



## IN A MILESTONE YEAR FOR AUSTRALIAN FILM 2009 SAMSUNG MOBILE AFI AWARDS EVENT DETAILS REVEALED

In a year which is proving to be a milestone for the Australian film industry, details for the **2009 Samsung Mobile AFI Awards** were revealed today.

The **Australian Film Institute** is delighted to confirm that the **2009 Samsung Mobile AFI Awards** will take place in **Melbourne** at the spectacular **Regent Theatre on Saturday 12 December**. The ceremony will be hosted by the stunning and lively **Julia Zemiro** and broadcast on the **Nine Network at 9.30pm** that same night.

The **2009 Samsung Mobile AFI Awards Ceremony** will be preceded by the **2009 Samsung Mobile AFI Industry Awards presented by Digital Pictures on Friday 11 December**, which will also be held at the **Regent Theatre**.

**Host Julia Zemiro** is looking forward to the awards and says: "I am delighted to be stepping from the feisty Rockwiz stage, for one night only! to the splendour of the Regent Theatre to host the 2009 Samsung Mobile AFI Awards. Rockwiz is an AFI Award Winner so it seems only fair that I return the favour."

This announcement follows on from the news of the unprecedented multimillion dollar three-year partnership with Samsung Mobile as the new title sponsor of the **SAMSUNG MOBILE AFI AWARDS**.

The Australian film industry is witnessing a landmark awards year (October to October) with box office figures surging past \$60 million and a **record number of 26 feature films vying for nominations** for the **2009 Samsung Mobile AFI Awards**.

**AFI Patron Dr. George Miller** commented on the ascent of Australian film "There's nothing wrong with the Australian film industry that a few good films won't fix and there's more than a few good films eligible for this year's AFI Awards. Our filmmakers are working in every genre, and with a lot more rigour towards storytelling and engagement of audiences. Looking at releases over the past 12 months it's difficult to remember another time when there was such a range of good films. In the past there was the occasional Australian film that would pop up like a flower among the weeds. Lately there seem to be a lot of flowers. And the last time I had a sense of this happening was in the late 70s and early 80s".

Films in this year's awards have collectively outperformed the box office reached in many previous cycles. Nine films have exceeded \$1 million including *Mary & Max*, *My Year Without Sex*, *Disgrace*, *Balibo*, and *Beautiful Kate*. *Samson and Delilah* took \$3 million. *Charlie & Boots* is on track for \$4 million. *Mao's Last Dancer* is only three weeks old and sprinting to near \$10 million already. And of course *Australia*, launched late last year but grossed a monstrous \$37.5 million into this year, making it the #2 all time Australian film at the domestic box office. This equates to between 5 and 6 million attendances to Australian films in the past 12 months.

The nominations for **non-feature, feature film** and **television AFI Awards** will be announced at a **media and industry event in Sydney at the Chauvel Cinema on Wednesday 28 October, 2009.**

In an exciting change to celebrate the strength of Australian film, this year six nominees instead of the traditional four will be announced for the **2009 Samsung Mobile AFI Award for Best Film**, and the newly inaugurated **AFI Members' Choice Award.**

The **2009 Samsung Mobile AFI Awards** will take place in Melbourne at the spectacular **Regent Theatre on Saturday 12<sup>th</sup> December** and broadcast on the **Nine Network at 9.30pm**

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