



# DOC EDGE FORUM 2019

## AUCKLAND

### 31 MAY & 1 JUNE

#### DAY ONE - FRIDAY 31 MAY

Doc Edge Pitch, Ellen Melville Centre

9am – 3.30pm

Doc Pitch is a significant opportunity for filmmakers to pitch their documentary proposals to industry experts, to find new partnerships, receive feedback and progress their ideas to funding stage.

15 projects comprising short films, television series and feature documentaries will be pitched to local and international commissioning editors, funding agencies, distributors and sales agents.

This year we are very excited to welcome all Forum attendees and Doc Edge Pitch participants to a French-German luncheon reception at Hotel DeBrett. This reception is an exclusive opportunity to meet the international delegation.

#### Date-a-Doco

3.30pm – 4.30pm

A closed session of fast-paced, one-on-one meetings between panellists, pitchers and selected filmmakers.

#### DAY TWO - SATURDAY 1 JUNE

Doc Edge Forum, Ellen Melville Centre

9.15am – 9.45am

**Registration**

9.55am

**Welcome**

10.00am – 10.30am

**Keynote Speech**

**Amie Mills**, Head of Funding, NZ on Air

**Annabelle Sheehan**, CEO, NZFC

10.30am – 11.30am

**Beyond Borders: Tool Kit for International Co-pros**

**Colleen Champ**, Co-production Manager, Screen Australia

**Stephen Oliver**, Commissioning Editor, ABC Australia

**Martin Pieper**, Head of ARTE – Aktuelles, ARTE/ZDF, Germany

**Matthew Metcalfe**, Producer GFC, NZ

Moderator: **Mladen Ivancic** CFO, NZFC

Increasingly, international co-productions are becoming more and more vital in being able to not only produce a film but also to attract market interest and potential audience reach. Hear from leading documentary co-production experts from Singapore, Australia and NZ.

11.30am – 11.45am

### **Morning Tea**

11.45am – 12.45pm

### **Launching Your Documentary to the World**

**Cristine Dewey**, Managing Director, ro\*co Films, USA

**Kaye Warren**, Acquisitions Manager, SBS Australia

**Phil Bremner**, Owner, Vendetta Films, NZ

**Kimberly Dilts**, Distribution Strategist, Film Ignite, USA

Moderator: **Fiona Gilroy**, Content Sales & Distribution Manager, Flame Distribution, Australia

There's tough competition out there for distribution. How do you get your film noticed and what will make you stand out in the crowd? Distributors and sales agents will share case studies on how filmmakers can make the most of the market. They will discuss insights into their sales and festival strategies, and what types of documentaries are hot in the market.

12.45pm – 2.00pm

### **Lunch**

2.00pm – 3.00pm

### **Rebooting NZ One-Off Docos**

**Kay Ellmers**, Senior Commissioner, RNZ

**Amie Mills**, Head of Funding, NZ on Air

**Annabelle Sheehan**, CEO, NZFC

**Dan Salmon**, Independent Director

Moderator: **Alex Lee**, Director, Doc Edge

In March 2019, NZ On Air hosted a Factual Wānanga. Guests and speakers unanimously agreed that NZ one-off documentaries are under threat. This appears to be in stark opposition to global trends where there is a voracious appetite for thought-provoking, single-broadcast documentaries. This work session is an opportunity for the NZ documentary sector to come together and find inspiring and practical strategies to foster and enable more quality, one-off documentary content for NZ television. This is a must-attend for anyone interested in the revival of quality, one-off documentaries by NZ storytellers that are relevant to the world.

3.00pm – 3.15pm

### **Afternoon Tea**

3.15pm – 4.15pm

### **VOD is The New Black**

**Stuart Moulds**, Creative Director, DocPlay, Australia

**Orly Ravid**, Founder & Co-director, The Film Collaborative, USA

**Paddy Buckley**, Head of Video Products & Strategy, Stuff, NZ

**Søren Schumann**, Head of Department ARTE, RBB

Moderator: **Jess Keogh**, VOD Digital Manager, Doc Edge

VOD platforms are revolutionising the way we consume documentaries. There is no longer any need to switch on the TV or go to the theatre. But what does this mean for content creators? How can they use this to their advantage? VOD platforms instantly open the possibility of reaching a global audience, but there are many pitfalls producers need to look out for when distributing their content via this new approach. Traditional filmmakers might view VOD as a threat to long-established revenue generators, but this session will lift the lid on the norm by providing an inspiring deep-dive into how VOD is an exciting new frontier for global documentary distribution.

4.15pm - 4.20pm

### **Short Break**

4.20pm – 5.00pm

### **PARALLEL SESSIONS**

#### **Session 1. Fiscal Sponsorship in the USA**

**Dana Merwin**, Program Officer, International Documentary Association, USA

What does fiscal sponsorship mean and how does it work? This session will break down the basics of fiscal sponsorship and how it can be a funding opportunity for your film. IDA's fiscal sponsorship program is open to independent filmmakers and documentarians, regardless of education, background or previous credits. Fiscal sponsorship is a formal arrangement in which a public charity agrees to sponsor a project that furthers the charity's mission for the purpose of fundraising through grants and donations. Last year, IDA administered over 7 million dollars in donations and grants to sponsored projects.

Q&A to follow.

**Session 2. Protect Your Upside: Don't Get Screwed When You Have a Hit**

**Richway Ponnampalam**, Managing Partner (Co-Productions), Aurora Media, Singapore

This session will touch on the legal topic of IP protection and the full gamut of rights related to IP when signing a distribution deal for a documentary or when negotiating a deal with a producer/distributor. The session will also touch on key commercial points such as the waterfall for computing the distribution of gross receipts post distribution, and common pitfalls.

Q&A to follow.

5.30pm – 6.30pm

**Networking drinks, Everybody's, Imperial House**