



## Media Release

For immediate release

# AACTA announces new partnership with MINI, supporting Australia's next generation of filmmakers and screen creatives

The Australian Academy of Cinema and Television Arts (AACTA) today announced a new partnership with **MINI Australia**, which will see the brand lend their support to three of AACTA's next generation initiatives – helping to nurture, empower and shine the spotlight on Australia's emerging screen creatives.

This year, MINI celebrates 60 years of innovation, icons and imagination. Through this exciting new partnership, MINI will support Australia's rising filmmakers, encouraging the creativity, individualism and sense of fun that they share with the iconic brand.

Joining AACTA in shining a dedicated spotlight on short filmmaking in Australia, MINI will be the Presenting Partner for **AACTA Shorts Fest** this August. The Festival, which features a tailored program of events highlighting short film and web series, will be held in Sydney, Melbourne, Brisbane and Perth.

Providing meaningful support to early career creatives and illuminating their unique voices and diverse stories, MINI will also take on presenting rights for two short film competitions: **AACTA Pitch: Forever Unexpected** and **#SocialShorts**.

Entries open today for **AACTA Pitch: Forever Unexpected presented by MINI**, a national short film pitching competition which encourages Australia's emerging filmmakers submit their unique, creative and fun ideas for short films 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 these emerging creatives 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 in front of a live audience and esteemed judging panel for the chance to win a grand prize which 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, invaluable feedback and mentoring opportunities with the judging panel, and much more!

AACTA's national online short film competition **#SocialShorts presented by MINI** will also return in 2019, providing Australia's short filmmakers the opportunity to have their work seen, shared and acknowledged by film enthusiasts and the Australian screen industry. 2019 marks the fifth year of #SocialShorts, which encourages audiences to vote for their favourite short films and share their favourites across social media.

As 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 thrilled to be partnering with MINI for some of our exciting next generation initiatives, including Shorts Fest, AACTA Pitch and #SocialShorts," said **AFI | AACTA CEO Damian Trehwella**. "We couldn't ask for a more fitting alignment for these programs than with MINI's iconic brand, which is known for its innovation, creativity and individuality."

"MINI is delighted to partner with AACTA and to support Australia's next generation of talented filmmakers," said **Alex McLean, National Marketing Manager of MINI Australia**. "For 60 years, MINI has been driven by a philosophy of individualism, creativity and innovation. Through our history and partnership with AACTA, we're thrilled to be able to inspire Australia's emerging filmmakers to continue to transform, create and push their industry forward."

– ENDS –

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

#### **AACTA PITCH: FOREVER UNEXPECTED PRESENTED BY MINI**

Entries are now open for AACTA Pitch: Forever Unexpected presented by MINI. 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. 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 Tuesday 7 May, 2019 at 5pm AEST. For full eligibility requirements and to enter, visit [www.aacta.org/whats-on/aacta-pitch-forever-unexpected](http://www.aacta.org/whats-on/aacta-pitch-forever-unexpected).

#### **ABOUT AFI | AACTA**

Formerly the Australian Film Institute (AFI), the Australian Academy of Cinema and Television Arts (AACTA) has been nurturing, supporting, promoting and celebrating excellence in Australian film and television for over 60 years. First held in 1958, the AACTA Awards are Australia's highest screen accolades and are considered the Australian equivalent of the Oscars® and the BAFTAs.

Today, AACTA continues to evolve and adapt to support the ever-growing and ever-changing Australian screen industry. AACTA now presents a total of 64 awards at major ceremonies in Sydney and Los Angeles; holds over 170 annual screen culture and industry events; supports emerging Australian filmmaking talent through initiatives such as AACTA PITCH and #SocialShorts; and continues to promote the Australian screen industry abroad via the Asia International Engagement Program and the AACTA International Awards.

Some of the biggest names in Australian and international screen have been awarded by AFI | AACTA, including Cate Blanchett (AFI | AACTA Ambassador), Dr George Miller (AFI Patron), Nicole Kidman and Russell Crowe, to name a few.

#### **ABOUT THE BMW GROUP**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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Official hashtag: #AACTAs | Facebook: [/AACTAawards](#) | Twitter: [@aacta](#) | Instagram: [@aacta](#)  
For further information about AFI | AACTA visit: [www.aacta.org](http://www.aacta.org)

## MEDIA ENQUIRIES

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