

FINANCING GUESTS

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

- **International film financiers/buyers:** Paramount (USA), Aramid (Europe), Miramax (USA), Sundance Channel (USA), Independent (Europe), ContentFilm (Europe), Magnolia (USA), Bankside (Europe), Lightning (USA), Spier (Europe), The Works (Europe), Seville (Canada), MovieHouse (Europe), Fortissimo (Europe/Asia), Altadena (USA/Europe), Slingshot (Europe), Rezo (Europe), Icon (USA/Australia), Highpoint (Europe), Myriad (USA), Wide (Europe), Arclight (USA/Australia), Becker (Europe/Australia), Bank of Ireland (Europe/USA), Bavaria (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, and State & Federal Screen Agencies.

- **Publishers:** Allen & Unwin, Australian Literary Management, Hachette Livre, HarperCollins, Murdoch's Pier 9, Penguin, Random House, Scribe Publications, Text Publishing and Wakefield Press.

FILMMAKERS

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

Filmmakers at **37degreesSouth** 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), Jan Chapman (THE PIANO), Penny Chapman (ROAD FROM CORRAIN), Leah Churchill-Brown (SUBURBAN MAYHEM), Robert Connolly (ROMULUS MY FATHER), Paul Cox (INNOCENCE), Martin Fabinyi (WOLF CREEK), Bridget Ikin (LOOK BOTH WAYS), Tim Jolley (CELEBRITY: DOMINICK DUNNE), Robyn Kershaw (LOOKING FOR ALIBRANDI), Helen Leake (BLACK & WHITE), Richard Lowenstein (HE DIED WITH A FALAFEL IN HIS HAND), Michael McMahon (HOME SONG STORIES), Sue Maslin (JAPANESE STORY), John Maynard (THE BANK), 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:

37degreesSouth

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, **37degreesSouth** 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 **37degreesSouth** 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, BLESSED, BRAN NUE DAE, CELEBRITY: DOMINICK DUNNE, INDONESIA CALLING, LOVED ONES, NOT QUITE HOLLYWOOD, ROCK n ROLL NERD, WHATEVER HAPPENED TO BRENDA HEAN

37° South miff market

AUSTRALIA'S ONLY FILM CO-FINANCING MARKET TO OCCUR AT A FILM FESTIVAL, **37degreesSouth** BRINGS THE GLOBAL FILM FINANCING MARKETPLACE TO MELBOURNE'S FORUM THEATRE AND AUSTRALIAN CENTRE OF THE MOVING IMAGE (ACMI) IN THE OPENING DAYS OF THE MELBOURNE INTERNATIONAL FILM FESTIVAL (MIFF).

An industry program of MIFF, **37degreesSouth** enables Australian 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, **37degreesSouth** also features market screenings, a books-to-film event, and a mini-conference/seminar program. **37degreesSouth** is an initiative of the Victorian Government.

www.37degreesSouth.com
MELBOURNE INTERNATIONAL FILM FESTIVAL
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)** morning, 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.

The enhanced offering in 2008 included:

The return of **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

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 organised market screenings for world buyers attached to a festival, according to Screen International)

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

37°South: Accelerator Express: giving one emerging producer the chance to attend 37°South: Bridging the Gap and also showcasing, via short film screenings for registered Australia/NZ producers, the work of emerging short film directors

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



37degreesSouth is an initiative of the State Government of Victoria, Australia



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 for me."

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"

Adam Bowen, Acquisitions, Highpoint Media (Sales Agent)

"I can't thank you enough for your warmth, generosity and enthusiasm in having me as one of your guests .I found the event well organized, informative and a great one-on-one experience with very talented, engaging producers.

Gail Gendler, Senior Director Acquisitions, Sundance Channel (USA)

"An incredible initiative to connect filmmakers to the local and international marketplace"

Lori Flekser, Screen Australia

"The best organisation I have ever seen"

Anick Poirier, Seville/Maximum (Sales Agent)

"A very successful market"

Ashley Luke, Fortissimo (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)

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 EXECUTIVE DIRECTOR RICHARD MOORE, MIFF CHAIR CLAIRE DOBBIN, VICTORIAN STATE PREMIER JOHN BRUMBY.

