



driven by MINI

PARTNERSHIP
PROPOSAL 2007

A view of far horizons



17TH INTERNATIONAL SHORT FILM FESTIVAL



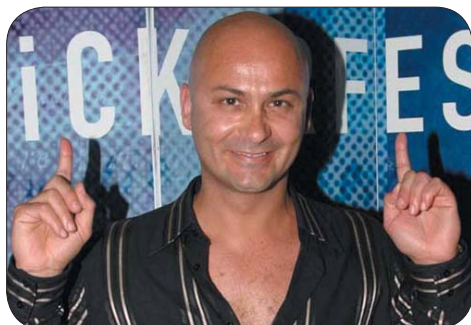
Claudia Karvan & friend



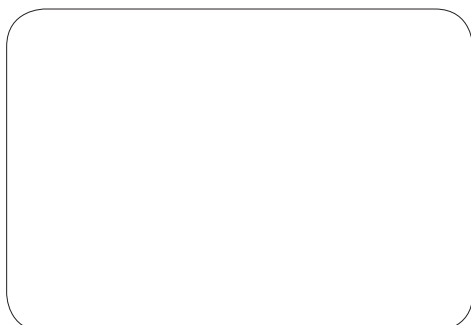
Craig Pearce & Baz Luhrmann



Nicholas Hope, David Wenham & Sasha Horler



Steve Bastoni



TESTIMONIALS

"The Short Film is a place to experiment and push the boundaries. Flickerfest allows emerging voices to be seen and heard, and established voices the chance to revitalise. Its fitting that such a cutting edge, internationally recognised film festival takes place in an unconventional and vibrant setting: under the stars, on the beach, in Australia."

Cate Blanchett, Oscar winning actress and Flickerfest Patron

"Flickerfest is of course the only true international film festival in Australia dedicated to the incredible artform of short film and is highly regarded worldwide, its importance in our film culture is vital. For me personally, Flickerfest has been a wonderful festival to show my films, *Uncle, Cousin, Brother* and *Harvie Krumpet*. They have supported me from my careers infancy and have exposed me to some of the worlds most imaginative and inspiring artists. Australians are incredibly lucky to have Flickerfest on its sandy shore. As my mother has always said; it's quality not quantity."

Adam Elliot, Director 'Harvie Krumpet' Oscar Winner 2004 and winner of the Yoram Gross Award for Best Animation, Flickerfest 2004

"It was more than 15 years ago that a few actor friends and myself began our first Theatre Company in what was then the upstairs theatre at the Bondi Pavilion. From there, supported by people in the industry, we were able to get our start, so it's a great thing that just outside on the forecourt, Flickerfest now gives a similar opportunity for short film makers to have a stage upon which they can present their short films in our local neighbourhood."

Baz Luhrmann, Director, and Flickerfest Patron

"Being a Bondi local is not the only reason I've eagerly attended Flickerfest for many years. It's the only international short film festival and it's under the stars. Rare and romantic. I hope we can all enjoy this important showcase for years to come."

Claudia Karvan, Actress, and Flickerfest Patron

"Winning best Australian short film at Flickerfest was an important validation of our film and confirmed all secret suspicions that we had made a masterpiece. The fact that we have yet to win anything else is completely irrelevant. It's like missing out on a Logie and then winning the Oscar."

Rachel Ward, Director 'The Big House', Winner of Best Australian Film, Flickerfest 2001



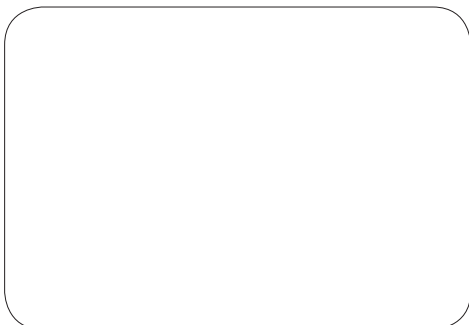
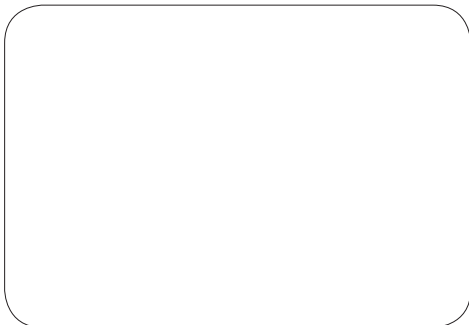
Oscar winning animator Adam Elliot & Bronwyn Kidd



Patron Gillian Armstrong



Still detail from The Last Farm



FESTIVAL PROFILE

Flickerfest is Australia's premier international short film festival presenting the highest calibre of both Australian and international films that are receiving critical acclaim on the world stage for their creativity and cinematic skill.

In 2007 Flickerfest received a record 1200 entries from around the world and hosted Australian premiers of a number of multi award winning shorts including the Academy Awarded short animation of 2007 'The Danish Poet' and our own Grand prix winners 'The Last Dog In Rwanda,' Sweden and animation winner 'Rabbit' from the UK.

