

## MEDIA RELEASE

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### NEW SHORT FILM COMPETITION SPOTLIGHTS EMERGING AUSTRALIAN TALENT

Australia's next generation of top filmmaking talent is on show following today's launch of a new national online short film competition.

Launched by AFI | AACTA (Australian Film Institute and Australian Academy of Cinema and Television Arts) in partnership with Hyundai, the **AFI | AACTA Social Shorts Powered by Genesis** competition will highlight emerging filmmakers as their short films go head-to-head to win in three categories – Comedy, Drama and Independent.

The six-week competition will see short films watched and voted for online, with viewers sharing their votes via Facebook. Social media will play an integral part in the competition to introduce new audiences to Australian short films and filmmaking talent, and to acknowledge the public's interest in online screen content in this prolific phase of the screen era.

Each Social Shorts category will own the spotlight for two weeks exclusively - with the category's winning film announced at the end of the fortnight. To cast a vote, audiences simply 'like' their favourite short films on the Social Shorts website ([www.socialshorts.com.au](http://www.socialshorts.com.au)) and share via Facebook – the short film with the most 'likes' in each category will win.

"Excellence in short film has been recognised and awarded by AFI | AACTA since 1970. Short films so often serve as calling cards and stepping stones for our brightest emerging filmmakers, and prominent Australian filmmakers who have progressed their careers internationally following their short film success in Australia include Adam Elliot, Jane Campion, Peter Weir, Rachel Griffiths and David Michôd, amongst others," said AFI | AACTA CEO Damian Trehwella.

"AFI | AACTA Social Shorts Powered by Genesis was launched in 2014 in partnership with Hyundai to build on this strong tradition by providing an unprecedented opportunity for emerging Australian filmmakers to have their work seen, shared and acknowledged by film enthusiasts and the film industry."

Competing films will provide viewers with a strong delivery of quality films, with many, including *Phantom Limb*, *Makeover* and *Great Adventures*, national and international film festival favourites.

A celebration of great Australian acting talent will also be recognisable with narration by AACTA Prez Geoffrey Rush in three *Australian Encounters* entries, the outstanding work of *Puberty Blues* actors Susan Prior and Ashleigh Cummings on show in *Snowblind*, and a fresh approach with student-produced films, *Loot* and *Where's Pierre?*

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Social Shorts entrants comprise those short films which entered but were not nominated for the 4th AACTA Awards. The winning filmmakers in each category will receive a cash prize, industry-wide recognition and tickets to attend the 4th AACTA Awards Luncheon presented by Deluxe in Sydney, where they will have the opportunity to network, make new connections with industry peers and discuss collaborations with Australian film leaders.

Hyundai is the inaugural presenting partner of AFI | AACTA Social Shorts Powered by Genesis. Hyundai's new Genesis brings next-generation design, engineering and technology to the Australian market. Genesis takes traditional concepts of luxury and evolves them as only Hyundai could dare.

"Genesis signals a new era in the evolution of Hyundai. The Social Shorts initiative is an exciting opportunity for emerging filmmakers and we're proud to be supporting Australia's film industry and its new generation of talent," said Oliver Mann, Hyundai's Director of Marketing.

For further information on Social Shorts and to vote, visit the Social Shorts website [www.socialshorts.com.au](http://www.socialshorts.com.au), and share your favourites on social media. To keep abreast of the competition, follow AACTA on Facebook: [www.facebook.com/AACTAawards](http://www.facebook.com/AACTAawards).

**Ends**

#### **ABOUT AFI | AACTA**

The Australian Film Institute | Australian Academy of Cinema and Television Arts connects the public and the screen industry with great Australian screen productions, and the talented people who make them. Membership of the AFI (open to all) and AACTA (open to screen professionals) includes access to year-round screenings and events. The AACTA Awards – the nation's highest screen accolades – recognise, encourage, promote and celebrate film and television excellence in Australia. The AACTA Awards Luncheon presented by Deluxe (27 January 2015) and the AACTA Awards Ceremony & Official After Party (29 January 2015) are held annually in Sydney. The AACTA Awards are proudly supported by the NSW Government through its tourism and major events agency Destination NSW, and are a key creative industries event on the NSW Events Calendar. The 4th AACTA Awards follow three highly successful Awards seasons since the launch of AACTA by the Australian Film Institute (AFI) in 2011.

#### **ABOUT HYUNDAI MOTOR**

Established in 1967, Hyundai Motor Co. has grown into the Hyundai Motor Group, with more than two dozen auto-related subsidiaries and affiliates. Hyundai Motor -- which has seven manufacturing bases outside of South Korea including Brazil, China, the Czech Republic, India, Russia, Turkey and the U.S. -- sold 4.73 million vehicles globally in 2013. Hyundai Motor, which employs almost 100,000 employees worldwide, offers a full line-up of products including small to large passenger vehicles, SUVs and commercial vehicles. Hyundai Motor strives to strengthen its leadership in clean technology, starting with the world's first mass-produced hydrogen-powered vehicle, ix35 Fuel Cell. Further information about Hyundai Motor and its products is available at [www.hyundai.com](http://www.hyundai.com).

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Hyundai Motor Company Australia Pty Ltd (HMCA) was established on October 1st, 2003 as a wholly owned subsidiary of Hyundai Motor Company. The award-winning range of Hyundai vehicles continues to set segment and industry benchmarks in value, quality, and safety, with innovations such as Vehicle Stability Management, Electronic Stability Control, and Australia's first five-year warranty with unlimited kilometres.

Hyundai Motor Company is the fastest growing automotive brand since 2005, according to the 2012 Interbrand 'Best Global Brand' survey, with an increase of 115%. The growth rate of the Hyundai Motor Company brand in the last year alone has been calculated at 24.4%, against an industry average of 11.2%. Its current brand value of US\$7.5 billion ranks it seventh among global automotive companies.

Hyundai vehicles are sold in 186 countries through some 5,300 dealerships and showrooms. For more information visit: [www.hyundai.com.au](http://www.hyundai.com.au)

#### JOIN THE CONVERSATION

Official hashtag: #AACTAs  
Social Shorts hashtag: #SocialShorts  
Facebook: /AACTAawards  
Twitter: @aacta  
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Website: [www.aacta.org](http://www.aacta.org)

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