"An event that was both highly enjoyable and useful"

Piers Nightingale, Head of Development, Highpoint Media (Sales Agent)

"Tremendously productive"

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

"Perfectly organised with useful discussions and great insights."

Frances Leadbeter, Screen Australia

"A great event – very well organised with lovely people and atmosphere"

Mark Gooder, Icon (Sales Agent/Distributor)

"A good selection of producers and projects"

Rachel Okine, HopScotch (Australian Distributor)

"Great city, great festival, great people. I was impressed by the market."

Anthony Beaudoin, Bank of Ireland

"Brilliantly organised – a worthwhile trip"

Andrew Orr, Independent (Sales Agent)

"Very fruitful – I hope to get a fair bit of business out of it"

James Vernon, Media Funds Management (Australia)

"A fun and productive experience - each phase of the program worked like clockwork and was impeccably well organized."

Sue Woollard, International Film Group (Australia)

"The whole event was unbeatable"

Olaf Aichinger, Bavaria (Sales Agent)

FEEDBACK

From screenwriters (for PostScript&Direct)

"This kind of event - focused, the parameters clearly defined - perversely feels more natural than 'networking' events where everyone mills about."

Anna Zagala

"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

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."

Robyn Kershaw (Melbourne)

"The timing of events and organisation was really fantastic. I think a lot of people got heaps out of it."

Liz Watts (Sydney)

"Amazing – so well organised"

Dee McLachlan (Melbourne)

"It was a really enjoyable, intimate and invigorating marketplace. It was also really beneficial to me and, I think, my specific projects!"

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"

Philippa Campbell (Auckland)

"The atmosphere and venue allowed for a positive and uncomplicated work environment. In all meetings, the local and international guests were genuinely interested in doing business with and in Australia."

Veronica Sive (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 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)



MIRAMAX'S PETER LAWSON TALKS TO MIFF PREMIERE FUND & 37°SOUTH MANAGER/EXECUTIVE PRODUCER MARK WOODS. SALES AGENTS IN BACKGROUND (L-R): THE WORKS' JOY WONG; SPIER'S MICHAEL AURET; SEVILLE'S ANICK POIRIER; BAVARIA'S OLAF AICHINGER; ALTADENA'S ILDI TOTH DAVY.

"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 - I will approach development in a completely new way. It is an amazing initiative"

Nicki Roller (Sydney)

"A great, invaluable event"

Franziska Wagenfeld (Melbourne)

"A wonderful opportunity, and an excellent event"

Ross Hutchens (Melbourne)

"It totally exceeded my expectations. A fantastic opportunity to meet with international representatives in a really easy, accessible and comfortable environment"

Georgie Nevile (Melbourne)

"An excellent, brilliantly organised four days with extremely rewarding one-on-one meetings with buyers from all corners of the globe"

Nicole Minchin (Melbourne)

FEEDBACK

For 37°South's Books at MIFF (BaM):

"Books at MIFF was so very impressive – congratulations on pulling off an event which seemed to be much larger in the end than I, at least, envisaged. The media coverage was great and obviously response from the publishers and producers has been good too."

Rosemary Cameron, Festival Director, The Age Melbourne Writers' Festival

"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, Acquisitions, Roadshow (Australian distributor)



"Books@MIFF given thumbs up" (Extract from booksellerandpublisher.com.au)

Publishers and literary agents responded enthusiastically to the books-to-film networking event, Books at MIFF. The event provided a platform for book publishers and agents to pitch their books to Australian film and TV producers.

"It was an excellent initiative," said agent Sheila Drummond.

Random House Australia's rights manager Nerrilee Weir agreed. "I hope they do it every year,"

said Weir, who thought greater contact with the film and TV world could only be good for book publishing. "We really want that dialogue to be happening."

As well as Drummond and Random House, producers sat through pitches by Hardie Grant Egmont, Penguin, University of Western Australia Press, Text Publishing, Black Inc, Allen & Unwin and Magabala Books.