

Australia-China Film Industry Forum 2013

Australian delegation

Expressions of Interest sought by Tuesday, 30 April 2013

Background

As part of the Australian Embassy Beijing's ongoing promotion of the Australian film industry in China, and building on the success of the two previous Australia-China Film Industry Forums in 2010 and 2012, the third **Australia-China Film Industry Forum (ACFIF)** will be held in Shanghai on 14-15 June, immediately prior to the Shanghai International Film Festival (SIFF) held on 15-23 June. The Forum will be organised by the Australian Embassy, Beijing, drawing on assistance from a wide variety of related Australian agencies and organisations, including Screen Australia, the Screen Producers' Association of Australia, Ausfilm, and the Australia-China Screen Alliance.

The ACFIF is broad-based, and aims to cater to all segments of the Australian film industry that are interested in collaborating with China. The Forum is intended to provide a gateway for all Australia-China co-productions and feature-length film and documentary collaborations, thus welcoming producers with projects and an interest in the China market.

In 2013, as well as maintaining this broad approach, the ACFIF will in part **focus on 3D, post-, digital and visual production aspects** to capitalise on the growing interest and increasing demand for 3D films and digital technologies in China, and to highlight the strengths of the Australian post-production and visual effects industries. We are seeking to organise a number of events, panels and workshops during SIFF focusing on these strengths.

A broad outline of the Forum program can be found overleaf. It should be noted that the program is still under development, as the SIFF program itself is still not confirmed, and so these elements, their timing and participation, are indicative only at this stage, and subject to change.

Funding assistance

As part of the Embassy's cultural outreach program, the Embassy is able to provide a small amount of financial support to a limited number of film industry delegates to attend the Forum in Shanghai. This support will go towards Forum registration fees, accommodation costs and ground transport in Shanghai. It does not cover travel to/from China, visas and insurance, and any SIFF and associated event fees (these fees are still TBC).

Expression of interest process

If you wish to apply to access this funding, you are requested to submit the following to the Australian Embassy, with copies to Screen Australia and Ausfilm, no later than **C.O.B. Tuesday 30 April 2013**:

- a 250-word outline of your organisation and a short biography of your organisation's principal that is intending to attend the Forum. Please note that information provided here may become public information and be used to produce official Forum programme;
- a 200-word outline of your current business and feature film involvement or feature length documentary work with/in China; and

- a short explanation of why you need to receive financial support from the Embassy in order to attend the Forum.

Eligibility for funding

- Applications that do not address all three aspects, or that are received after **C.O.B Tuesday 30 April 2013**, will not be considered.
- Only Australian citizens are eligible to apply for this support.
- Only one representative from each organisation or group of affiliates will be considered in this process.
- Australian State and Federal Government agency representatives are not eligible to apply for funding.

Assessment process

Applications will be assessed by a panel which includes Screen Australia, Ausfilm, Screen Producers' Association of Australia and Australian Embassy Beijing representatives. All applicants will be notified of the outcomes of the process during the week beginning Monday 6 May. The panel's decision is final.

Note: Delegates who attended the Forum in 2010 and 2012 are eligible to apply, however as the aim of the Forum and the Embassy's cultural program is to expose a wide variety of Australian film industry representatives to the Chinese market, the assessment process will take previous Forum attendance and previous access to funding into account. Nevertheless, if the applicant who has been previously funded to attend a previous Forum can demonstrate, in their application, how their engagement/plans with China have significantly progressed, since the last time they were funded, they may be eligible for additional support.

Delegates who receive funding support

These delegates will receive three nights' accommodation at a suitably-located hotel in Shanghai, assistance with ground transport, and registration for ACFIF.

Unsuccessful applications

Unsuccessful applicants can request to attend the Forum at their own expense but will have to cover all their own travel, accommodation and registration costs. The selection panel reserves the right to decide on these requests, taking into account the overall size of the delegation, and the suitability of applicants.

Visas and insurance

Please be aware that all those intending to attend the Forum will be responsible for obtaining their own visas to travel to China directly from Chinese diplomatic missions in Australia. For all confirmed attendees (funded or not), the Embassy is willing to provide a letter of invitation, to assist with the visa application process.

Please be advised that from 1st January 2013, Australian citizens can benefit from a 72-hour visa-free stay policy in Beijing and Shanghai. According to the new policy, visitors holding third country visas and confirmed onward tickets now are able to travel to Beijing and Shanghai for up to 72 hours without a visa. For more information please visit <http://www.travelchinaguide.com/embassy/visa/free-72hour/>

Delegates are reminded that travel insurance is their own responsibility and is highly recommended for travel to China. Also delegates are encouraged to visit www.smartraveller.gov.au and register before they travel.

Applications

Enquiries and applications should be sent to the Australian Embassy, Screen Australia and Ausfilm using the contacts below:

Ms Katie Tian

Senior Cultural Relations Project Officer
Australian Embassy Beijing
Katie.Tian@dfat.gov.au

Ms Elena Guest

Project Manager
Screen Australia
Elena.Guest@screenaustralia.gov.au

Ms Kristy Officer

Head of Marketing and Business Development
Ausfilm
Kristy.Officer@Ausfilm.com.au

Ms Rachelle Gibson

Manger, Marketing and Communications
Screen Producers' Association of Australia
Rachelle.Gibson@spaa.org.au

Australia-China Film Industry Forum 2013
DRAFT Program Schedule – Indicative Elements only

Day 1

Session I – welcome and briefings on China

Welcome by the Australian Embassy

Closed-door briefing (*'China 101'*) for delegation members on the film co-production environment in China; recent developments in the Chinese film industry; Australian experiences in working with China on film; the legal framework governing co-productions and the film industry in China. (Ellen Eliasoph, Mario Andreacchio, Mathew Alderson)

Session II –

Ausfilm Post Production and Visual Effects showcase may expand as an event within SIFF if SIFF programme allows.

Optional tour: Shanghai Film Studio visit

Day 2

Business Matching sessions

9:00am – 12:00pm Business matching part 1

12:30pm – 2:00pm Lunch

2:00pm – 5:00pm Business matching part 2

5:30pm – 7:30pm ACFIF Networking Reception

During SIFF Program

We are discussing with SIFF the possibility of having delegation members act as SIFF program panellists in relevant sessions, and possibly running our own post-production/3D session to showcase Australian talents.