Alongside our 5 International, 4 Australian and Two short documentary competitions Flickerfest also screened a number of highly popular showcase sessions including 'Celebrity Shorts' which premiered shorts from directors such as Deborah-lee Furness, Isabella Rosellini, Andrew Upton and Gwyneth Paltrow.

Now in its seventeenth year Flickerfest has become a highlight of the Sydney summer cultural calendar of events and is unique in that it successfully interweaves two great national occupations, beach culture and the arts in a magical blend of screenings outdoors under the summer stars.

Bondi Pavilion boasts open-air cinema qualities, bohemian atmosphere and the rich potential to grab the latest crowds, all flocking to the world famous Bondi Beach, one of Sydney's major tourist destinations. During Flickerfest 2005 (10 days) an estimated 250,000 visitors came to Bondi Beach.

The 10- day short film extravaganza at Bondi Beach is followed by a 16 venue national tour that encompasses capital centres and key regional areas between January-March incorporating NSW, VIC, ACT, SA, QLD, NT, TAS and WA. The tour offers further significant branding opportunities on a national scale.

Flickerfest is supported by key industry leaders including festival patrons Cate Blanchett, Baz Luhrmann, Gillian Armstrong and Claudia Karvan and their patronage is testimony to the quality of our event and its significance in nurturing future generations of Australian film making talent.

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In 2003 Flickerfest was honoured to be the first film festival in Australia to become accredited to the Academy awards a great honour that has seen our festival recognised both at home and internationally as the premiere short film competition of the Asia pacific region.



Still detail from *The Big Empty*



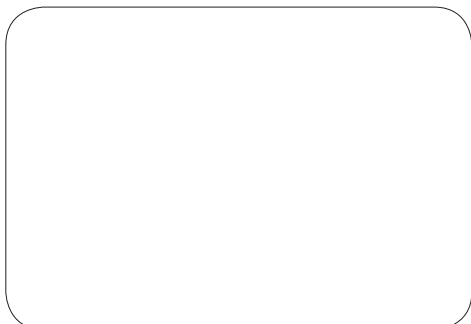
Still detail from *City Paradise*



Still detail from *Cool*



Still detail from *Tama Tu*



WHY INVEST IN FLICKERFEST?

Flickerfest is Australia's premier international short film festival and we welcome partnerships with innovative companies who would like to associate themselves with a national premium arts event with a clear pattern of growth and an international and national reputation for being a leader in our field.

Flickerfest offers the potential to build a powerful brand association with a world class event that occurs annually through Australia's premium niche market. The strong media presence associated with Flickerfest in conjunction with overall brand image will help you maximise your business sales and corporate identity.

Flickerfest believes that excellent communication is integral to a successful partnership and we work hard to ensure that your brand receives significant leverage during our world class event.

We strive to ensure that partners receive maximum exposure and concentrate on keeping the number of partners to a minimum and longevity is one of our key goals – with 80% of our major sponsors having supported Flickerfest for 4 plus years.

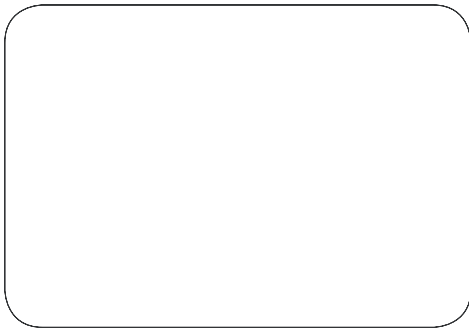
The opportunities for sponsorship are endless and we offer maximum return for your investment no matter which category you are interested in.

Our extensive marketing & promotions campaign and key benefits for major partners include:

- The screening of our promotional trailer through an extensive network of major venues and broadcaster partners during the peak summer months of Dec, Jan and Feb — Qantas domestic flights, SBS Television, National Geographic Channel, Dendy Cinemas and Palace Cinemas.
- Access to our hugely successful online ticketing system and acclaimed website with 150,000 individual session users reported over the past 12 months.
- Association with one of the largest DVD rental websites www.bigpondmovies.com through our partnership and availability of Flickerfest DVD's and downloads. In March 2006 this alliance grew significantly with the launch of Telstra Broadband and the ability to download movies online offering all year round branding to a mass audience.
- In 2006 Flickerfest were engaged in a significant number of international activities with organisations such as Tourism Australia who present the London Australian Film Festival at the Barbican in London.

Tourism Australia delivers a number of marketing events promoting Australia as a destination for conferences, meetings, incentives and exhibitions. This year, we decided to leverage off the London Australia Film Festival by hosting potential buyers to a number of private screenings showcasing Australian short films. Flickerfest provided Tourism Australia with a fantastic program that entertained our guests and a platform from which we are building relationships. We hope to be able to work with Flickerfest again in the future.

