip”  
**Andrew Orr, Independent (Sales Agent)**

“The whole event was unbeatable”  
**Olaf Aichinger, Bavaria (Sales Agent)**

“A very interesting cross section of producers and distributors, with some good projects at a variety of levels”  
**Tristan Whalley, Goalpost (Sales Agent)**

“A very excellent market”  
**Meredith Garlick, Screen Queensland**

“Everyone was amazing. I had a fab time”  
**Arianna Bocco, IFC (USA)**

“An excellent and very useful time”  
**Jan Pace, QuickFire (UK Fund)**

“Probably one of the most well organized coproduction meetings I have ever attended”  
**Rita Dagher, Wild Bunch (Sales Agent)**

“A wonderfully organised and relevant event”  
**Stephen Keillihier, Bankside (Sales Agent)**

## FEEDBACK

### From screenwriters/directors (MIFF 37°South: PostScript&Direct)

“This kind of event – focused, the parameters clearly defined – perversely feels even more natural than ‘networking’ events where everyone mills about.”  
**Anna Zagala**

“I expected the event was going to be the desperate meet the gloating - but the producers proved to be genial civil and even pleasant.”  
**John Ruane**

“Without such events, writers generally stick to the producers they or their friends know - it’s a great way to connect people who might otherwise never meet.”  
**Anna Degorardi**

“A very valuable addition to the international circuit ... the pre-eminent market opportunity in the southern hemisphere. I was really impressed with all aspects and I think that the manner in which the various components dovetailed was brilliant”  
**Graeme Mason, NZFC**

“A great group of both producers and industry people from around the world”  
**Kirk D’Amico, Myriad (Sales Agent)**

“Invaluable”  
**Chris Paton, Fortissimo (Sales Agent)**

“Definitely the best organised and useful event I’ve ever been to”  
**Mar Abadin, 6Sales (Sales Agent)**

“A well-organised and stimulating market”  
**Alainée Kent, RPC/HanWay (Sales Agent)**

“A great opportunity and experience”  
**Ida Martins, Media Luna (Sales Agent)**

“I had such a great time and am so glad I came to Melbourne”  
**Natalie Brenner, Ealing (Sales Agent)**

“Well executed. Very valuable”  
**Pete Castaldi, PackScreen (Australian Distributor)**

“Certainly the best co-pro market I have ever been to”  
**Phil Hunt, Bankside/HeadGear (Sales Agent)**

## FEEDBACK

### From Producers:

“A very successful event - the one-on-one meetings with the sales agents/financiers were very beneficial, the discussions were focused and outcome driven. Guests were interested in the Australian industry, knowledgeable about it and keen to do business for the right project. It was a very effective four days: Being able to meet such a range of people at such a focused event was very time- and cost-effective. It paralleled Cannes in its effectiveness. Several overseas attendees told me they thought it was one of the best events of its type that they had attended, and they go to a few such events”  
**Helen Leake (Adelaide)**

“A wow experience ... well above my expectations.”  
**Robin Scholes (Auckland)**

“A fine selection of sales agents. What an intensely packed program it was, very inspiring and a wonderful initiative”  
**Yael Bergman (Melbourne)**

“A fantastic chance to be part of an international financing market against the backdrop of MIFF - it is inspiring that this kind of initiative is available to producers”  
**Nicole O’Donohue (Sydney)**

“I really enjoyed every part of it”  
**Sue Maslin (Melbourne)**

“It’s terrific to have humane versions of these potentially humiliating pitching events to look forward to. A very productive market”  
**Philippa Campbell (New Zealand)**

“We had very good meetings and were very impressed with the line-up”  
**Michael McMahon (Melbourne)**

“Great market!! Loved it”  
**Rachel Gardner (New Zealand)**

“It was a really enjoyable, intimate and invigorating marketplace”  
**Philippa Campey (Melbourne)**

“I was thrilled to have a dedicated series of meetings that engaged my work with the international market. Thank you for saving me a small fortune, supporting my ongoing work and extending my network. It’s so exhilarating and inspiring and fabulous professional development”  
**Robyn Kershaw (Melbourne)**

“An excellent, brilliantly organised four days with extremely rewarding one-on-one meetings with buyers from all corners of the Globe. I also met some fantastic writers and directors at PostScript&Direct”  
**Nicole Minchin (Melbourne)**

“An amazing opportunity - there is no way I could afford to travel to meet all those people. It was mind blowing in a career sense. This is the best initiative I have ever been a part of”  
**Nicki Roller (Sydney)**

“What a great market. The quality of meetings was really high. The associated events were terrific”  
**David Parker (Melbourne)**

“A must for any local producer!”  
**Tamara Popper (Melbourne)**

“Such a valuable event, such a terrific opportunity to take our projects further, without even having to leave home”  
**Andrea Buck (Melbourne)**

“I had fun, made lots of contacts and lost four kilos. Wow. What a schedule!”  
**Karin Allmann (Melbourne)**

“A great experience”  
**Marian Macgowan (Sydney)**



“A fantastic event! What an amazing group of people to have access to. Look how much money I have saved from not having to travel to USA, UK, Germany - just a tram fare to the city and the international film industry was there for me!”  
**Mish Armstrong (Melbourne)**

“Such a great market and such great opportunities for us Aussie producers”  
**Lisa Shaunessy (Sydney)**

“Your choice of delegates was wide reaching and, in terms of my slate, it was extremely timely”  
**Lizzette Atkins (Melbourne)**

“A great market for us”  
**Kylie Du Fresne (Sydney)**

“Invaluable to have access to so many key players from Australia and overseas – at such a minor expense for local producers. The clout and quality of the companies I got to pitch to was excellent”  
**Jim Shomos (Melbourne)**



## FEEDBACK

### For 37°South’s Books at MIFF (BaM):

“A great way of putting publishers and producers in touch and then maintaining that contact.”  
**Nerrilee Weir, Random House (Publisher)**

“Books at MIFF’s materials are excellent and have been of enormous help to me.”  
**Seph McKenna, Roadshow Films (Australian Distributor)**

“It’s an invaluable forum.”  
**Michael Heyward, Text (in Weekly Bookseller News – WBN)**

“An invaluable experience being able to pitch to some of the country’s top producers in the one on one meetings.”  
**Barry Scott, Transit Lounge (in WBN)**