

# 3 August 2010 Film Victoria to hold Australia's first screen audience summit

Specialist speakers, cutting-edge research shines spotlight on audience trends, behaviours

3 August 2010 Film Victoria is convening Australia's first ever summit for Victorian screen practitioners on identifying and engaging screen audiences. Arresting Audiences, a two-day summit for producers, screenwriters, directors and script editors, will explore the importance of connecting with audiences, and how to best use that connection to make great content. To be held in Melbourne on 23 and 24 September, the summit will bring together the latest research, specialist speakers and international and national practitioners to present the big picture about audience. Film Victoria CEO Sandra Sdraulig said in being described as the most innovative state screen agency in Australia, it was fitting that Film Victoria should lead the way in new audience engagement initiatives. Arresting Audiences is the first event of its kind in Australia to focus specifically and entirely on audience, Ms Sdraulig said. We have commissioned our own research to ensure attendees receive up-to-the-minute, relevant and tailored data on audience perceptions, and we've gathered research from around the world to shape and inform the summit program. Audiences are vital to the success of a project, but they can be elusive. So we're getting the experts together to ask the questions, what do they look like? And how do you capture them? Our aim is to connect screen practitioners to useful tools, resources and cutting edge research and information to make great content. Arresting Audiences will offer screen practitioners a wealth of knowledge, experience and research into audience. Attendees will engage with experts in demographics, marketing, advertising, audience testing and genre, and receive up-to-the-minute research on screen audiences, as well as practical advice, take-home tools and resources. They will also have the opportunity to network with other practitioners, film distributors and industry broadcasters. Minister for Innovation Gavin Jennings said the Victorian Government's screen industry strategy, Our Vision On Screen, released in November 2009, highlights its commitment to increasing audience engagement with local screen content. The Brumby Labor Government understands the importance of supporting a vibrant screen culture that actively engages with audiences, and through Film Victoria we are leading the way in audience engagement strategies, programmes and initiatives. This summit will contribute to the growing emphasis on producing content and formats that attract audiences and match ever-changing viewing behaviours and preferences. Tickets for the two-day summit are \$75, all inclusive. For more information, including the programme, speaker profiles and ticketing, go to [www.film.vic.gov.au](http://www.film.vic.gov.au).

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