



MEDIA RELEASE

Thursday, 22 OCTOBER 2015

SYDNEY FILM FESTIVAL ANNOUNCES NEW BOARD APPOINTMENT

The Sydney Film Festival today announces the appointment of media entrepreneur, company director and philanthropist, Deanne Weir, to its Board of Directors.

Recently named one of the [20 Most Powerful Women in Global TV 2015](#) by the Hollywood Reporter, Weir has over 20 years' experience in media and communications.

On her appointment **Deanne Weir** said, "The Sydney Film Festival is a key event in our cultural calendar and a fascinating week of film and conversation. I am delighted to be joining the Board at a time when the Festival has been going from strength to strength."

Weir has had a successful career as an active board member for a number of companies. Currently, Weir chairs the boards of four private companies including Hoodlum, a BAFTA and Emmy award winning production company; and Ai-Media, a global innovator in speech-to-text services for broadcast and education. She is also the Deputy Chair of Screen Australia and a board member of Playwriting Australia and the Australian Women Donors Network.

In 2012, Weir and her husband Jules Anderson founded [WeirAnderson.com](#) which has acquired a meaningful equity position in several Australian companies, with Weir taking an active role on each board. At this time, the couple also established the WeirAnderson Foundation, a private ancillary fund with a particular emphasis on projects to improve the lives of women and girls.

SFF Board Chairman, Chris Freeland said, "Deanne's appointment is welcomed by the Sydney Film Festival Board. She is an extremely well regarded industry figure who brings not only her substantial expertise, but a great passion and shared vision for the Festival."

The appointment comes at a time of significant growth for the Festival. The 62nd Sydney Film Festival, which wrapped in June this year, saw attendances at screenings, events, and talks grow by 13% to 176,000. Total daytime attendances for the Festival also increased 20%, while sold out screenings increased by a 21 sessions.

Sydney Film Festival screens feature films, documentaries, short films and animation across greater Sydney. The Festival is a major event on the New South Wales cultural calendar and is one of the world's longest-running film festivals. For more information visit www.sff.org.au.

MEDIA ENQUIRIES

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