



FOR IMMEDIATE RELEASE
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Mad Men to inspire NZ Screen Industry

Get Ahead at this year's SPADA Conference

12-13 November, InterContinental Hotel, Wellington

Matthew Weiner, series creator and executive producer of this year's Emmy Award winner for Outstanding Drama *Mad Men*, is the keynote speaker for this year's SPADA (Screen Production and Development Association of New Zealand) conference held at Wellington's InterContinental Hotel on 12 and 13 November. *Mad Men*, set in the world of advertising on New York's Madison Avenue, is a multi-layered 1960s period drama. Since its inception *Mad Men* has garnered a slate of awards including last year's Emmy and two consecutive Golden Globes for Best Television Drama Series. Weiner was an executive producer and writer for the critically acclaimed television series *The Sopranos*.

The SPADA Conference brings together international and national screen industry speakers. It includes plenary sessions, workshops and masterclasses covering producing, creating, financing and distribution. SPADA is the industry body that represents New Zealand's independent film and television practitioners on all issues affecting the business and creative aspects of screen production.

New Zealand television producer **Julie Christie** will give this year's John O'Shea Memorial Address. Founder and Chief Executive of Eyeworks New Zealand and Australia, Julie has achieved most of her international success with unscripted formats including *The Chair*, *Miss Popularity* and *Treasure Island*. Julie received the 2006 SPADA Independent Producer of the Year Award.

Film and television actress **Geraldine Brophy** (*Second Hand Wedding*, *Dancing with the Stars*, *Shortland Street*) is the Conference Mistress of Ceremonies.

Co-production is one of the themes of this year's conference with specific reference to arrangements with the UK, Australia and Korea.

UK producer **Gareth Wiley**, winner of this year's Golden Globe for Best Picture Comedy for *Vicky Christina Barcelona*, is attending the conference. Gareth has worked extensively with Woody Allen (*Vicky Christina Barcelona*, *Scoop*, *Match Point*, *Cassandra's Dream*). Gareth is currently an executive producer of the NZ/UK co-production *Tracker*. The producing team includes New Zealand executive producer and SPADA President Richard Fletcher (*Under the*

Mountain), New Zealand producer Trevor Haysom (*In My Father's Den*) and UK producer David Burns. *Tracker* directed by the UK's Ian Sharp, stars Ray Winstone (*Sexy Beast*) and Temuera Morrison (*Once Were Warriors*).

German director **Andreas Dresen** whose feature *Cloud 9* was selected for the 2008 Cannes Film Festival Un Certain Regard section will be speaking at the conference.

Other international guests include **Michael Klein**, Senior Vice President of Content at the Travel Channel Media, and Australian producer **Antony Ginnane**, who has produced, co-produced and executive produced 60 feature films, TV movies and mini-series; and has expertise in French new wave cinema.

New Zealand producer **Dave Gibson** (*After Shock*, *The Insiders Guide to Love*), who is the Managing Director of the Gibson Group and has extensive experience in film, television and museum installation, is chairing a session with **Graeme Mason**, the new Chief Executive of the New Zealand Film Commission.

Park Road Post Production Masterclasses include Film Scoring with director **Jonathan King** and composer **Victoria Kelly**. Jonathan and Victoria worked together on the New Zealand feature film *Under the Mountain* based on the children's novel by Maurice Gee. LA based film animation artist **John Stevenson** will present the 3D Animation Masterclass. John was at the helm of Dreamworks latest animation concept *Kung Fu Panda*.

"This year's conference is all about getting ahead. Film and television practitioners will hear about the latest trends, learn about the latest technologies to enhance storytelling, meet new colleagues, and be inspired," says SPADA's Chief Executive Officer, Penelope Borland.

The conference also includes South Pacific Pictures' Big Pitch pitching competition held during the Screenrights' Lunch.

At the TVNZ sponsored dinner hosted by the Minister for Broadcasting, Hon Dr Jonathan Coleman, the SPADA New Filmmaker of the Year, the SPADA Independent Producer of the Year, and the SPADA/Onfilm Industry Champion will be announced.

SPADA Industry Awards are supported by the following sponsors: New Filmmaker of the Year (**Principal Sponsor**: Park Road Post Production, **Sponsors**: Panavision, FACB, Kodak, Stage and Screen and Air New Zealand); Independent Producer of the Year sponsored by Crombie Lockwood/MTJ's; and SPADA/Onfilm Industry Champion.

The SPADA Conference is supported by the following sponsors: **Principal Sponsor** NZ Film Commission, **Premium Sponsors** TVNZ, Park Road Post Production and Wellington City Council, **Key Sponsors** New Zealand On Air, Te Puni Kōkiri, Screenrights, TV3, **Sponsors and Supporters** Crombie Lockwood/MTJ, Film Finances, FIUA, Fujifilm, Fulcrum Media Finance, Havana, Images & Sound, Māori Television, New Zealand Trade & Enterprise, Onfilm, South Pacific Pictures, Stage and Screen, The Film Archive, Voyage Affaires: and SPADA's **Premiere Partner** Telecom.

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Notes for Editors:

1. Formed in 1982, the Screen Production and Development Association of New Zealand (SPADA) represents the collective interests of independent producers and production companies on all issues affecting the business and creative aspects of screen production in New Zealand.
2. SPADA is the leading advocate for New Zealand's independent screen production practitioners.
3. SPADA is the industry body that represents New Zealand independent film and television practitioners on all issues affecting the business and creative aspects of screen production.
4. SPADA campaigns and negotiates on a variety of issues that are key to the success of the independent production sector, including protecting intellectual property and building on the terms of trade for commissioning, licensing and funding of programmes and films. Recent successes include arrangements with the government broadcasting funding agency, New Zealand on Air, to enable production companies to recoup better returns from international sales.
5. SPADA's team provides advice on a range of topics including:
 - Broadcaster terms of trade and commissioning agreement
 - Underlying rights clearances and acquisition
 - Umbrella deals
 - Pre-sales and co-productions
 - Digital media rights
 - Music rights
 - Anti-piracy activities
 - Disputes Resolution