

# THE PROGRAM

WHERE: HILTON HOTEL, SYDNEY  
WWW.SPAA.ORG.AU/CONFERENCE

## WEDNESDAY NOVEMBER 17

### 9.00AM - 10.30AM GRAND BALLROOM A

Welcome

Geoff Brown, Executive Director, SPAA  
Antony I. Ginnane, President, SPAA President  
SPAA Independent Producer Awards  
Hector Crawford Memorial Lecture

Margaret Pomeranz has served as a member of the Advertising Standards Board, is a past president of the Film Critics Circle of Australia, and is a past president, currently vice-president of Watch on Censorship. She is also a member of the inaugural board of the Australian Writers' Foundation.

*Eleven Out Of Ten* (closed pitching sessions)

BOARDROOM 1, LEVEL 1

### 10.30AM - 11.00AM DIGITAL PICTURES

LOUNGE LEVEL 3

Morning tea

### 11.00AM - 12.30PM L2 MEETING ROOM 4

*The Devil's in the Detail* (Feature/ Development)

Three producers with wide-ranging experience of development methods examine the creative issues they have faced and the pathways and strategies they have used.

*More or Less? The Future of Public Broadcasting in the Digital Landscape* (TV) STATEROOM

The digital landscape is still in early evolution, where and how it evolves is the guessing game of many an educated content producer and TV media executive.

*Creating a Hit Web Series* (360)

L4 MEETING ROOM 5

What does it take to make a hit web series? How is TV thinking translatable? How is it not? Is there a commercial future in web series? How will they be financed? How will they be distributed?

*Inside Corus Kids - Canada* (Kids) ROOM L2 MEETING ROOM 6

Corus Entertainment is one of Canada's most successful integrated media and entertainment companies.

### 12.30PM - 1.45PM GRAND BALLROOM

Lunch / Holding Redlich pitching competition

Hosted by Rob Carlton

### 2PM - 3.30PM ROOM L2 MEETING ROOM 4

*3D Production: Triple the fun or double the headache?* (Feature)

How relevant is 3D to Australian production? What factors are determining which Australian films are being made in 3D?

*Creating Within Complexity* ROOM L4 MEETING ROOM 5

The session examines the impact of negativity on creative pursuits, the importance of maintaining realistically optimistic outlooks, the need for objectivity in our approach to the workplace and it provides a framework for adopting a balanced outlook.

*Metamorphosis: Content Futures on the NBN* (360) ROOM L2 MEETING ROOM 6

This session provides an overview of a broadband-enabled community from three perspectives:

platform, content and services, and market.

*Developing and Funding Kids Formats: Case Study Prank Patrol* (Kids) ROOM STATEROOM

This session is a practical look at what exactly is a 'format', what makes a good one, how does a producer go about developing, pitching and funding these types of programs.

### 3.30PM - 4PM DIGITAL PICTURES LOUNGE

LEVEL 3

Afternoon tea

### 4PM - 5PM GRAND BALLROOM A

PLENARY - Anthony Lilley

## THURSDAY NOVEMBER 18

### 9.30AM - 10.30AM GRAND BALLROOM A

Jane Root

Jane is a leading creative executive and has transformed major networks on both sides of the Atlantic.

*SNAPTOONS Australia* (closed pitching sessions)

BOARDROOM 1, LEVEL 1

### 10.30AM - 11.00AM

Morning tea / 360 Market L4 MEETING ROOM

This is an opportunity for producers to meet executives who are active in the digital space. The market aims to foster the development of relationships between independent producers and potential partners. Pre-bookings are essential. Check with Angela at the Roundtables Booking Desk on Level 3 for any available spots.

### 11.00AM - 12.30PM L2 MEETING ROOM 6

*Single Aussie Producer Seeks European Partner For Genuine Relationship* (Feature)

Enjoys films, travel, paperwork. Flirtatious but looking for a soul mate. Loves sharing stories, discovering exotic places, meeting new people.

Attractive. Good with money. Favourite number 40. Just how sexy do we really look to the Europeans? Is dangling the 40% producer offset as bait enough to entice them into a co-production?

*The New ABC Structure* (TV) STATEROOM

Who do independent producers talk to and what are the creative visions for ABC TV? Meet Brendan Dahill, Controller ABC 1 and Stuart Menzies, Controller ABC 2.

*Maximising Digital Rights* (360) L4 MEETING ROOM 5

Interactive content has now gone mainstream. It's a sexy arena as far as proliferation of new platforms is concerned. So how does an independent producer navigate all the sexiness that this brings?

*Public Broadcasters - Why They Are Important For Kids* (Kids) L2 MEETING ROOM 4

This session explores both the global influence of kids pub-nets, as well as the local relevance.

### 12.45PM - 1.45PM GRAND BALLROOM

Buffet lunch

### 2.00PM - 3.30PM L4 MEETING ROOM 1

*Ready...Steady...Pitch!*

Privately pitch your project to a network executive in 5 minutes. The objective of this event is to provide a non-competitive forum where you can pitch the freshest of ideas and receive feedback from industry professionals. There are no hoops, no

prizes, no audience.