Meg Yeates, Manager, Business Events, Tourism Australia



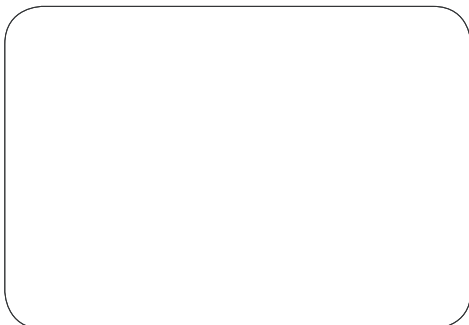
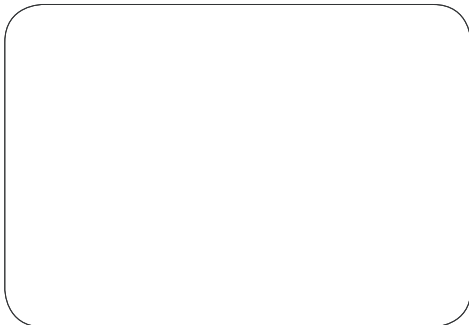
Joel & Nash Edgerton



Jenny Brockie & Gillian Armstrong



Brendan Cowell & Tasma Walton



MEDIA SUPPORT

Each year Flickerfest generates a significant portfolio of media exposure in key publications reflecting the continuing growth and acknowledgment of Flickerfest as a key film festival event, both nationally and internationally.

In 2007 extensive media coverage included: SBS Television, National Geographic Channel and Channel V, publications such as — Sydney Morning Herald, Daily Telegraph, Sun Herald, The Australian, Sunday Telegraph, Qantas/ Virgin/ Jetstar/ REX in flight publications, and daily radio coverage through a variety of stations: ABC Radio National, 702 Sydney ABC, 2GB Sydney, 2SER, FBI, Nova, Bondi FM and Triple J.

Articles also appeared in all key print media in each state and territory including the Western Australian, The Melbourne Age, The Brisbane Courier Mail and the Centralian in the Northern Territory.

A comprehensive print placement is attached (Appendix1). A full Media report is available upon request.

WEBSITE

The website is a major communication tool between Flickerfest and our audience. Our constantly updated website offers a potential sponsor, year round opportunities. It is a valued resource for people interested in film and is surfed by film enthusiasts and key film organisations worldwide as a reference tool.

It is also the main source of information for our entrants who are able to download entry forms from the site and an invaluable resource for our 16 venue national tour where the audience can access programme details and the touring partners/ and media can access press releases.

It received over 4.7 million hits in the last 12 months and has attracted over 153, 000 individual session users and these numbers are growing. Now in our 3rd year of online ticketing with 55% of overall Sydney tickets purchased this way a sponsor can be guaranteed maximum web exposure.

NATIONAL TOUR 2008

Flickerfest offers major corporate exposure to an extensive network of capital cities and key regional centres

throughout Australia. Your product or company can be seen directly by a wide audience, in association with our quality screenings of the best of the world's short films.

Flickerfest tours to 16 venues around Australia between January and April 2008. All details can be found on our website www.flickerfest.com.au

Tour Venues include — Byron Bay, Darwin, Alice Springs, Katherine, Melbourne, Adelaide, Perth, Canberra, Kempsey, Sawtell, Brisbane, Hobart Broome, Narrabri and Gunnedah.

AUDIENCE*

The Flickerfest audience is artistically oriented and has an enthusiasm for the short film programs we screen. The essence of the festival reaches the arts, media and filmmaking communities whilst our general audiences also cross a broader and more mainstream demographic.

Flickerfest's audience are educated, affluent and culturally aware. 80% aged 20-50 and are part of a premium niche market. The National public audience for Flickerfest will be approx 25,000, including festival seating for 12,000 in Sydney and 13,000 Nationally. There has been a 200% growth in the last four years and Bondi's municipal council estimated 250,000 people came to Bondi during the first two weeks of January 2006.

DEMOGRAPHICS

Gender:	Men	50%
	Women	50%
Education:	High School	15%
	Post graduate	29%
	Tafe	13%
	University	44%
Age:	Less than 25	23%
	25-34	42%
	35-44	24%
	45-54	10%
	55-64	2%
Locality:	Eastern Suburbs	34%
	Inner West	20%
	Inner city	16%
	Lower North Shore	13%
	Southern Suburbs	12%
	other	5%

More detailed information can be provided on request.

*2005 Flickerfest Sydney Festival Survey (conducted by the Australian Graduate School of Management NSW University)

CORPORATE PARTNER TESTIMONIALS

"The Coopers Brewery is a proud second time sponsor of the Flickerfest International Short Film Festival and has been extremely impressed by both the support and opportunities present in following such a venture. Being an avid supporter of the independent arts and entertainment sector via its active sponsorships, it would have been a great missed opportunity had we not decided to partner this event. The feedback and the fantastic sampling avenues created have been a big plus and we hope to continue this relationship for future festivals. Thoroughly recommend any potential sponsors to give this event consideration as it is only going to become wider in its reach as it gains ground as a true must-see fixture in the National festival calendar."

