



FRIDAY 28 JULY

(N.B All sessions include a 10 min Q&A except the keynote)

9.00 - 9.10 am

Opening address

**Gail Kovatseff - Director MRC and
Katrine Hildyard MP**

9.10 - 9.45 am

Keynote Address

**Vicki Madden - Producer, Writer and Showrunner
Living Regional - Working Global**

As TV and SVOD services aggressively seek 'bingeworthy' content for their audiences, who better to give our keynote address than Vicki Madden, fresh from her international success with the \$15m award-winning series The Kettering Incident. A generous and passionate storyteller, Vicki's keynote address promises to be an inspiring journey through her career as she shares her experience and insights on the value of writing authentically from one's own experience and sense of place; and the importance of the role of the showrunner in TV.

9.45 -10.30 am

Meet the Market - Television

Carly Heaton - Drama Development Executive, Foxtel

Foxtel has had a string of successful award-winning dramas, including the supernatural mystery set in Tasmania; The Kettering Incident and the Canberra based political thriller Secret City, as well as their ongoing popular dramas; A Place to Call Home and Wentworth. Find out what Foxtel looks for in a drama series and how to work with Foxtel.

10.30am - 11.15 am

Panel Session - Producer Insights from Shorts to Features

Kristina Ceyton - Producers, Causeway Films

Sam has just come back from the Cannes Film Market, while Kristina has wrapped a major film shoot, Nightingale in Tasmania. Find out what's attracting buzz, what's selling internationally, and how they sold their latest feature Cargo to Netflix. A great opportunity to hear what it takes to make it in the industry from a dynamic producing partnership.

11.15 - 11.30 am

MORNING TEA

11.30 - 12.15 pm

Meet the Market - The Truth About Factual

Jennifer Collins - Head of Non-Fiction, Screen Time

Jen Collins is one of Australia's leading factual producers, creating and developing some of Australia's most successful factual formats. Find out what Screen Time is looking for, what is hot in the factual landscape and what are the ingredients for a successful factual series.

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12.15 -1.15pm

Masterclass - Creating an Effective YouTube Strategy

Andrew Peterson - Broadcast and

Partnerships Lead, You Tube

You Tube works with the some of the most successful content makers in the world, building audiences and helping creators monetize their shows. Take a deep dive into the world of YouTube and find out how to get cut through with your own show, and how to make money through the 10 Fundamentals of Creating a YouTube Strategy. And we ask, is it really all about the cult of personality? How well is scripted content really doing on YouTube?

1.15 - 1.45pm

LUNCH

1.45 - 2.30pm

Masterclass - Fast Forward Your Future in Digital

Steve Crombie - Founder and CEO of Totem

If you're not using digital channels to tell your story, your business may have an expiry date. Steve Crombie, Founder and CEO of Asia-Pac's leading social video advisory, has developed leading digital strategies across free-to-air, SVOD, TVOD, AVOD and theatrical release and understands the complexities of engaging with audiences online. Steve will take you through the cornerstones of a successful digital strategy and what future trends are going to have the biggest impact for screen makers.

2.30 - 3.15 pm

Meet the Market - Feature Films

Nick Batzias - Head of Production Madman

Production & Entertainment

With a wealth of experience, both as a producer and distributor, Nick is a goldmine of industry insight and marketplace information. Nick will provide insight into the feature film market, how to pitch and what kind of films Madman looks for.

3.15 - 3.30 pm

AFTERNOON TEA

3.30 - 4.15 pm

Masterclass - How to Break into the Industry

Kirsty Stark - Producer, Epic Films

You've finished your film course and made a couple of self-funded projects, and now you're ready to take the next step in your career. Kirsty Stark, producer of two ABC iView series - Goober and Wastelander Panda: Exile, as well as the feature film A Month of Sundays, will help you bridge that gap between making your own projects and getting paid for your work.

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4.15 – 5.00 pm

In Conversation – Genre Features

Colin and Cameron Cairnes – Directors, 100 Bloody Acres & Scare Campaign

Australian Horror Stories: Tackling the genre of fear... and the fear of genre. Australian horror films have an international reputation for being distinctive, compelling and accessible. So why is it apparently so hard to reach an audience here in Oz? In a free ranging discussion, Cameron and Colin Cairnes look at the Australian horror movie landscape, and break down some of the challenges for those hoping to forge a career in an often misunderstood genre.

5.00 - 5.45 pm

Panel Session – Diversity in the Screen Industry

Annabelle Sheehan – CEO SAFC

Gary Paramanathan – AFTRS

Sam Mathews – Director

Andrea Fraser – Director

Moderated by Gail Kovatseff

This panel session explores how the screen industry is improving diversity in the screen sector. The speakers panel includes Directors, Film Agencies and AFTRS representatives who will discuss what inclusive programs are in place and what the Australian Screen Sector could look like in the future.

5.45 – 7.15pm

NETWORKING DRINKS - Mercury Foyer

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SATURDAY 29 JULY

(N.B All sessions include a 10 min Q&A except the keynote)

9.00 – 9.45 am

Panel Session – Can a Short Film launch a career?

Annabelle Sheehan- SAFC CEO

Nerida Moore - Senior Development

Executive-Screen Australia

Rebecca Summerton – Producer, Closer Production

Rowan Woods- AFTRS Head of Directing

Moderated by Jason Bainbridge-Uni SA

This impressive panel shares their considerable industry expertise to discuss whether a short film can still launch a career or are there better ways to get noticed? What is the idea behind a proof of concept? What do festivals look for in a short?

9.45 -10.15 am

Meet the Market - Television

Sally O'Donoghue – Manager, iView ABC

iView is the leading free-to-air internet TV service of the Australian Broadcasting Corporation, attracting 2.1million monthly users, second only to Netflix for video on demand, recording more than 50 million program plays each month. Find out what original shows iView commissions and how they work with emerging screenmakers.

