

For more information regarding this Media Release please call

MIRANDA BROWN PUBLICITY

1st Floor, 110 Argyle St, Fitzroy ☒ PO Box 2765, Fitzroy VIC 3065
T: (03) 9419 0931 F: (03) 9417 4475 E: info@mbpublicity.com.au

BIGPOND®
ADELAIDE FILM FESTIVAL

Adelaide Film Festival announces Sandra Sdraulig as new Board Chair

The BigPond Adelaide Film Festival announced today that **Sandra Sdraulig** will be the new Chair of the Adelaide Film Festival Board, taking up the position vacated by Cheryl Bart, who is stepping down.

Sandra Sdraulig said "I am delighted and honoured to be steering an event and organization that has not only been wholeheartedly embraced by audiences and the industry alike but that has so quickly and effectively developed an international reputation for delivering an innovative and bold festival and investment program. In a spirit of collaboration, I look forward to working with the Board, management, Government and the industry, to build on this extraordinary success."

On the appointment, Premier Mike Rann said "Until recently, Sandra Sdraulig was CEO of Film Victoria, and under her leadership, she saw the Victorian film industry reach the highest levels of film investment on record, improving annual production output from \$90 million to over \$260 million. Prior to leading Film Victoria, Sandra was Executive Director of the Melbourne International Film festival - one of Victoria's pre-eminent arts events. She's been a member of the Adelaide Festival of the Arts Board, and a board member of the South Australian Art Gallery. I could not think of anyone better than Sandra to fill this position given her background in film investment and in running a major film festival, and builds on her already strong connections to South Australia's arts community."

Outgoing Chair Cheryl Bart said %o

Premier Mike Rann paid tribute to Cheryl Bart, saying "Cheryl Bart's contribution to the South Australian film industry has been immense, both in her role as Chair of the South Australian Film Corporation, and as the inaugural Chair of the Adelaide Film Festival. The Film Festival, under Cheryl's guidance and the Artistic Direction of Katrina Sedgwick, has been one of the great South Australian Arts success stories. The festival has come up to be one of the top 50 in the world, the first in the world to have it's own investment fund, with many of its films going on to international acclaim at Cannes, MOMA in New York and a swag of AFI awards. Cheryl will stay on as chair of the SAFC, and of course it's a very big week with the official opening of the new Adelaide Studios."

The 2013 BigPond Adelaide Film Festival will take place from 10-20 October 2013.