Ary Ganeshalingam, Trade Marketing Manager, Premium Beverages

"SBS is very pleased to be a partner of Flickerfest and is a logical choice for our network. Having Australia's only free to air television short film slot, Flickerfest not only gives us the opportunity to see many overseas shorts that perhaps slipped through our dragnet, but also talk to local film makers about their up and coming projects. The Flickerfest line-up is world class and seems to get stronger every year."

Matt Campbell, Network Programmer, SBS Television

"National Geographic Channel is proud to be a sponsor of the Flickerfest International Short Film Festival and together, sharing in the same passion and commitment for screening films that inspire, entertain and captivate audiences. We look forward to continuing our ongoing relationship with Flickerfest."

Amanda Farrar, Managing Director, National Geographic Channel

"Swings & Roundabouts are proud to support the Flickerfest team in their great short film pursuit! The festival proudly represents Australia's best in an international setting. It is wonderfully orchestrated and as result attracts staunch support by filmmakers and film-consumers in venues Australia-wide."

Rachel Appleton, Marketing & Sales, 'Swings & Roundabouts', Margaret River Wines



Ary Ganeshalingam from Coopers & Bronwyn Kidd



Chris Haywood & Guy Gross



Natalie Ryan & Jason Miller from Mini



Ingrid Weir & Paul McDermott



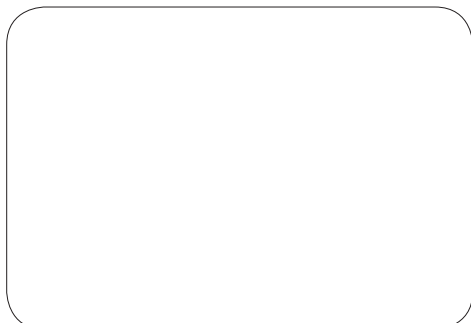
Flickerfest outdoor cinema at Bondi Pavilion



Jay Bowen, Asher Keddie & Paul Mercurio



Bondi Pavilion exterior facing the beach



PROMOTION AND PUBLICITY

FESTIVAL TRAILER Screens on a national scale including SBS Television, National Geographic Channel, Dendy Cinemas (NSW, QLD, VIC), Palace Cinemas and extensively throughout the 10 day Sydney festival and 16 venue national tour prior to every programme.

ONLINE TICKETING Now in our 4th year of online ticketing with 55% of overall Sydney tickets purchased this way a sponsor can enjoy maximum exposure through logo placement on ticket printouts.

FESTIVAL PROGRAM 8,000 programs distributed to sponsors, Australian/ International filmmakers, and guests and during the 10-day event at Bondi.

FESTIVAL CALENDARS 50,000 calendars distributed extensively throughout Australia and inserted into industry publications Filmink, Inside Film and Encore.

AVANT CARDS 30,000 Avant Cards distributed throughout Sydney to in excess of 375 outlets. The Avant Card distribution report indicates the Flickerfest card as a fast mover with eye-catching artwork taking less than 2 weeks for pick-up. In addition in 2007 10,000 Avant cards were distributed in Melbourne, with Brisbane likely to follow in 2008.

PRINT ADVERTISING Advertising in the Sydney Morning Herald over a 2-week period in January and supplemented by additional advertising in niche publications such as Filmink, Encore, Inside Film, Real Time and street press such as The Brag.

Also national coverage supplemented by the advertising that supports the 16 venue national tour particularly in key areas such as Melbourne, Brisbane, Canberra and Perth.

FESTIVAL WEBSITE The website is a major communication tool between Flickerfest and our audience on a national/ international scale and sponsors can enjoy links to their website and logo acknowledgment exposing there brand to 150,000 individual session users over a 12 month period with peak hits in Dec/ Jan/ Feb. Over 4 million hits were made to the Flickerfest website in the last twelve-month period.

RADIO PROMOTIONS Flickerfest giveaways/sponsor prizes are conducted through the following radio stations on a near daily basis: FBI Radio, 2UE Sydney, 2SER Sydney, Bondi FM Radio, Eastside Radio and NOVA.

Our new partnership w/ Triple J nationally was a major promotional tool for our tour this national coverage supplemented all other radio promotions that supports the 16 venue national tour, particularly in key areas such as Melbourne, Brisbane, Canberra & Perth

MEDIA RELEASES Logo placement on all media releases generated in relation to Flickerfest events & activities on a local/ national scale.

REGULAR NEWSLETTERS Promoted nationally and internationally to a rapidly growing database of entrants, guests/ sponsors/ government organisations/ businesses/ film industry. Indirect access to Flickerfest database, 11,500 subscribers.

PRODUCT PLACEMENT Lucrative opportunity for sampling and category exclusivity.