Pre-bookings are essential. Check with Angela at the Roundtables Booking Desk on Level 3 for any available spots.

### *It Takes Two To Tango* (Feature) L2 MEETING ROOM 6

The producers will reveal what they want in a sales agent, how they assess competing offers, and whether they like to swap partners between films; the sales agents will outline how they decide which projects to take on, how they like to work with filmmakers on marketing strategies, and the challenges of getting buyers on their dance cards.

### *The Making of Modern Australia* (TV) L2 MEETING ROOM 4

This session will go beyond the vapourware to explore the practical details of research, conceptualisation, multimedia design, writing and educational media and ask, what happened and why?

### *Australian Films Online - Boom or Bust?* (360) L4 MEETING ROOM 5

Right now, there are unprecedented opportunities to monetise feature films online. The number of online distribution outlets available to Australian producers has exploded in the past 12 months. Yet these outlets have a tiny percentage of Australian content available to paying consumers. What can we do about it?

### *Gaming - Why Kids Love It* (Kids) STATEROOM

Do we know how to work with the games community to not only complement our productions, but to also take our projects to new creative and business heights?

### 3.30PM - 4.00PM DIGITAL PICTURES LOUNGE LEVEL 3

Afternoon tea

### 4.00PM - 5.30PM GRAND BALLROOM A

PLENARY - TBC

### 6.30PM - 11.00PM SYDNEY TOWN HALL

Gala Dinner

### 11.00PM - 2.00AM ZETA BAR, THE HILTON

After Party

## FRIDAY NOVEMBER 19

### 9.30AM - 10.30AM GRAND BALLROOM A

Lord David Puttnam

Lord David Puttnam is a working peer in the UK's House of Lords and focuses his work on political and policy work in relation to education, the creative industries and the environment.

### 10.30AM - 11.00AM DIGITAL PICTURES

LOUNGE LEVEL 3

Morning tea

### 11.00AM - 12.30PM L4 MEETING ROOM 1

Kids Market

Kids Market dedicates time for children's producers to meet with industry executives in licensing, merchandising, distribution, publishing and executive producing. Pre-bookings are essential. Check with Angela at the Roundtables Booking Desk on Level 3 for any available spots.

*Building Sustainable Film Businesses - Yes We Can* (Workshop) L2 MEETING ROOM 1

Jonathan Olsberg, Chairman of the strategy consultancy Olsberg/SPI Limited will discuss the findings contained in the report his firm will publish mid-November, "Building Sustainable

Film Businesses: The Challenges for Industry and Government".

### *I Love The Smell of Popcorn in the Morning* (Feature) L2 MEETING ROOM 6

The Australian distributors with their head offices in Hollywood are highly skilled at placing films into multiplexes. They will reveal who makes the decisions about picking up the local films that smell like popcorn. They will also discuss how they approach marketing and promotion, and work with exhibitors, once they've thrown their weight behind an Australian film, whether during financing or upon completion.

### *Recipe For Success: Aspirational Reality* (TV) L4 MEETING ROOM 5

The top three highest rating TV broadcasts in Australia since 2001, excluding sports, have all been aspirational reality series - *MasterChef Australia*, *Australian Idol* and *The Block*. So why do Australian viewing audiences love their aspirational reality series?

### *Collision Course to Convergence - Who Pays the Producer?* (360) L2 MEETING ROOM 4

Join AFACT's Managing Director and representatives from Australia's leading production, online distribution licensing, broadcasting and media buying sectors in this not-to-be-missed analysis of the industry's current state of convergence.

### *Working With The Big Guns: Frank Dietz, German Broadcaster Super RTL* (Kids) STATEROOM

Super RTL is Europe's leader in children's television and jointly owned by RTL Group and Walt Disney International Television.

### 12.30PM - 1.45PM GRAND BALLROOM

Lunch / Showtime Movie Channel's talent assist scheme

### 2PM - 3.30PM L2 MEETING ROOM 6

*As Frank Sinatra Sang, I Did It My Way* (Feature)

Several producers will reveal how they planned each careful step along the byway. How and where did they find the partners that were crucial components in getting the finance. Which ones added the most momentum? What regrets do they have or are they too few to mention? Did they trade away their producer offset? Did they promise their first-born in exchange for the cash flow to cover the offset and any gap finance?

### *Television Funding - The Draft Blueprint for Screen Australia's Support of The Television Production Industry* (TV) L2 MEETING ROOM 5

In this session, Screen Australia CEO Dr Ruth Harley will reveal the draft blueprint including ideas for the future funding of television and ways in which the federal agency can support the continued production of engaging, innovative and culturally significant Australian content, that engages a broad range of audiences.

*In Conversation with Pasa Mustafa* (360)

L4 MEETING ROOM 5

Pasa is Global Head of Original Digital Productions, EWB at Endemol and has been instrumental in the development and delivery of ground breaking new online formats.

### *Making Waves - Cartoon Network a Force of its Own* (Kids) STATEROOM

Join us for what will be a great opportunity to meet an impressive executive team and get reconnected to some messy kid humour!