

SCREEN AUSTRALIA FILMMAKER **MASTERCLASS**

THE STAR GOLD COAST

Monday 27 October 2025 11am - 6pm



**GRAINNE
BRUNSDON**



**BRUNA
PAPANDREA**



**AMANDA
GODDARD**



**CLAIRE
GANDY**



**CHANTELLE
MURRAY**



**DEANNE
WEIR**



**EDWINA
WADDY**



**HAYLEY
FALLOWS**



**JANE
NICE**



**JASON
HERNANDEZ**



**JULIE
ECKERSLEY**



**KRISTINA
CEYTON**



**LAUREN
SIMPSON**



**LOUISE
GOUGH**



**NATASHA
REY-BARRY**



**PAUL
WIEGARD**



**DR RUARI
ELKINGTON**



**SASHI
ARNOLD**



**STACEY
KWIJAS**



**CAMERON
MITCHELL**

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The Australian International Movie Convention Powered by Vista Group

Hosted annually by the Cinema Association Australasia (CAA), the Australian International Movie Convention Powered By Vista Group (AIMC) remains the only event in the southern hemisphere to provide opportunities to network with local and international colleagues from Cinema Exhibition, Distribution, Production, Technology & Cinema Equipment Suppliers under one roof. The AIMC is attended by all major and independent exhibitors and distributors from across Australia and New Zealand.



Attracting >800 delegates from Australia, New Zealand, Asia, the US and Europe, AIMC provides an invaluable opportunity to preview upcoming product from major and independent studios; learn about local and international trends from guest presenters; discuss latest technologies and cinema fit-outs with trade exhibitors; and network with colleagues and senior industry executives. The event is anchored by presentations from leading Australian and Hollywood distributors, showcasing their upcoming film slates. 2025 is the 78th Australian International Movie Convention and will be held at The Star Gold Coast from Monday 27 October 2025.



Screen Australia Filmmaker Masterclass

Introduced for the first time at the 2024 Australian International Movie Convention, the Screen Australia Filmmaker Masterclass unites the various sectors of the cinema industry with the common goal of creating more commercially appealing Australian films annually. The event was created in partnership with Screen Australia, with presentations from 23 exhibitors, distributors, filmmakers, marketers, publicists and screen agency executives, including presentations from Screen Australia, Screen Queensland & the Gold Coast Film Commission.



After the 2024 Masterclass Rob Connolly noted "It was terrific to see so many young and emerging filmmakers mixing with exhibitors, an important initiative with great long term impact. It was also excellent to see Australian Cinema showcased in such a significant way within the Convention" with Sue Maslin adding "A brilliantly curated program that brought filmmakers from around Australia to the coal face of screen business - and brought with it a heightened understanding of the challenges and the opportunities that lie ahead for theatrical feature films. It was electric to be in a room filled with filmmakers, distributors, exhibitors, and screen agencies all gleaming new insights together".

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What The Filmmakers Are Saying

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Going to the movies is the only place where you can fall in love, save the world and survive a zombie apocalypse, with popcorn and explosions. It's like going to a group therapy session - we all laugh, cry, and pretend we understand plot twists. It's magic!

Taika Waititi, Filmmaker

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The ONLY way for maximum appreciation of a movie, any movie, is to see it on a large screen with a wonderful sound system in the company of an audience. The atmosphere becomes thrilling as the film is shared by the viewers. A TV screen at home and the company of a small group of people simply doesn't compare. It's been gratifying to me to read recently of a world-wide trend back to the viewing of films in purpose-built theatres.

Bruce Beresford, Filmmaker

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The AIMC is one of the most valuable industry events I have attended over the years. High level intel about audiences from the coal face - the exhibitors - has helped inform our decisions about film development and connecting with audiences, something Film Art Media has built its business around. Distributor pitches are a 'must see' for any producer!

Sue Maslin AO, Producer

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I have been attending the Movie Convention regularly since the 80's. It provides Australian producers with a valuable opportunity to understand and appreciate the theatrical experience and its vital primary place in the release and marketing of Australian films.

Tony Ginnane, Producer

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2025 Program

Screen Australia, Screen Queensland and the Gold Coast Film Commission will be presenting at the Masterclass, along with leading Australian filmmakers, distributors, marketers and exhibitors. Presentations will include:

Know Your Audience: Making Films for the People Who Watch Them

This session explores how audience insights should guide every stage of a film's lifecycle - from the first draft to release. Filmmakers, distributors and exhibitors will unpack how to reach, excite and engage audiences.

Building the Blueprint: Packaging for a New Era of Australian Film

Independent films must compete with global blockbusters on lean budgets. This presentation examines how to build strong finance plans, attract investors and package projects for a rapidly evolving market - including what to include, common mistakes and why early marketing assets matter.

From Idea to Impact: Developing Stories with Global and Local Appeal

Development is often rushed, yet it's the most crucial phase of filmmaking. This session looks at what makes IP authentically Australian, how to avoid the stereotype and why thoughtful, well-supported development leads to stronger cultural and commercial outcomes.

Beyond the Box Office: Future-Proofing Your Film Through Strategy

Marketing and exhibition strategies must start early and last long past release. This panel explores PR, festivals, social media and innovative models offering practical ways filmmakers, distributors and exhibitors can help Australian films cut through.

TICKETS START FROM \$100 FOR THE MASTERCLASS

[CLICK HERE TO PURCHASE TICKETS](#)

**We are incredibly appreciative of the support of
Screen Australia and our industry partners**

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Program

Start	Presentation
10:45 AM	Arrival & Registration
11:30 AM	Welcome & Introductions
11:45 AM	Screen Australia Presentation
12:00 PM	Industry Keynote
12:20 PM	Panel Discussion Know Your Audience: Making Films For People Who Watch Them
1:05 PM	Presentation Building The Blueprint: Packaging For A New Era Of Australian Film
1:50 PM	BREAK
2:30 PM	Screen Queensland Presentation
2:50 PM	Panel Discussion Developing Stories With Global And Local Appeal
3:35 PM	Gold Coast Film Commission Presentation
3:45 PM	Panel Discussion Beyond the Box Office: Future-Proofing Your Film Through Strategy
4:30 PM	Bruna Papandrea: In Conversation With Edwina Waddy
7:30 PM	Rental Family Screening Fox Searchlight - The Walt Disney Studios