OUTDOORS ADVERTISING Including 30 flags along the prominent Campbell Parade, Bondi; large banners at Bondi Beach & Syd Einfield Bridge, and street posters.

EVENT SIGNAGE Inside/outside signage at Bondi Pavilion during 10 day event. Potential to have signage as part of the 16 venue Flickerfest National Tour.

*Benefits will depend on your level of commitment.
**The festival's marketing may vary from year to year.



Emma Lung



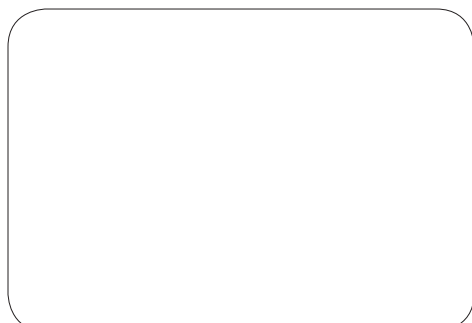
Megan McMurchy, Bronwyn Kidd & Steve Pasvolsky



Tamara Popper & Louise Fox



HG Nelson & Bronwyn Kidd



CORPORATE ENTERTAINING

MEDIA LAUNCH Sponsors, media celebrities and supporters invited to the first public announcement of the festival program at the wonderful location of Bondi's Icebergs Dining Room & Bar. In 2007 Barry Otto, Chris Haywood, Nash Edgerton, Tasma Walton and Alex Dimitriades were all guests.

OPENING NIGHT PARTY Informal yet glamorous, serious yet chilled this is the quintessential Bondi experience that witnesses celebrities, media and sponsors flock to the Bondi Pavilion for an evening of award winning short films set against a backdrop of sun, sand and surf. The 2007 Opening Night was attended by Claudia Karvan, Brendan Cowell, Gillian Armstrong, Emma Lung, Paul McDermott and Joel Edgerton.

CLOSING NIGHT AWARDS PARTY The illustrious Closing Night Awards Ceremony and Party with the announcement of winners, screening of award winning films and after party. In attendance, sponsors, filmmakers, media, celebrities and guests. The Closing Night Awards Party had such notable guests as Joel Edgerton and his brother Nash, Jennie Brockie, Wayne Blair; and Flickerfest patrons Gillian Armstrong and Claudia Karvan also attended, and awarded prizes for the winning films.

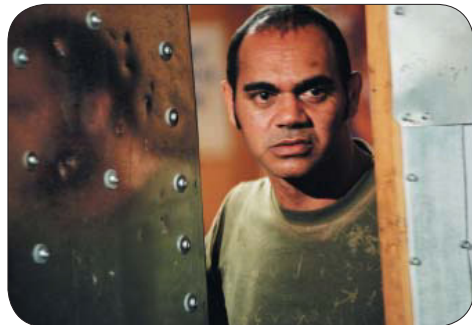
EXCLUSIVE PRIVATE SCREENINGS Flickerfest are able to organise private screenings exclusively for your staff and prominent clients including refreshments served on the balcony overlooking the stunning location of Bondi Beach.

We can also offer Corporate hospitality events around Australia with opening night functions in Byron, Brisbane, Sawtell (Coffs Harbour) Perth, Brisbane, and Melbourne. These events can be tailored to fit a sponsor's specific corporate requirements.

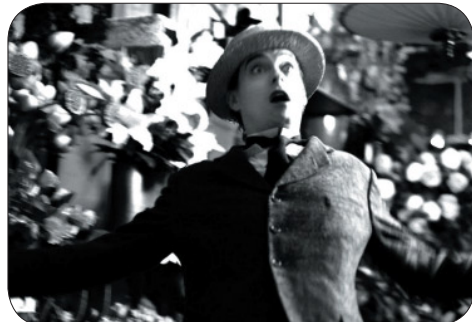
INDIVIDUAL SESSIONS Ticket allocation for sponsored sessions-reserved seating and opportunities for catering and private function area pre/post screening in the Sydney and touring venues.



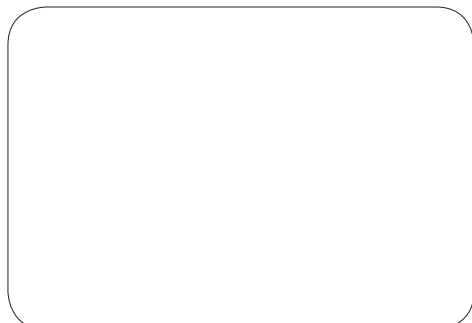
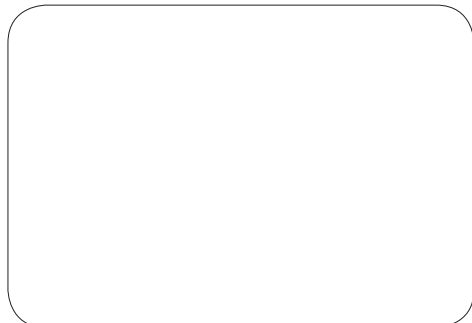
Still detail from Terra Incognita



Still detail from Green Bush



Still detail from Black and White World



NATIONAL NAMING RIGHT PARTNER \$120,000 +

A lucrative opportunity to receive a high level of advertising and promotional opportunities incorporating major logo visibility and acknowledgment as the Flickerfest National Partner throughout Sydney, Australia and around the globe on ALL Flickerfest material. Please see Appendix 2 for a comprehensive schedule of benefits associated with this level.

