



Australian Government

Australian Consulate General

AUSTRALIAN FILM SHOWCASE 2016

Australia - South India Film Industry Forum

31st March - 1st April 2016, Hyderabad

The Australia-South India Film Industry Forum, Hyderabad, 31 March 2016

In June 2015, the Australian Consulate-General in Chennai held the first 'Australian Film Showcase' in Chennai, the first of a planned series of such events across South India. This is a one-of-a-kind initiative to building bridges between the film industries of South India and Australia by fostering partnerships between the film communities in Australia and South India and by bringing Australian cinema to audiences in major South Indian cities.

As part of the Australian Film Showcase series, the Consulate-General is hosting an Australia- South India Film Industry Forum to introduce Australian film industry professionals to major filmmakers from the burgeoning South Indian film industries to explore collaboration opportunities. The Forum will include a number of sessions on themes including: Post production, Special Effects and Digital Animation; Film and Media Education; Co-Production, Collaboration and Location Filming in Australia.

The Film Industry Forum will form part of the 2016 Australia Film Showcase in South India. A draft program for the Australia- South India Film Industry Forum and associated Showcase events is included below. All delegates registered for the Forum will automatically be able access the other events of the Australian Film Showcase. Interested delegates are invited to register by 30 January 2016 using the attached Registration Form.

Other elements of the Showcase in Hyderabad include:

Australian Film Festival (1-7 April 2016), PVR Cinemas, Kukkatpally, Hyderabad

As a platform to promote links between the Australian and South Indian film industries, the Consulate is working with a major Indian commercial cinema chain to mount an Australian Film Showcase, to a general public audience. The Showcase will present 12 Australian films with potential commercial appeal in India, including several recent releases and some earlier films of Australians who have subsequently succeeded in Hollywood.

Red Carpet Gala Dinner Event (31 March 2016), Hyderabad

The Consulate will organise a "Red Carpet" Gala cocktail dinner event, modelled on Hollywood red carpet events, to which local film celebrities and "glitterati", as well as government and business leaders, will be invited. This event will attract high-level media coverage.

Business Matching (31 March and 1 April, 2016), Hyderabad

The Consulate-General will assist participants to arrange for business matching sessions for Australian and Indian participants in the margins of the Film Industry Forum, as well as on the following day.

The Consulate-General has developed a good network of contacts with organisations such as the South India Film Chamber of Commerce (SIFCC), Annapurna Studios, Ramoji Film Studios, Reliance Media Works, Prasad Studios, Arka Media Works and Sivaji Films to name a few and can arrange for one-on-one meetings for delegates.

For film and media education providers, we also are able to arrange meetings with the four major film schools in Hyderabad, including the Annapurna International Film School based in the studio.

Visit to Ramoji Film Studios (1 April 2016), Hyderabad

The Consulate will organise a day trip to visit to Ramoji Film Studios in Hyderabad. Ramoji Studios is the world's largest film studio complex, making over 200 films per year, including some of India's biggest budget films.

Optional Extra: FICCI Frames, Mumbai, 28-30 March 2016

Australian film professionals travelling to Hyderabad for the Australia-South India Film Industry Forum may also wish to consider participation in the annual FICCI FRAMES event organised in Mumbai by FICCI (Federation of Indian Chambers of Commerce and Industry). Over the years FICCI FRAMES has come to be recognised as a leading event in the entertainment sector in India. For more information please visit <http://www.ficci-frames.com>

Participation & Logistics

Participation in the Australia- South India Film Industry Forum and associated events is free of charge. Participants would need to meet their own airfares, accommodation and ancillary costs. The Australian Consulate-General is negotiating concessional conference rates with its airline and accommodation partners, which will be advised following registration of intention to attend the Forum.

There are a range of flight options from Australian cities to Hyderabad, including through Malaysia Airlines, Singapore Airlines, Qantas/Jet Airways, Emirates, Ethihad, Cathay Pacific and Thai Airways. Hyderabad is also linked through the Middle East to Europe and other major global destinations.

For further enquiries, registration and participation details contact:

Ms Sukanya Ramanujan
Public Diplomacy Manager
Australian Consulate-General, Chennai
Sukanya.ramanujan@dfat.gov.au
+91 44 4592 1331/ +91 80562 33804

The South Indian Film Industry

India has a large and diverse film industry. Bollywood, the prominent face of Indian film industry, is well known around the world and attracts extensive international engagement. However the vernacular film industries of South India, although vibrant and quite large, attract far less attention. The Tamil-language “Kollywood” and Telugu-language “Tollywood” each produce over 200 films per year, many of which include at least a segment filmed overseas. South Indian movies account for over 50% of the total number of films made in India and a report compiled by Deloitte tags the value of South Indian film industry at slightly over USD 500, million growing at the rate of 12% every year. Tamil and Telugu film industries together account for about 90% of this market.



