

## MEDIA RELEASE

**Media enquiries** Victoria Buchan, The Lantern Group  
Tel +61 2 9383 4033 | Mobile 0408 114 864 | victoria@lanterngroup.com.au

[www.screenaustralia.gov.au](http://www.screenaustralia.gov.au)

### Screen Australia's Marketing Program Guidelines released

**Monday 26 July 2010:** Screen Australia today released new guidelines for its Marketing programs following a presentation by Chief Executive Officer, **Ruth Harley**, at the 37<sup>th</sup> South Market on the weekend. Dr Harley's presentation focused particularly on screen culture and content into the future in the context of Screen Australia's Marketing activities.

"One of Screen Australia's goals is to support a strong and vibrant screen culture throughout Australia," Dr Harley said. "Our Marketing Department manages a large part of Screen Australia's support for screen culture activities. These programs enable audience engagement with creative Australian storytelling and through growing audiences help to build the sustainability of the screen industries."

Screen Australia's domestic and international Marketing programs include:

- Theatrical Prints & Advertising (P&A) – loans to established distributors to enhance a film's marketing campaign and to increase both audience and revenue.
- Innovative Distribution Partnership – grants to experienced distributors for a potential slate focusing on non-traditional and innovative release strategies.
- Australian Festivals, Special Events and Conferences – grants to stage established film festivals, national touring programs, and major standalone conferences and special events.
- International Festival & Marketplace Travel – grants and loans to practitioners to attend a range of international events.
- International Festival Materials – grants to enable the creation of promotional elements required following official selection at an 'A' list festival.

Dr Harley outlined the changes to Screen Australia's Marketing programs in her presentation, drawing particular attention to the new Innovative Distribution Partnership Program.

"Screen Australia plays an important role in encouraging new thinking and activity around how we can share Australian content with audiences. We are particularly excited about the potential of our Innovative Distribution Partnership Program to help take advantage of the new models that are allowing access to expanding markets. Three 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," Dr Harley said.

Dr Harley also announced a Research and Publications Partnerships Program designed to provide funding for new titles and research ideas. Publications that have previously received funding will also be eligible for support under this program.

The Marketing Program Guidelines including eligibility criteria and application details are available at [www.screenaustralia.gov.au/marketing](http://www.screenaustralia.gov.au/marketing). A copy of Dr Harley's presentation is also available on the Screen Australia [website](#). The guidelines for the Research and Publications Partnerships program will be released at the end of July.