MAJOR SPONSOR \$50,000 +

Major level of exposure across a wide range of generic marketing/promotional materials on a national level—to include web site, print and radio advertising, street and venue signage and sampling opportunities.

SYDNEY SPONSOR \$30,000 +

Significant level of exposure enjoying logo placement/ acknowledgment and advertising opportunities across a wealth of marketing materials—to cover Sydney only.

NATIONAL TOUR SPONSOR \$15,000–\$25,000

This opportunity exists for a business wishing to develop its reach to a new demographic on a national scale outside of Sydney and includes key areas and regional centres such as—Melbourne, Adelaide, Canberra, Brisbane, Perth, Byron Bay, Alice Springs, Katherine, Hobart, Gunnedah, Kempsey, Sawtell and Broome. Logo visibility/ acknowledgment on national marketing material and potential for venue signage/sampling opportunities.

PRODUCT SPONSOR \$10,000

This category allows for product exclusivity for Flickerfest during the 10-day event at Bondi, Sydney with opportunities for sampling and logo visibility and acknowledgment.

SCREEN SUPPORTER \$3,000 +

Ability to target specific demographics with logo visibility across festival program/ festival website and slide prior to chosen session.

VENUE SUPPORTER \$3,000 +

Ability to target a specific geographical location at one of the Flickerfest tour venues with logo visibility across the festival web site and venue signage.

EVENT SUPPORTERS/SUPPLIERS \$1,000–\$3,000

Line acknowledgment in festival program/ festival website.

* Please see Appendix 2 for a comprehensive schedule of benefits associated with this level.

