



Australian Government



TRAVEL REPORT

Berlin International Film Festival (Berlinale) & European Film Market (EFM) 5-15 February 2015

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Australia Berlinale 2015

About the festival/conference

A record 130 Australians attended this year's Berlinale and European Film Market. Four Australian features and six shorts screened at the festival to sell out audiences: *Life*, *Elixir*, *Paper Planes*, *That Sugar Film*, *The Face of Ukraine: Casting Oksana Baiul*, *Oscar Wilde's The Nightingale and the Rose*, *Let's Dance: Bowie Down Under*, *Wawi*, *Nulla Nulla* and *Driftwood Dustmites*.

During the market Screen Australia representatives and producers experienced continued enthusiasm for Australian talent and stories. Six features screened in the market and sales agents reported a number of sales for Australian titles. Trade press reported on distributor, Samuel Goldwyn Films acquiring the US rights to Damon Gameau's *That Sugar Film* and Global Screen picked up worldwide distribution rights to *Oddball*.

A showcase of the full Berlinale line-up, market screenings and upcoming titles are on the [Australia at Berlin website](#).

Visitors to the Berlinale purchased 334,000 tickets, a new attendance record. At the European Film Market (EFM), records also were set, with 8,500 trade professionals from 100 countries with 1,014 market screenings.

Screen Australia's stand was in the Martin Gropius Bau building, the headquarters for the EFM. It received consistent traffic from international industry. It was used as a base by Australian producers, a venue for business meetings and it was the location for a series of breakfast get-togethers for producers with Screen Australia staff to plan and discuss the market strategies.

Screen Australia participated in the Berlinale Co-Pro Market's Visitor program, providing the opportunity for 5 producers to take part in arranged sessions with producers from the other "Visitor" countries and regions – Brazil, Canada, Colombia, Denmark, Mexico, the Netherlands, Norway, Poland, Saxony, Saxony-Anhalt and Thuringia in Germany, and Flanders in Belgium.

The Co-pro market was thought to be more Euro-centric this year, though producers and financiers from outside Europe also participated.

In conjunction with the Australian Embassy in Berlin, Screen Australia hosted a function for international sales agents, financiers, funding bodies and film festivals with which Australian companies and film makers do business. Held on the first Sunday of the market from 6-8pm it was timed to maximise attendance in between screenings and other functions. It was well attended by the international industry to meet the Australians.

The Market

As usual, market attendees started to leave after the first weekend, emphasizing the importance of confirming meetings well before arriving in Berlin. The feedback from producers about their meetings was generally positive; the interest in new Australian film is still there.

Casting as well as script continued to be very important considerations for sales agents and financiers looking at new projects. EFM again proved to be an effective and accessible market, and with Australian films screening alongside in the festival, it enables producers to leverage positive attention for their slates.