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Sandra Sdraulig to host AFTRS' Friday on My Mind in Melbourne

In March 2012, the Australian Film Television and Radio School will launch a weekly screen arts discussion forum, Friday on My Mind, in Melbourne, with eminent arts leader Sandra Sdraulig, as host.

As it is in Sydney, Friday on My Mind in Melbourne will take place every Friday from 5 . 6pm as a free event at the Australian Centre for the Moving Image (ACMI), exclusive venue partner for the Melbourne series.

Friday on My Mind, the brainchild of AFTRS CEO, Sandra Levy, was originally launched in Sydney in 2008, and over 130 sessions later has become a highly respected and trusted event where practitioners across film, television, new media and the performing arts can discuss their work and ideas. Led by hosts who themselves are actual filmmakers and film journalists, the well researched sessions help to inform audiences of the creative processes that have shaped individual careers, and often discussions are followed by a screening.

Friday on My Mind provides a free and open forum with a live audience in which the industry and interested general public can hear from the best in the screen arts and broadcast business first hand. Previous guests have included Alex Proyas (dir. *Dark City, I, Robot*), Rachel Ward (dir. *Beautiful Kate*), Jon Casimir (prod. *The Gruen Transfer*) and Bruce Beresford (dir. *Mao's Last Dancer*).

Sandra Levy says, "I am delighted that we are able, at last, to bring Friday on My Mind to Melbourne and with the perfect host and perfect location. Sandra Sdraulig brings with her over 20 years of extensive and diverse experience in both the cultural and commercial sectors of the Australian screen arts sector. She is one of Melbourne's most esteemed, knowledgeable and experienced film practitioners and she will provide a must have experience for everyone interested in the art and practice of film."

Says Sandra Sdraulig, "It's rare to get detailed and practical insights into the creative process, so I am really delighted to be hosting this unique event which is all about sharing ideas and discussing creative practices in a respectful environment."

Sdraulig was CEO of Film Victoria, the Victorian Government film, television and digital media development, investment and production attraction agency from 2002 to 2011 and during her tenure was instrumental in transforming the Victorian industry from critically low levels to the highest on record. Prior to joining Film Victoria, Sandra was the Director of the Melbourne International Film Festival for four years, leading both the creative and administrative responsibilities of the event and successfully repositioning the Festival to become one of the state's most preeminent arts events. She has also held the position of Film Distribution, Acquisitions and Marketing Manager for Palace Films and Film Distribution Manager for the Australian Film Institute. She is currently the Chair of the Big Pond Adelaide Film Festival and has been a Board Member of the South Australian Art Gallery since 2007.

Over 70 edited transcripts of interviews from Friday on My Mind sessions have been published in *LUMINA*, AFTRS's Journal of Screen Arts and Business, a quarterly publication dedicated to encouraging challenging discourse on the issues most significant to the Australian screen arts and broadcast sector.

Details on weekly guests appear in AFTRS's weekly Red-Alert e-bulletins, that anyone can sign up to receive via the AFTRS's website: aftrs.edu.au/redalert.



About AFTRS

As the national screen arts and broadcast school, the Australian Film Television and Radio School is the only institution of its kind in the country - with professional, industry standard, film, television, radio and production facilities all under one roof. It is dedicated to nurturing and preparing the next generation of Australian screen storytellers, broadcasters and digital practitioners and delivers courses across the nation. Courses are spread across the following levels: Foundation Diploma . Introduction to Concepts & Skills; Graduate Certificate . Fundamentals in Specialist Skills; Graduate Diploma . Intensive Professional Creative Practice; and Masters Programs . Leadership & Innovation. AFTRS is federally funded by the Australian Government, and all award courses are FEE-HELP approved. AFTRS also delivers short courses nationally through AFTRS OPEN.

www.aftrs.edu.au

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