



Media Release

For immediate release

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

Have an idea for a short film that is 'Forever Unexpected'? 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: Forever Unexpected presented by MINI**, a national short film pitching competition, and AACTA is looking to hear from filmmakers with unique, creative and fun ideas for short films that are inspired by MINI's 'Forever Unexpected' manifesto.

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

Up to five finalists will be selected to participate in the AACTA Pitch: Forever Unexpected Live Final event held in Sydney on Monday 3 June. Each finalist will have the opportunity to pitch their short film and convince the judging panel, in front of a live audience, that they have the best idea in the room.

The AACTA Pitch: Forever Unexpected judging panel includes:

- AACTA Award-winning actor **Damon Herriman** (RIOT, SECRET CITY, ONCE UPON A TIME IN HOLLYWOOD);
- Award-winning and AACTA Award nominated short film producer **Alexandra Blue** (WELCOME TO IRON KNOB, SARAH CHONG IS GOING TO KILL HERSELF);
- Two-time AACTA Award nominated writer and producer **Victoria Wharfe McIntyre** (MIRO, THE TELEGRAPH MAN); and
- AACTA Award-winning and Oscar® nominated director **Derin Seale** (THE ELEVEN O'CLOCK, STATIC).

Finalists will be pitching for the chance to win a grand prize that includes: a \$5,000 cash prize; \$15,000 towards the production of their short film; a complimentary MINI vehicle for the duration of the shoot; post-production support from Spectrum Films to the value of \$2,500; tickets to the 2019 AACTA Awards presented by Foxtel; and invaluable feedback and mentoring opportunities with the judging panel.

"It's an exciting time for the Australian film industry with so many up-and-coming Aussie filmmakers bringing new ideas, fresh perspectives and unique stories to the table," said **AFI | AACTA CEO Damian Trehwella**. "Last year's inaugural AACTA Pitch competition showcased just how creative and determined this new generation of filmmakers are – something which perfectly encapsulates the spirit of MINI's 'Forever Unexpected' manifesto. We are proud to be able to provide meaningful support for these filmmakers as they take the next big steps in their careers."

AACTA Pitch: Forever Unexpected celebrates MINI's 60th anniversary, and is the first of three next generation AACTA initiatives that MINI will be supporting in 2019. Each initiative aims to nurture, empower and shine the spotlight on Australia's emerging screen creatives. MINI will be the Presenting Partner for **AACTA Shorts Fest** this August, as well as AACTA's national online short film competition, **#SocialShorts**. As the official automotive partner of AACTA, MINI will also lend their support to the 2019 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 for AACTA Pitch: Forever Unexpected, and to encourage and support the creativity, individualism and sense of fun that Australia's rising creatives share with MINI," said

Alex McLean, National Marketing Manager of MINI Australia. “The quality of Australia’s emerging filmmakers and their desire to push their industry forward aligns seamlessly with MINI’s philosophy, and we look forward to seeing what ‘Forever Unexpected’ ideas may be unearthed through this exciting initiative.”

AACTA Pitch: Forever Unexpected entry is free, and entrants are required to provide a production summary of their short film idea and how it incorporates the ‘Forever Unexpected’ manifesto, along with other supporting material. Entries are not required to include or refer to a MINI vehicle, however they must incorporate or be inspired by the MINI ‘Forever Unexpected’ manifesto.

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.

For full eligibility requirements and to enter AACTA Pitch: Forever Unexpected, visit www.aacta.org/whats-on/aacta-pitch-forever-unexpected.

Entries close Tuesday 7 May, 2019 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 www.aacta.org/whats-on/aacta-pitch-forever-unexpected.

MINI ‘FOREVER UNEXPECTED’ MANIFESTO

Everyone has a little bit of unexpected.

A spirit that lurks beneath the surface.

Behind appearances.

Alec Issigonis had it. He was already in his 50s when he threw out the design rulebook to create a car in an oil crisis.

John Cooper had it. He saw the potential of that car to revolutionise auto racing.

And every MINI driver, past and present, has it.

For that, we thank them.

Artists, musicians, creatives, mums, even grandparents.

People who want to be rejuvenated every time they get behind the wheel.

For 60 years, unexpected has been the DNA of the MINI brand.

We have valued open mindedness.

We have questioned the status quo.

Asked, can’t it be better?

Can’t it still be magic?

Can’t it still be fun?

It’s why our cars make you feel the way they do.

It’s in their go-kart handling.

Their emotional design – not changing for change’s sake but only for what’s needed.

Their innovations that push the entire industry forward.

This 60th anniversary, let’s celebrate this attitude by bringing MINI’s timeless sense of fun, individualism and creativity to everything we do. After all, most things get boring with age.

But not MINI. We’re forever unexpected.

JOIN THE CONVERSATION

Official hashtag: #AACTAs | Facebook: /AACTAawards | Twitter: @aacta | Instagram: @aacta

For further information about AFI | AACTA visit: www.aacta.org

MEDIA ENQUIRIES

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IT'S ON!
IN SYDNEY

THE  STAR

