

## FINANCING GUESTS

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

- **International film financiers/buyers:** Paramount (USA), Pathe (Europe), Miramax (USA), Match Factory (Europe), National Geographic Films (USA), Ealing (Europe), Magnolia (USA), Bankside (Europe), Media8 (USA), HanWay (Europe), H20 (USA), The Works (Europe), Visit Films (USA), Bavaria (Europe), Sundance Channel (USA), QuickFire (Europe), Seville/E1 (Canada), Aramid (Europe), Standard Chartered (Asia), Independent (Europe), Arclight (USA/Australia), ContentFilm (Europe/USA), Rezo (Europe), Lightning (USA), Media Luna (Europe), Icon (USA/Australia), Highpoint (Europe), Myriad (USA), Fortissimo (Europe/Asia), Wide (Europe), Altadena (USA/Europe), MovieHouse (Europe),
- **Australian/NZ financiers/buyers:** Roadshow, Accent, Aztec, Hopscotch, OmniLab, Madman, IFG, Transmission, Siren, Titan, Arkles, Umbrella, Kojo, Abacus, Jump Street, Rialto, Odin's, Beyond, Sharmill, MFM, Universal, ABC and State & Federal Screen Agencies.
- **Publishers:** Allen & Unwin, Australian Literary Management, Brandt & Schlesinger, Hachette, Hardie Grant/Egmont, HarperCollins, Melbourne University Press, Penguin/Puffin, Random House, Scribe Publications, Text Publishing, Transit Lounge and Wakefield Press.

## 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), Trevor Blainey (NOISE), Rosemary Blight (CLUBLAND), Helen Bowden (SOFT FRUIT), Andrea Buck (THE JAMMED), Philippa Campbell (BLACK SHEEP), Jan Chapman (THE PIANO), Penny Chapman (ROAD FROM CORRAN), Leah Churchill-Brown (BEAUTIFUL KATE), Robert Connolly (BALIBO), Paul Cox (INNOCENCE), 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), Michael McMahon (HOME SONG STORIES), Sue Maslin (JAPANESE STORY), John Maynard (THE BANK), Nicole Minchin (KIN), 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 (LITTLE FISH).

## MELBOURNE INTERNATIONAL FILM FESTIVAL (MIFF)

MIFF is Australia's most popular audience film festival and the Southern Hemisphere's biggest. More than half a century old, MIFF has now grown to include a family of activities that fosters the link between audiences and the film industry and reinforces 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, these industry activities include:

### MIFF 37°South Market

Bringing the global marketplace to Melbourne, MIFF's film co-financing market allows Australia's producers with a market-ready slate to meet key international co-financiers in Melbourne in one-to-one meetings, roundtables and informal networking sessions. Australia's only film co-financing market to occur at a Film Festival, **MIFF 37°South Market** also features a mini-conference/seminar program, market screenings and a books-to-film event.

### Accelerator

Helping tomorrow's hottest filmmaking talent to transition to feature filmmaking through targeted workshops and meetings with Festival guests and industry professionals to hone skills, craft and contacts for selected emerging short film directors.

### MIFF Premiere Fund



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 range of new Australian quality narrative films and documentary features that premiere at MIFF. Films co-financed to date by the **MIFF Premiere Fund** include BALIBO, BASTARDY, BEN LEE: CATCH MY DISEASE, BLAME, BLESSED, BRAN NUE DAE, CELEBRITY: DOMINICK DUNNE, INDONESIA CALLING, KIN, LOVED ONES, MACHETE MAIDENS UNLEASHED, MATCHING JACK, MOTHER OF ROCK, NOT QUITE HOLLYWOOD, ROCK n ROLL NERD.

MIFF 37°SOUTH MARKET IS THE EXCLUSIVE AUSTRALIA/NZ INSTITUTIONAL PARTNER OF LONDON'S PRODUCTION FINANCE MARKET (PFM).

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



# 37° miff 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).

A MIFF industry program, **MIFF 37°South Market** enables Australian/NZ producers with market-ready slates of feature-length projects to meet with key international film co-financiers in Melbourne at one-to-one meetings, roundtables and informal networking sessions to advance their projects' financing. The emphasis is on producers pitching slates to financiers with the aim of deepening marketplace relationships and generating financier interest in their slates.

Against the backdrop of Australia's largest and oldest film festival, **MIFF 37°South Market** also features market screenings, a books-to-film event, and a mini-conference/seminar program.

AN INITIATIVE OF THE VICTORIAN GOVERNMENT, MIFF 37°SOUTH MARKET IS THE EXCLUSIVE AUSTRALIA/NZ INSTITUTIONAL PARTNER OF LONDON'S PRODUCTION FINANCE MARKET (PFM).

[www.miff37degreesSouth.com](http://www.miff37degreesSouth.com)  
**MELBOURNE INTERNATIONAL FILM FESTIVAL**  
[www.melbournefilmfestival.com.au](http://www.melbournefilmfestival.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. The event also included **37°South's Books at MIFF (BaM)**, comprising a case study and public pitching of books, bringing together the publishing and film industries to encourage screen adaptations.

