

Screen Australia Launches Our Cinema Campaign

MEDIA RELEASE



Screen Australia invites audiences to immerse themselves in new Australian films.

Monday 3 July 2023: Screen Australia has launched a new multi-media campaign to promote an impressive line-up of five new Australian feature films hitting our cinemas this July and August. The soon to be released titles are [The New Boy](#) (6 July), [Carmen](#) (13 July), [Talk to Me](#) (27 July), [The Force of Nature: The Dry 2](#) (24 August), and [EGO: The Michael Gudinski Story](#) (31 August).

The Our Cinema campaign is an impactful showcase of films for all Australians to rediscover the magic of the big screen by immersing ourselves in these diverse and homegrown stories.

Highlighting the strength of our world-class screen industry, this diverse range of films is packed with outstanding performances and incredible cinematography. They will entertain, captivate and inspire audiences around the country.

Screen Australia CEO **Graeme Mason** is delighted at this opportunity to showcase the abundance of strong local content: "This campaign is a great snapshot of the incredible talent, diversity, and appeal of Australian films. Our Cinema initiative is a unifying force that brings together the entire industry; from filmmakers, actors, and crew to the distributors, exhibitors and audiences - to celebrate and appreciate the magic of Australian cinema."

Featuring a mix of new and established talent, from [The New Boy](#)'s Aswan Reid who made his recent debut at the film's premiere at the Cannes Film Festival, and rising star Sophie Wilde in [Talk to Me](#), to Hollywood heavy-weights Cate Blanchett and Eric Bana, not to mention the off-screen powerhouse creatives Warwick Thornton Robert Connolly and breakout directing duo Danny and Michael Philippou (aka YouTube sensations The RackaRacka).

Audiences will be thrilled by the dance, music and dramatic vision of Australian-French co-production [Carmen](#) from the producer of [The Sapphires](#) and [Top End Wedding](#); and following hot on the heels of the box office-record breaking [John Farnham: Finding the Voice](#) is another exciting Australian music feature documentary [Ego: The Michael Gudinski Story](#), which will take a rare look behind the curtain of a music empire and the artists who created much of the soundtrack of the nation.

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Following the success of Screen Australia’s 2021 [Our Summer of Cinema campaign](#), which resulted in Australian films taking the top three spots at the local box office in February 2021, **Graeme Mason** said, “It was a no brainer to harness this opportunity and promote another incredible line-up of Australian films. We want all Australians to get behind our extraordinary film industry and experience the cinematic journey these diverse films will take you on.”

“Be moved; be afraid, be inspired by what you see on the big screen - we encourage everyone to visit their local cinema and celebrate this spectacular array of local films,” **Mason** said.

The campaign is in collaboration between Screen Australia and distributors Roadshow Films, Madman Entertainment, Maslow Entertainment and Mushroom Pictures. Together they have created a suite of marketing assets for cinema, broadcast, digital and social media channels. The campaign will also be amplified by public relations and exhibition support - complementing the distributors’ existing marketing campaigns.

To view and share the Our Cinema trailer, please click [here](#).

For tickets and session times, please visit your local cinema website.

The release dates for the five films featured in the Our Cinema campaign and synopsis details are below:

THE NEW BOY

Academy Award winner Cate Blanchett stars in this Cannes-selected drama from acclaimed Australian filmmaker Warwick Thornton (*Sweet Country*). Set in 1940s Australia, the film depicts the mesmeric story of a nine-year-old Aboriginal orphan boy who arrives in the dead of night at a remote monastery run by a renegade nun (Blanchett). The new boy’s presence disturbs the delicately balanced world in this story of spiritual struggle and the cost of survival. <https://www.flicks.com.au/movie/the-new-boy/>

ONLY IN CINEMAS JULY 6

CARMEN

A one-of-a-kind cinematic vision. From the producer of *The Sapphires* and *Top End Wedding*. *Carmen* is a gritty modern-day tale with dream-like dance sequences that evoke magic realism. The story follows a young and fiercely independent woman who is forced to flee her home in the Mexican desert following the brutal murder of her mother. <https://www.madman.com.au/carmen/>

ONLY IN CINEMAS JULY 13

TALK TO ME

When a group of friends discover how to conjure spirits using an embalmed hand, they become hooked on the new thrill, until one of them goes too far and opens the door to the other world, forcing them to choose who to trust: the dead or the living. <https://www.maslowentertainment.com/films/talk-to-me>

ONLY IN CINEMAS JULY 27

FORCE OF NATURE: THE DRY 2

From the director of Australia’s smash hit *The Dry*. After receiving a distressing call from an informant, Federal Agents Aaron Falk and Carmen Cooper head deep into the Giralang Ranges to investigate the whereabouts of their corporate whistle-blower Alice after she mysteriously disappears on a company hiking retreat. <https://movies.roadshow.com.au/movies/15482>

ONLY IN CINEMAS AUG 24

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Australian Government



EGO: THE MICHAEL GUDINSKI STORY

A rare insight into how hitmaker and trailblazer Michael Gudinski inspired the soundtrack of a nation and revolutionised the Australian music industry. We follow Gudinski's relentless pursuit of success over five decades as he launches Mushroom Records and the careers of countless artists, promotes legendary international acts, and takes Australian music to the world <https://mushroomstudios.com/project/ego/>

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ENDS

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