

May 17 - 2018

A LETTER OF SUPPORT

To whom it may concern,

I'm thrilled to be able to offer a letter of support for the Real Film Festival. As a filmmaker and transmedia consultant, I've had the opportunity to travel the world and be part of amazing international film festivals screening my films. From Sundance, through to Sydney, Edinburgh and Montreal - and dozens in-between - I'm pleased to say that the support offered by Annette and her great team is right up there to world-standard. Further to that, the agenda set by the festival - in focusing on real stories laced with veracity - is a very special and unique arena for filmmakers with an eye to real filmmaking.

Screening our film THE VEILED at the RFF was an amazing experience. A difficult film to programme because of its length and the nature of its subject matter in human trafficking, Ms Hubber created a unique berth through the festival and a comprehensive Q&A session that really opened the discussion to locals about the reality of the subject matter. Through that screening, Ms Hubber had invited buyers from Beamafilm and subsequently obtained distribution for the film. I'm looking forward to coming back this year with my team to run workshops in both heritage media and offering new learnings in transmedia iterations such as web-based storytelling and virtual reality.

Most importantly, though, is the opportunity that the festival provides as hub for industry growth in the region. Newcastle University is my alma mater, and I'm aware that for years numerous efforts have been engendered to create an industrial profile in filmmaking for the region above and beyond its location resources. The region is growing in a confidence that is really beginning to break out from its origins as a steel town. Much like Detroit, it is now building a groundswell of creative vision that is empowering the identity of the region. To that end, the production model that we developed for THE VEILED we are now about to bring to Newcastle. Utilising experienced heads of department from Sydney, we will be initiating a production entity to shoot in Newcastle later this year in the form of the feature film SHADE. With private equity raised out of Melbourne, we will be sowing the seeds of an industry in Newcastle that brings in local attachments to train, engaging local business in commercial dialogues to be inclusive and mutually beneficial and ultimately develop a confidence in the region that means we can create local stories, with local hands for international distribution. I'm writing this from the Cannes Marché as we speak, and have spent the past week speaking to distributors and sales agents about the very real challenges facing filmmakers and the route to return for indie and micro productions. It's certainly all possible and with the democratisation of technology at our fingertips, there's no reason it can't be as driven regionally as it is via centres like Sydney and Melbourne. Vital mediums like the Real Film Festival last year set this train in motion for our production company. Annette introduced enough capable individuals who can help us shape what we need to ensure that we will plant a flag in the sand for regional storytelling and create an avenue that is as agile as it is creative.

None of this would have happened had Ms Hubber not been setting a stage for commercial and creative respects through the Real Film Festival. I look forward to being a supporter for many years to come.

Sincerely,

Glenn Fraser
Partner
Transmedia Entertainment