10.15 - 10.45 am

Meet the Market – Features

Seph Mc Kenna – Head of Production, Roadshow Films

Roadshow is the world's leading expert on selling Australian films to Australian audiences. Their most recent box office hits include: Red Dog, Paper Planes, Oddball, Mao's Last Dancer, and Bran Nue Dae. We all want to work with Roadshow. So how can you get them interested in your film? Seph shares his insight into the feature film market, what Roadshow are looking for and how to work with them.

10.15- 10.45 am

Location - Iris Cinema

Meet the Market -Discovery Networks Asia Pacific

Thierry Bled – Executive Producer

Discovery Networks are one of the biggest documentary, factual, and factual entertainment broadcasters in the world with successful shows like Railroad Australia, Street Science and Aussie Gold Hunters. Discovery Asia Pacific are after Australian stories and real world entertainment content that engages and connects with young men and women . Come and hear from Thierry about what Discovery are after and what young Australian men and women want from Discovery.

10.45-11.00 am

MORNING TEA

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SATURDAY 29 JULY

(N.B All sessions include a 10 min Q&A except the keynote)

11.00- 11.45 am

Masterclass - Financing Documentary

Mitzi Goldman - CEO, Documentary Australia Foundation

Documentary Australia Foundation (DAF) is Australia's only independent, non-profit initiative bringing philanthropists and filmmakers together to create social change. So how does DAF work, and how do you attract philanthropic funding to your doco?

11.45 - 12.45 pm

Masterclass - The Four Freedom Streams of Financing

Dr Cathy Henkel - Director, WA Screen Academy @ Edith Cowan University

Cathy has been researching and applying innovative, non-subsidy forms of financing in her documentary production work and teaching for the past seven years. She will outline and demystify the four freedom streams for financing screen content, including the mysterious art of crowdfunding and sponsorship. She will reveal effective strategies for a successful campaign, and tools to hit your funding target and build the audience/fan base for your project. This session will also unpack the types of sponsorships available, the joys and pitfalls of dealing with corporate partners, and how to produce bold new creative works without heavy-handed product placement. Branded content and sponsorship, private investment, donor financing and crowd-funding collectively offer exciting new creative partnerships and a way to grow the funding pool for Australian screen content.

12.45 - 1.30

Meet The Market - Equity Crowdfunding

Alan Crabbe - Pozible

Equity Crowdfunding has been legislated in Australia and will be accessible to small businesses, creative companies and startups by the end of the year. Alan will discuss the new opportunities for raising investment from the crowd; provide insight and trends internationally; details on the limitations and thresholds for companies and where Alan thinks the big opportunity is for the creative industries.

1.30 - 2.00pm

LUNCH

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2.00 – 2.45 pm

Meet the Market – Angel Investors

Shane Cheek - Founder Innovation Bay and Managing Partner of Acumen Ventures

We need to rediscover our entrepreneurial instincts and use them to forge new ways of developing projects. One way is to engage and work with Angel investors. Shane will explain what Angel investors are looking for and how to approach and work with them.

2.45 – 3.15 pm

Masterclass – Fear & Loathing on the TV Trail

Nathan Earl -Producer, Director - One Stone Pictures

Seasoned Television Producer Nathan Earl takes a look into the ups and downs of surviving in the TV industry and riding the wave of new funding and distribution models. From his earliest days being arrested while producing The Chaser's War on Everything to forging his own career using a combination of brand funding to make 2 seasons of the comedy series Plonk. Nathan will share insights and attributes that can make or break a career in TV. What does the future hold for independent production companies, how do good ideas find their way to an audience and is brand funding really the saviour it could have been?

3.15 – 3.30pm

AFTERNOON TEA

3.30 – 4.15 pm

In Conversation – Features

Enzo Tedeschi – Director, Deadhouse Films

Innovative approach to feature film storytelling. Enzo Tedeschi is an award-winning Australian filmmaker known for his bold approaches to storytelling, emerging media and digital content. Enzo will share his development, financing and distribution models and where the opportunities are in the future.

4.15 – 5.00 pm

Meet The Market & Case Study – Financing a Feature

Lisa Shaunessy – Arcadia Production & Distribution

Lisa has recently started a new distribution company with business partner Leonie Mansfield. As a producer and distributor she will share her insights on the state of play in international feature films, what Arcadia is looking for and as an added bonus she will share the financing journey of her latest feature film Killing Ground, which was invited to screen at the Sundance Film Festival in 2017.

5.00 – 6.30 pm

NETWORKING DRINKS - Mercury Foyer



GET INFORMED ACROSS A RANGE OF SESSIONS

MEET THE MARKET

Get the latest info and market intelligence on what the programming trends are and what broadcasters, VOD platforms and distributors are currently seeking out. Find out what makes a successful show or film across features, fiction and factual TV content.

MASTER CLASSES & PANEL SESSIONS

Broaden your thinking, be informed and get inspired. Covering a range of topics including the fine art of genre, traditional financing models, new 'freedom streams' of financing and trends in digital.

CASE STUDIES

Gain rare and unique insights into the inner workings of a production from the different perspectives of producers and directors. They share what they have learnt, how to avoid common pitfalls and what has inspired them.

ROUNDTABLES

Small and intimate sessions with producers, distributors and commissioners, will give you the opportunity to ask the questions that will give you the inside running on how to finance your show, what the networks are looking for, and how to stand out from the crowd.

NETWORKING

Screen Makers will hold informal and formal networking opportunities to meet with the marketplace and other delegates at the SA industry's biggest professional networking event of the year.

PITCHING SESSIONS

Pitch your big idea to an industry green lighter.

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