

Media Release

For Immediate Release

**Win \$5,000 cash plus \$15,000 to bring your short film to life with
AACTA Pitch: Charging Creativity presented by MINI**



Do you have an innovative idea for a short film and want to take charge of your creativity? The Australian Academy of Cinema and Television Arts (AACTA) and MINI want to make your idea a reality!

Entries are now open for **AACTA Pitch: Charging Creativity presented by MINI**, a national short film pitching competition, and AACTA is looking for filmmakers with unique, creative and fun ideas for short films that are inspired by MINI's 'Charging Creativity' manifesto.

AACTA Pitch supports the next generation of Australian screen industry talent, encouraging new ideas and providing invaluable opportunities for up-and-coming filmmakers to hone their skills by pitching their ideas to industry professionals.

This marks the second year that MINI has supported the next generation of filmmakers, with MINI and AACTA collaborating in 2019 to deliver AACTA Pitch: Forever Unexpected presented by MINI. The competition saw winner **Loani Arman** bring her short film **OUR GREATEST ESCAPE** to life, and she is now in development on a TV Series with a prominent Australian production company off the back of her success.

"Winning AACTA Pitch Forever Unexpected last year really helped to move my career up a gear," said **2019 AACTA Pitch: Forever Unexpected presented by MINI winner, Loani Arman**. "Not only did I get to work with some of my favourite collaborators and make a short film that we're really proud of, but I also made a bunch of new industry contacts along the way, some of whom I'm now working with on other projects."

This year, up to five finalists will be selected to participate in the **AACTA Pitch: Charging Creativity** final event which will give each finalist the opportunity to pitch their short film and convince the judging panel that they have the best idea to transform into a short film.

Finalists will be pitching for the chance to win a grand prize that includes:

- \$5,000 cash
- \$15,000 towards the production of their short film
- A complimentary MINI Electric Hatch vehicle for the duration of the shoot
- Tickets to the 2020 AACTA Awards Ceremony presented by Foxtel
- Invaluable feedback and mentoring opportunities with the judging panellists

“Last year’s AACTA Pitch collaboration with MINI showcased just how creative and determined this new generation of filmmakers are – traits that perfectly encapsulate the spirit of MINI,” said **AFI | AACTA CEO Damian Trehwella**. “We are proud to be able to provide meaningful support for these filmmakers as they take the next big steps in their careers, and at a time when development opportunities for emerging creatives in Australia is of great significance.”

AACTA Pitch: Charging Creativity celebrates the launch of the MINI Electric Hatch, and is the first of three next generation AACTA initiatives that MINI will be supporting in 2020. Each initiative aims to nurture, empower and shine the spotlight on Australia’s emerging screen creatives.

MINI will also be the presenting partner for **2020 AACTA Shorts + Web Fest**, as well as **Most Popular Short of the Decade**, an online short film competition that sees all AACTA nominated Short films from the last 10 years go head to head. As the official automotive partner of AACTA, MINI will also lend their support to the 2020 AACTA Awards presented by Foxtel in Sydney in December, with VIP guests arriving to the red carpet in MINI vehicles.

“We are proud to be the presenting partner once again for AACTA Pitch: Charging Creativity as it is an important time to be supporting the Australian screen industry,” said **Alex McLean, Head of Marketing for MINI Australia & New Zealand**. “The quality of content being created by Australia’s emerging filmmakers and originality of ideas aligns perfectly with MINI’s philosophy, and we look forward to seeing what ‘Charging Creativity’ ideas may be unearthed through this exciting initiative.”

Entrants are required to submit a draft script, which is to be inspired by the MINI ‘Charging Creativity’ manifesto, along with other required supporting material. Entries should also include integration of the all-new MINI Electric Hatch vehicle in some manner. Entry for **AACTA Pitch: Charging Creativity** is \$50 for AACTA Professional and AACTA General Members and \$80 for non-members.

AACTA welcomes everyone with an idea for a live action, scripted short film to enter, and encourages concepts from creators and teams from diverse and under-represented backgrounds.

Entries close Wednesday 12 August, 2020 at 5pm AEST.

– ENDS –

The AACTA Awards are supported by the New South Wales Government via its tourism and major events agency, Destination NSW.

AACTA PITCH SUBMISSIONS & ELIGIBILITY

For full eligibility requirements and to submit your pitch idea, please visit aacta.org/aacta-pitch-charging-creativity/

MINI ‘CHARGING CREATIVITY’ MANIFESTO

Creativity is an enigma.

It can’t really be explained, because it’s felt so differently by everyone.

It’s personal, authentic and entirely unique.

It dares us to be different.

Pushes our limits.

Helps us to look on the bright side.

And in all but an instant, it connects us.

The designers and makers. The bold and the curious. The artists of all ages.

When creativity strikes, it can’t be contained.

It’s like a spark, an optimism that catches on quickly.

A hunger to get out and feel the wind in your hair.

It’s a charge that’s emotive and so clever, it’s simple.

It’s electric – just like MINI.

In 2020, we’re launching our first fully electric hatch.

And it’s here to inspire the creative within us all.

At first glance, you might not even hear it, or see it.

And that’s the beauty of it.

It's the whir of electricity, with the familiar twinkle of iconic design.
It's the go-kart handling, with the unexpected flash of the Union Jack.
It's the MINI you know, reimagined for the roads of tomorrow.
And it's charged with passion, for generations to come.
Because that's what makes us MINI, now and into the future.

JOIN THE CONVERSATION

Official hashtag: #AACTAs | Instagram: @aacta | YouTube: /AFIAACTA | AACTA Connect: aacta.org/connect
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MEDIA ENQUIRIES

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IT'S ON!
IN SYDNEY

THE STAR