FESTIVAL SPONSORSHIP CONTACTS

BRONWYN KIDD Festival Director

FLICKERFEST INTERNATIONAL SHORT FILM FESTIVAL

Office: Bondi Pavilion, Queen Elizabeth Drive, Bondi Beach, Sydney

Mail: PO Box 7416, Bondi Beach, Australia, 2026

Ph: +61 2 9365 6877

Fax: +61 2 9365 6899

Email: director@flickerfest.com.au

www.flickerfest.com.au

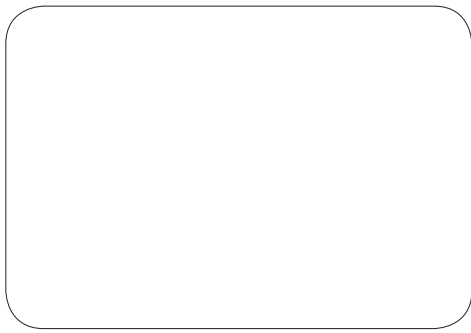
PRINT MEDIA – SYDNEY ONLY – APPENDIX 1

Date	Outlet	Subject/Talent	Journalist/Section
Nov/December	Open Road	Listing	What's On
Nov 12, 2006	The Sun- Herald	Seed patrons	Christine Sams/ S Magazine
Dec 8-14, 2006	SMH	Summer Shows	Metro
Dec/January	Jetstar Magazine	Overview	Starbursts
Dec 3, 2006	The Sunday Telegraph	Everybody's talking	Insider
Dec, 2006	Encore	Festival listing	Headlines
Dec, 2006	SMH	What's on	Summer movie guide
Dec 3, 2006	Sun Herald	RSVP	S Magazine
Dec 9, 2006	Daily Telegraph	Launch party	Sydney Confidential
Dec 10, 2006	Sunday Telegraph	Launch Party	MH/ The Insider
Dec 10, 2006	Sun Herald	Launch Party	S Magazine
Dec 14, 2006	Sydney Morning Herald	Overview	The (Sydney) Magazine
Dec 14, 2006	SX Magazine	Featured Stars	Agenda Pages
Dec 8-14, 2006	The Brag	Sexy Thing	Dom Alessio
Dec 21, 2006	MX	Leon Ford	Shoba Rao
Dec 25, 2006	The Brag	Short films walking tall	Andrew Seccombe
Dec 25, 2006	OK! Magazine	Overview	Check out this week
Dec 29, 2006	The Australian	Highlights of the festival	Wish Magazine
Dec 29, 2006	Cosmopolitan	The Hit List	Felicity Percival
Jan, 2007	The Bondi View	Bronwyn Kidd	Cover
Jan, 2007	The Bondi View	Cover Story	Pam Walker
Jan, 2007	The Beast	16 th Birthday	Arts & Entertainment
Jan, 2007	City News	Overview	Arts & Entertainment
Jan, 2007	The Beast	Listing	Calendar
Jan, 2007	The Beast	Opening day	Arts & Entertainment
Jan, 2007	Qantas – The Australian Way	Listing	Diary
Jan, 2007	Marie Claire	Listing	Your diary
Jan/ Feb, 2007	Virgin Blue- Voyeur	Listing	Calendar of events
Jan, 2007	The Drum Media	Overview	Front Row
Jan 1, 2007	TNT Magazine	Give Away	Sydney
Jan 3, 2007	The Australian	Best of Flickerfest	Arts Film
Jan 3, 2007	The Wentworth Courier	Naomi Rossdeutscher	Alexandra Walker
Jan 4, 2007	Daily Telegraph	Films featured	Sydney Live
Jan 4, 2007	Sydney Star Observer	Kylie Eddy	John Burfitt
Jan 5-11, 2007	SMH	Featured celebrities	Metro
Jan 5, 2007	Who Weekly	Joel & Nash Edgerton	Sydney Live
Jan 5, 2007	Australian Jewish News	The Substitute & The Tribe	Michelle Romain
Jan 6-7, 2007	SMH	Listing	Spectrum
Jan 6, 2007	SMH	What's the Matter & When the Day Breaks	Good Weekend
Jan 7, 2007	Sunday Telegraph	Opening night	Insider
Jan 8, 2007	Sunday Telegraph	Bronwyn Kidd	Homeowner/ Bronwen Gora
Jan 8, 2007	Daily Telegraph	Newton new romance	Sydney Confidential
Jan 8, 2007	SMH	Listing	Summer Herald - The Daily Planner
Jan 12-18,2007	SMH	Listing	Metro
Jan 14, 2007	Sun Herald	RSVP	S Magazine
Jan 13, 2007	SMH	Gracie Otto	Emily Dunn
Jan 14, 2007	Sunday Telegraph	Matthew Newton	Jonathan Moran
Jan 15, 2007	TNT Magazine	Listing	Darwin
Jan 20-21, 2007	The Weekend Australian Magazine	Ben Phelps	Anne Lim
Jan 21, 2007	Sun Herald	Closing Party	S Magazine
Jan 19, 2007	Who Weekly	Newton new love interest	
Jan 27, 2007	New Idea	Newton faces assault charges	Star Watch
Feb, 2007	Bondi View	Winners	Sarah Broome
Feb, 2007	Frankie	Bronwyn Kidd	Jacqueline Donchi
Feb, 2007	Frankie	Hold Please; Checkpoint	Creative People
Feb, 2007	Frankie	Edwin McGill & Kasimir Burgless: The Booth Story	Jacqueline Donchi

* A full archived report of all Flickerfest media for 2007 is available on request