A majority of big budget Tamil and Telugu film makers increasingly use advanced technology- digital cameras, motion control systems and high quality sound and visual effects to match standards set by Hollywood and Bollywood. Although a majority of the films tend to be shot on a small budget there are also a number of big budget films that regularly get made in South India. For example, 'Baahubali', an epic historical fiction film made in Telugu and Tamil simultaneously, had an estimated budget of

¹'The Digital March: Media & Entertainment in South India'. Report by FICCI –Deloitte, December 2013

USD40 million, and is the most expensive Indian film made to date. It also became the highest grossing film in India, garnering USD 90 million in revenue. The second most expensive film made in India was also a South Indian film “Enthiran: Robot”, made with an estimated budget of USD 20 million. The list of the ten most expensive films made in India includes 6 South Indian films.

Tollywood and Kollywood are very dynamic and quick at adopting best practices across the value chain in film making - including newer film-making technologies to reduce cost and enhance audience experience, experimenting with new genres that require visual effects, usage of digital platforms for distributing and exhibiting films, and the increased use of social media to promote films to the intended target audience.



The South Indian film industry presents a range of opportunities for commercial engagement with market players from Australia. The Australian Consulate-General in Chennai has already established good links with major players in both Kollywood and Tollywood and the South Indian film industry is aggressive about pursuing partnership opportunities internationally around a number of areas including, but not limited to, post production services, special effects, digital animation, film media education, co-production, and location filming in international destinations.

Register now for the Australia-South India Film Industry Forum and explore these exciting opportunities!

Program of Events*

Wednesday 30 March

- pm Participants arrive in Hyderabad
18.00 Welcome drinks for Australian Participants

Thursday 31 March

Australia-South India Film Industry Forum**

- 10.00- 11.00 Opening Session
11.00-12.30 Presentations on Australian and South Indian film industries
12.30-14.00 Networking lunch
14.00-15.30 First parallel sessions
a. Film collaborations and the draft co-production agreement
b. Post-production and visual effects
c. Film marketing and distribution opportunities
d. Film and media arts education cooperation
16.00-17.30 Second parallel sessions
a. Location shooting in Australia and in South India
b. Animation and gaming
c. Film financing and incentive programs
d. Film and media arts education cooperation (continued)
17.30-18.00 Concluding Session
18.30 Media Conference
20.00-late Australian Film Showcase Gala Dinner

Friday 1 April 2016

Australia-South India Film Industry Forum

- AM Visit to Ramoji Film Studios - world's largest film studio complex
PM Additional Business Matching
18.00 Film Showcase Cinema Launch

*Events subject to modification

Parallel Session Objectives

Film Collaborations and Co-production

Speakers in this session will be briefed on the audio-visual co-production agreement that is in the final stages of finalisation between Australia and India and discuss how this could contribute to collaborative projects. Speakers who have previously worked on collaboration projects between the two countries will also share their experiences.

Post-production and Visual Effects

Australian companies offer state-of-the-art capabilities in post-production and visual effects, but our capabilities are not well known in India. At the same time, Indian capabilities in post-production and visual effects have strengthened in recent years. This session will provide an opportunity to showcase Australia's capabilities, understand India's capabilities, and identify scope for collaboration between Indian and Australian film-makers in utilising each other's post-production and visual effects strengths.

Film Marketing and Distribution Opportunities

Speakers from the Indian and Australian film industries will speak about the nature of their respective film distribution markets. The session is aimed at understanding how to promote Australian films in the Indian market, as well as opportunities for distribution of Indian films in the Australian market.

Film and Media Arts Education Cooperation

There are a number of major film schools in South India (with renowned schools such as the Annapurna International School of Film & Media, Prasad Academy, and Ramoji Academy of Film and Television located in Hyderabad). Most of the leading film schools already have international agreements for education cooperation, but there is considerable scope for Australian film and media arts education institutions to build partnerships with their Indian counterparts.

Location Shooting in Australia and South India

Indian films (including Telugu and Tamil productions) increasingly include a segment filmed in an overseas location, and some Indian film-makers are taking entire projects overseas. This session will present the strengths of Australia as a leading international filming destination, and provide an opportunity to discuss Indian requirements. The session will also share the experiences of Australian film-makers who have shot films in India, and discuss ways to make this easier.

Animation and Gaming

India's animation and gaming sector is considered one of the fastest growing industries in the country and is projected to soon be a multi-billion dollar industry. Australian companies will have an opportunity to showcase their cutting-edge capabilities in this space, and meet some leading south Indian players.

Film Financing and Incentive Programs

This session will present information on incentives that are provided by Australia in order to encourage Indian filmmakers to consider Australia as a filming location.