
INDUSTRY ALERT

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Innovative Distribution Partnership deadline extended to 15 September 2010

Tuesday 31 August 2010: Screen Australia's Innovative Distribution Partnership program seeks applications from companies with experience in innovative distribution and an interest in exploring the online environment to deliver Australian screen content.

Up to four distribution partners will be funded for two years to release slates of projects across new and emerging delivery platforms, with an annual total of \$450,000 available.

"We are keen to explore new models to distribute Australian content," said **Kathleen Drumm**, Screen Australia's Head of Marketing. "Our Innovative Distribution Partnerships will increase audiences for screen content that does not fit into traditional distribution and exhibition models by taking advantage of new models that are allowing access to expanding markets."

The Innovative Distribution Partnership program offers the opportunity to enhance the marketing, promotion and advertising of a wide variety of Australian screen content including low-budget features, documentaries, short films and content made for online and web delivery.

Guidelines and further details [can be found on the Screen Australia website.](#)

Applications close **15 September 2010.**

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