

MEDIA RELEASE

AUSTRALIAN DIRECTORS GUILD & MELBOURNE INTERNATIONAL FILM FESTIVAL ANNOUNCE NEW PARTNERSHIP

MELBOURNE, 07 July 2009: In an exciting new partnership, the **Australian Directors Guild (ADG)** will present its 2009 Conference as part of the **Melbourne International Film Festival (MIFF)** opening industry weekend, which also includes **MIFF 37°South Market** and the **MIFF Accelerator** emerging directors' workshop. It is the first time the **ADG** has held its annual conference in Melbourne since 2006.

The 2009 **ADG Conference**, entitled *Rates, Rights & Revenue*, confronts big questions facing directors in today's evolving creative and business environment. The one-day intensive **ADG Conference** on Monday 27 July 2009 focuses on the business-side of directing and provides a critical add-on to **MIFF 37°South Market**, where producers pitch slates of projects to local and international film financiers, and **MIFF Accelerator**.

"We're pleased to be working with **MIFF** on the **ADG Rates, Rights & Revenue** Conference and look forward to bringing producers, lawyers, screen agents and Government agencies together in Melbourne with directors to discuss these issues, and, in the spirit of **MIFF**, to accelerate constructive dialogue between us," said **ADG** President Ray Argall. "As screen content platforms evolve, directors need to understand changing contractual obligations. It is vital to be on top of the industry's creative and economic landscape – particularly in areas such as income rates, creative rights and profit share."

"We are delighted to welcome to Melbourne the 2009 **ADG Conference** - a crucial extension of **MIFF's** suite of industry activities such as **MIFF 37°South Market**," said **MIFF** Chair Claire Dobbin. "This partnership highlights **MIFF's** standing and the strength of its industry programs and this new opportunity offers another good reason for every Australian filmmaker to be in Melbourne this July. These events mirror the development of other major international film festivals which have extended their activities to further their city's role as creative and screen finance hubs."

Staged with **MIFF** for the first time, the **ADG** Conference follows the 24 July **MIFF** opening night world premiere of **ADG** member Robert Connolly's **MIFF Premiere Fund** co-financed *Balibo* and the 25 July **MIFF** world premieres of **MIFF Premiere Fund** co-financed titles *Indonesia Calling* and *Blessed* from fellow **ADG** members John Hughes and Ana Kokkinos, respectively. As part of the **MIFF-ADG** partnership, negotiated by **ADG** General Manager Harriet McKern with **MIFF 37°South Market Manager** Mark Woods and **MIFF** Executive Director Richard Moore, **Accelerator** 2009 directors receive free registration to the **ADG Conference**, along with 25 producers from **MIFF 37°South Market** (which runs 23-26 July inclusive), while **ADG Conference** attendees receive concession rates for tickets to **MIFF** screenings and the **ADG** receives 110 free places to special **MIFF** ticketed event: *In Conversation with Michael Nyman*, on 27 July after the **ADG Conference**.

Previous **ADG Conference** speakers include Gillian Armstrong, Joel Schumacher, Rolf de Heer, Nadia Tass, Clayton Jacobsen, Anthony Minghella, Peter Weir, Sydney Pollack, Roger Corman, Michael Apted, Deepa Mehta, Wim Wenders and Scott Hicks. To view this year's **ADG** speakers and program, and to register, go to www.adg.org.au.

The **MIFF-ADG** partnership is the latest in a series of moves to expand **MIFF's** industry programs. **MIFF** recently announced that **MIFF 37°South Market** had become the exclusive Australia/NZ institutional partner of London's **Production Finance Market (PFM)** whereby the PFM's only guaranteed place for an Australian/NZ producer will be offered via **MIFF 37°South Market**. For more information on **MIFF 37°South Market**, go to www.miff37degreesSouth.com and for details on **MIFF**, and to buy tickets, go to www.melbournefilmfestival.com.au

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