



**South Australian Film Corporation**



**FOR IMMEDIATE RELEASE**

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**FORMER MIRAMAX AND WEINSTEIN COMPANY EXECUTIVE JOINS  
SOUTH AUSTRALIAN FILM CORPORATION**

The South Australian Film Corporation’s (SAFC) Chief Executive Annabelle Sheehan is pleased to announce the appointment of former Miramax and The Weinstein Company executive, Michelle Krumm, as Head of Production, Development and Studio at the SAFC.

Michelle will start work on October 6 after relocating to Adelaide from Los Angeles where she’s been based for more than 20 years.

Michelle recently produced the critically acclaimed film *The Spectacular Now* starring Shailene Woodley and Miles Teller.

During her tenure with The Weinstein Company as Executive Vice-President, Head of Acquisitions & Co Productions she acquired films including *Vicky Christina Barcelona*, *My Blueberry Nights*, *The Road* and *All Good Things*.

Michelle has a strong connection with Australia and the Australian film industry having acquired many Australian films such as *Wolf Creek*, *Rabbit Proof Fence*, *Rogue*, *The Silence*, *Death Defying Acts*, *Like Minds*, and *Storm Warning* during her time in Acquisitions with Miramax and TWC.

South Australian Film Corporation’s (SAFC) Chief Executive Annabelle Sheehan said attracting somebody of Michelle’s calibre to South Australia is a major coup for the industry.

“Her experience, knowledge and global connections will play a vital role in opening up new opportunities for the South Australian film industry,” said Ms Sheehan.

“Michelle’s strong track record in development as well as her extensive experience in acquisitions and co-productions will substantially support the growth of the local industry and assist in attracting production to South Australia.”

Michelle is a key appointment in the new structure at SAFC which has seen the merger of the Adelaide Studios and Production Departments to achieve greater efficiencies and streamline industry engagement.

Michelle’s appointment will help build on recent South Australian successes with productions shot in the State or at the state-of-the-art Adelaide Studios including *A Month of Sundays*, *Tracks*, *The Water Diviner*, *The Rover* and *The Babadook*.

Australia has some of the best film talent in the world who exhibit daring and innovative filmmaking at its best, said Michelle.

“I look forward to working with the creative community here as well as supporting international productions in South Australia.”

Other key appointments in the new structure include Peter Hartley who has already started as Head of Corporate Services and Finance.

Peter joined SAFC after three years as Finance Manager and Company Secretary at the Australian Dance Theatre (ADT). He brings with him more than 25 years of finance and business administration experience including 15 years with Oxfam Australia.

In addition, Alison Bowman joins SAFC on September 28<sup>th</sup> as Manager, Communications. Her background in communications and in events management includes senior roles with the Goyder Institute for Water Research and the Australian Water Association as well as a range of media and arts organisations.

For more information visit [www.safilm.com.au](http://www.safilm.com.au)

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