SCHEDULE OF MARKETING BENEFITS – APPENDIX 2

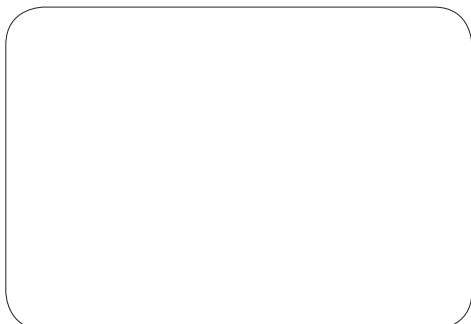
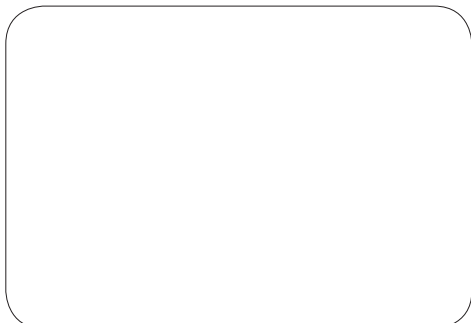
MEDIUM	WHAT?	PERIOD	COST	REACH	DEMO
Publications					
SMH	Advertising	15 days 1–15 Jan	\$4,000	Mon–Fri 880,000 Sat 1,273,000 Sun 1,464,000	Mon–Fri 25–49yrs 395,000 Sat 25–49yrs 599,000 Sun 620,000
Avant Cards Sydney	Advertising x 30,000	Distribution peak months of Dec/Jan	\$4,500	370 outlets throughout NSW. Reported as fast moving in all venue types.	
Avant Cards Melbourne	Advertising x 10,000	Distribution peak months of Jan/Feb	\$4,000	333 outlets throughout VIC. Reported as fast moving in all venue types.	
Realtime	Advertising Half page ad	Jan	\$1,000	20,00 copies across Australia for a period of 4 weeks.	
Insidelm	Doublepage spread	double issue Dec/Jan	\$4,500	readership 32,000 circulation 10,000	58% female 42% male 70% 26–45, 40% income>\$60k
Insidelm	calendar insert	Dec	\$1,000	10,000	
The Brag	Half page ad 4	double issue Dec/Jan	\$4,000	Distributed 1,400 NSW outlets. 32,000 copies.	Readers 18–35
Flickerfest	calendar	Dec/Jan/Feb	\$10,000	50,000 throughout Australia, including Sydney and all touring locations.	
Total sum			\$43,000		
Trailer					
Qantas	T trailer	Mid Dec – mid Jan	\$30,000 1 month	All domestic flights – 2 slots per day and weekends.	Screenings 4,200 Passengers 580,000
Nat Geo Channel	Trailer	50 spots mid Dec/Jan	\$100,000	over 2 million households subscribe to NGC.	Potential audience of over 6.5 million Male 58% female 42%
SBS	Trailer	105 spots mid Dec – end Mar	\$150,000	All people 18–39 5 metropolitan cities	
SBS	Programmes slots	Showcase Movie		Average 49,039 Total reach 407,773	
		Movie Show		Average 55,671 Total 185,368	
		Sexy Movie		Average 38,939 Total 278,136	
		John Safran		Average 36,028 Total 141,312	
		Various		Average 38,411 Total 720,890	
Dendy Sydney	Trailer	35 spots Dec/Jan	\$12,000	Overall audience reach 40,000	
Dendy Brisbane	Trailer	35 spots Feb/Mar	\$12,000	Overall audience reach 47,000	
Dendy Melbourne	Trailer	35 spots Jan/Feb	\$12,500	Overall audience reach 48,000	
Paradiso Cinemas Perth	Trailer	35 spots Mar	\$10,000	Overall audience reach 40,000	
Sun Pictures Broome	Trailer	Dec/Jan	\$1,000	Overall audience reach 5,000	
First Avenue Cinema Sawtell	Trailer	Dec/Jan	\$1,000	Overall audience reach 5,000	
Araluen Centre Alice Springs	Trailer	Dec/Jan	\$1,000	Overall audience reach 5,000	
Mercury Cinema Adelaide	Trailer	Dec/Jan	\$2,000	Overall audience reach 20,000	
Narrabri	T trailer	Dec/Jan	\$1,000	Overall audience reach 2,000	
Gunnedah	Trailer	Dec/Jan	\$1,000	Overall audience reach 2,000	
Katherine	Trailer	Dec/Jan	\$500	Overall audience reach 2,000	
Total			\$334,000		
Bondi Pavilion	vehicles parked	10 day event 6–15 Jan (80hrs)	\$250 per hour per car (\$20k)	Peak summer-first 2 weeks of Jan 250,000	
Campbell Parade, Bondi	flags x 20	2 weeks	\$880 per week x 2, community rate		
Syd Einfield Bridge	Banner hung from bridge	27 Dec – 15 Jan	No cost attached but only community events are permitted.	Syd Einfield Drive, Woollahra west of old South Head Road 48813. This is the combined direction annual average daily traffic count.	
Total			\$23,660		
OVERALL			\$400,660		



Bronwyn Kidd & Paul McDermott



Still detail from *The Scree*



PAUL MCDERMOTT

Writer/Director *The Scree*

Winner – Coopers Best Australian Short Film
Flickerfest 2005

It is in the short form that film finds its purest artistic expression. Here, unsullied by commercial concerns or the demands of an audience and distanced from the strictures that might bind a larger project, a film maker can find a certain freedom. Short Film encourages experimentation, daring and forays into the unknown. They are lean and hungry films.

To be witness to these forays is to be dazzled and left breathless. To be challenged by the magnitude of ground breaking defiant work from around the the planet, or brilliantly entertained by bold and humorous ideas. Short films are monumental journeys untaken by the miniscule.

The Flickerfest is a prestigious and respected Short Film festival. It has an International reputation, built on years of excellence in its selection process, skill in programming and in its generosity and support of film makers. Most importantly it is a Festival where you can walk straight from the white hot sands of Bondi, where the edge of land frays into the sea, into an open air cinema beneath a canopy of stars. It makes for a truly unique film experience.

Each year The Flickerfest travels from its January home in Bondi to points all over Australia, bringing to the culturally parched extremities of our land the best Short Films the world has to offer. As the only Academy accredited Short Film Festival in Australia the honour of winning the major prize, the Cooper's Award for Best Short Film, means a Short Film can take on the world. And several already have.

Then there's the drinking. Common bonds are to be found amongst the host of national and international guests and film makers. The amply appointed Flickerfest bar is where writers, directors, cinematographers and audience members congregate after each session. It is here on the balcony of the Bondi Pavillion where acclaim and compliments can turn, in the course of a single drink, into savage debates over the global future of film, the inherent and despicable nature of man and the understated beauty of Vodka.

Having experienced the kindness and support of the Flickerfest first hand I can state there is no more playful, powerful or pertinent Short Film Festival in Australia. It is not only a benefit to this country, it is a gift. Open it under the stars in January.