



MEDIA RELEASE:

The Australian Directors' Guild announces a Commercial and Content Directing Mentorship for female directors.

13 October 2016

The **Australian Directors' Guild (ADG)** has partnered with **The Communications Council** and **seven advertising production companies** to offer commercial and content directing mentorships to female directors.

As part of the support received from **Screen Australia's Gender Matters: Brilliant Careers** initiative, advertising production companies from New South Wales, Victoria and Western Australia will mentor up to seven female directors.

Screen Australia's Gender Matters: Brilliant Careers initiative aims to generate sustainable careers in the screen industry for women. Funding received from the initiative will be administered by the ADG to the successful applicants as stipends in undertaking the mentorships.

"In less than four months after being announced as a Gender Matters: Brilliant Careers recipient, we are thrilled to see the Australian Directors' Guild has so quickly turned their directing mentorship program into reality," said **Nerida Moore**, Senior Development Executive at Screen Australia. "The commercial screen sector represents a fast-paced and varied learning ground for directors, and history shows careers in drama and documentary often follow. This ADG program has a modest barrier to entry, so I encourage women looking to take the next step in their career to not let this opportunity go by."

"Many of our great directors have forged careers in the television commercial sector as it is an important and exciting place for directors to show their skills as visual storytellers. This is a great opportunity to open this field up to more female directors," said **Kingston Anderson**, the Australian Directors' Guild CEO.

"We are thrilled to partner with the ADG on this important initiative to support ongoing career pathways for female directors in our industry. Diversity in its broadest sense across commercial creativity is critical to the development of insightful, relevant and effective ideas for business. We welcome the opportunity to work with our **Commercial Producers Council (CPC)** members in mentoring these talented female directors, and look forward to their future success as creative leaders." said **Tony Hale**, CEO, The Communications Council.

Production companies participating include CPC members **FINCH, PHOTOPLAY FILMS, REVOLVER, RABBIT, CURIOUS FILMS (all NSW), OTTO EMPIRE (VIC)** and **BEAUTIFUL PICTURES (WA)**.

The Commercial Producers Council (CPC) is part of The Communications Council, for more information visit www.communicationscouncil.org.au

Eligible are those applicants that can demonstrate an elementary level of skill and experience as a director. For more information about eligibility please email development@adg.org.au

Applications will be open from Friday 14 October 2016 until the 30 November 2016 with the following application materials to be supplied and sent via email to development@adg.org.au

- An application form downloadable from the ADG website or available upon request
- A two minute show reel demonstrating the applicant's visual style
- Up to two additional pieces of work the applicant has directed which can include any screen content such as short films, documentaries, commercials, branded content, corporate videos, music videos, animations etc.
- A one minute piece-to-camera pitch explaining why the applicant should be chosen for the mentorship
- CV including awards and festivals won or participated in
- A reference from a screen industry practitioner

For more information please contact the Australian Directors' Guild on (02) 9555 7045 or email development@adg.org.au