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).

**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

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

**MIFF 37°South: PostScript&Direct:** offering Victorian scriptwriters and directors the opportunity to meet registered Australia/NZ producers

**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

**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

37° miff South  
bridging the gap

37° miff South  
breakthru screenings

37° miff South  
post script & direct

37° miff South  
accelerator express

37° miff South  
books at miff



BANKSIDE'S HILARY DAVIS



ARCLIGHT'S HARRY AVRAMIDIS & IAN GIBBINS



SHARMILL'S NATALIE MILLER & UMBRELLA'S JEFF HARRISON

## FEEDBACK

### From Film Financiers:

"I covered so much ground in a short space of time and feel privileged to have been invited. Thanks for looking after us so well!"

**Joy Wong, The Works** (Sales Agent)

"It was efficient, superbly organized. I found it tremendously productive."

**Richard S. Guardian, Lightning Entertainment** (Sales Agent)

"Definitely worth attending and participating"

**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 Media** (Sales Agent)

"Well organized, informative and a great one-on-one experience with very talented, engaging producers."

**Gail Gendler, Sundance Channel** (USA)

"The best organisation I have ever seen"

**Anick Poirier, Seville/Maximum** (Sales Agent)

"A great experience – such a useful and very well organised event. I made some excellent business connections and had a lot of fund – it doesn't get any better than that"

**Ian Gibbins, ArcLight Films** (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)

"Tremendously productive"

**Tom Quinn, Magnolia Pictures** (Sales Agent/US Distributor)

"A good selection of producers and projects"

**Rachel Okine, HopScotch** (Australian Distributor)

"Brilliantly organised – a worthwhile trip"

**Andrew Orr, Independent** (Sales Agent)

"The whole event was unbeatable"

**Olaf Aichinger, Bavaria** (Sales Agent)

### From Victorian State Premier:

*"A unique and important initiative. Invaluable in assisting filmmakers to make important contacts and seek out information and advice"*

**Hon John Brumby MP, Premier of Victoria**



MIFF CHAIR CLAIRE DOBBIN WITH VICTORIAN STATE PREMIER JOHN BRUMBY

"I had 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. I thoroughly enjoyed myself and have so many great contacts moving forward. The mix of meetings, roundtables, screenings, events, meals, etc. was perfect. Flawless."

**Kattie Evans, National Geographic Films** (US Distributor)

"The films, meetings and people have been fantastic. Congratulations on a very successful market."

**Matt Brodrie, Paramount** (US Studio)

"An excellent and very useful time."

**Jan Pace, QuickFire** (UK)

"It was such a fantastic event, and you and the whole team did an AMAZING job of putting everything together seamlessly. It was great fun and extremely productive and focused."

**Audrey Delaney, Media8,** (Sales Agent)

"A wonderfully organised and relevant event."

**Stephen Kelliher, BankSide** (Sales Agent)

## FEEDBACK

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

*"This kind of event - focused, the parameters clearly defined - perversely feels 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**

"Invaluable"

**Chris Paton, Fortissimo** (Sales Agent)

"A well-organised and stimulating market."

**Alainée Kent, RPC/HanWay** (Sales Agent)

"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 dove tailed was brilliant."

**Graeme Mason, NZFC**

"It was a lot of fun, productive and ran like clockwork."

**Andrew Mackie, Transmission** (Australian Distributor)

"A very interesting cross section of producers and distributors, with some good projects at a variety of levels."

**Tristan Whalley, Goalpost** (Sales Agent)

"I had such a great time and am so glad I came to Melbourne."

**Natalie Brenner, Ealing** (Sales Agent)

## FEEDBACK

### From Producers:

*"This year I had to absent myself from Cannes, but thankfully I was selected for MIFF's 37°South. 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)

"A wow experience ... well above my expectations."

**Robin Scholes** (Auckland)

"It was a really enjoyable, intimate and invigorating marketplace."

**Philippa Campey** (Melbourne)

"Thanks for all the support during the market. It's terrific to have humane versions of these potentially humiliating pitching events to look forward to. A very productive market."

**Philippa Campbell** (Auckland)

"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)

"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)

"A fantastic opportunity to meet with international representatives in a really easy, accessible and comfortable environment"

**Georgie Neville** (Melbourne)

*"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)

"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** (Sydney)

"Thank you and congratulations on the fantastic opportunity you made possible for us producers."

**Andrea Buck** (Melbourne)

"The whole market was really well organised and had a great vibe."

**Lisa Shaunessy** (Sydney)

"I had fun, made lots of contacts and lost four kilos. Wow. What a schedule!"

**Karin Altmann** (Melbourne)

"A great experience."

**Marian Macgowan** (Sydney)

"Your choice of delegates was wide reaching and, in terms of my slate, it was extremely timely."

**Lizzette Atkins** (Melbourne)

"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. I could not have asked for better access."

**Jim Shomos** (Melbourne)

"A great market for us."

**Kylie Du Fresne** (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)



## 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)