



## FilmAustralia leaders in documentary

Film Australia Sydney Office  
101 Eton Road, Lindfield NSW 2070  
PO Box 46 Lindfield NSW 2070  
Tel +61 2 9413 8777 Fax +61 2 9416 5672  
Film Australia Melbourne Office  
3rd Floor, 145 Smith St, Fitzroy VIC 3065  
PO Box 1220 Collingwood VIC 3066  
Tel +61 3 9416 4825 Fax +61 3 9416 4826  
[www.filmaust.com.au](http://www.filmaust.com.au)

information

# Marketing & Distribution

FILM AUSTRALIA HAS BEEN WORKING IN DISTRIBUTION FOR MORE THAN 20 YEARS AND HAS A WEALTH OF EXPERIENCE TO OFFER.

As well as programs made by Film Australia, we represent independently produced titles from leading filmmakers including Robin Hughes, Jessica Douglas-Henry and Mary-Ellen Mullane, Bob Connolly and Robin Anderson and Rod Freedman.

Film Australia promotes and sells programs both nationally and internationally. Recent titles have been licensed to the TG4 Ireland, RTE Ireland, Discovery, National Geographic, YLE Finland, Swiss Television, Telewizja Polska, American Public Television and Foxtel among others.

### National Sales

We promote programs to schools, higher education and training institutions, public libraries, resource centres, various community groups and government and non-government organisations. As well as our website and annual catalogue, sales tools may include advertising, trade displays, flyers, direct mail and e-newsletters as well as participation at workshops and conferences.

We send kits to our established networks of educational and non-theatric sub-distributors, and submit materials—including study guides we help develop—to education authorities, teacher associations and education journals for evaluation and review.

We also pitch programs for retail/sell-through licensing as well as distributing product direct through our existing channel of retail outlets.

### International Sales

In the global marketplace, Film Australia's catalogue is represented by ABC Content Sales, who provide a respected international distribution network and a highly developed sales and marketing infrastructure which enables our National Interest Program titles and independently produced documentaries to reach the widest possible audience.

ABC Content Sales has extensive, in-depth knowledge of US, Canadian, European and Asian territories. This highly qualified and experienced team has strong relationships with buyers and broadcasters around the

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# Marketing & Distribution —cont.

world and represents our distinctive catalogue at key international markets such as MIPDOC/MIPTV, MIPCOM and IDFA's Docs for Sale and in global sales and marketing campaigns.

### Distribution Advance

Documentary makers may be offered up to \$10,000 as a distribution advance, especially for history and science programs suitable for worldwide representation.

### Further Information

If you are interested in Film Australia distributing your program or would like more information about our distribution activities (including details of our standard Marketing and Distribution Agreement), please contact:

Lucy Milne  
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*Film Australia is an Australian Government-owned company.*