

# SYDNEY FILM FESTIVAL



The following CASE STUDY summarises PARTNERSHIP HIGHLIGHTS  
between LEXUS AUSTRALIA & SYDNEY FILM FESTIVAL

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# SYDNEY FILM FESTIVAL

## LEXUS AUSTRALIAN & SYDNEY FILM FESTIVAL

Lexus Australia proudly supported Sydney Film Festival (SFF) through a highly successful, 5-year partnership (2015-2019). As leading advocates for the local film industry, Lexus made essential and significant contributions to support both the running of the Festival and promising Australian filmmakers.

An impressive \$600,000 investment to the [Lexus Australia Film Fellowship](#), presented by SFF, formed the pinnacle of the partnership by establishing an exceptional foundation for 12 aspiring filmmakers to unleash their creative talents. Working hand-in-hand with SFF, the Fellowship instilled vision with creativity by pushing film forward as an art form and elevating its status across multiple media channels.

Although the partnership ended in 2019 when Lexus moved in a new strategic direction, their years of crucial support to the Fellowship, coupled with their annual presentation of [SFF's Opening Night](#) film, symbolised Lexus' investment in excellence, innovation, and dedication to the Australian arts.

## PARTNERSHIP OVERVIEW



Clockwise From top: SFF Opening Night at Sydney's State Theatre; Cast of Opening Night film, [Ruben Guthrie](#) (2015); Director Rachael Ward introducing her 2019 Opening Night film [Palm Beach](#).



# SYDNEY FILM FESTIVAL

The Lexus Australia Short Film Fellowships offered a \$200,000 yearly investment to support future generations of emerging filmmakers. Presented in collaboration with SFF, this Fellowship marked the largest cash prize for short film in Australia, awarding \$50,000 each to four filmmakers to produce and premiere their next short film at SFF.

This initiative presented a rare opportunity for young filmmakers to not only premiere their work at a prestigious festival, but also receive guidance from key industry figures. Finalists were selected by a jury of Australian industry professionals and included the likes of David Wenham and Judy Davis as Jury Chairs.

The Fellowship and the illustrious industry figures who presided over it, provided an unparalleled opportunity in developing next-generation Australian talent. Reflecting on their achievements, past recipients have praised the Fellowship for its invaluable support in prospering their craft and careers.

# LEXUS FELLOWSHIP



“Lexus Australia strongly supports initiatives that unearth progressive creative talent. Through the Fellowship, we aim to encourage emerging Australian filmmakers to explore new ideas, refine their craft and keep their art form moving forward.”

Vin Naidoo - Lexus Australia  
Senior Manager, Marketing.

Clockwise from top: Aspiring filmmakers at the inaugural 2016 Lexus Fellowship Announcement; (L to R) Vin Naidoo, David Wenham (2017 Jury Chair), Marta Dusseldorp (2018 Jury Chair), and Nashen Moodley (SFF Festival Director); 2019 Fellowship Gala Premiere at Dendy Opera Quays.



## FROM THE FILMMAKERS

“The Fellowship has given us the opportunity to challenge ourselves and grow as filmmakers. It has been amazing and tricky to navigate the logistics to see our project come to fruition. It’s been exciting to see the body of work that this Fellowship has made up to date!”

Curtis Taylor - [Jadai: The Broome Brawler](#)

“Opportunities like this are so precious and rare, not to mention critical for developing the emerging screen sector, and I feel honoured to have been granted this experience.”

Anya Beyersdorf - [How the Light Gets In](#)

“The Fellowship is a wonderful launching pad for my next film; an opportunity to make it with high level professional support and services, and to then share it with a Sydney Film Festival audience.”

Melissa Anastasi - [Chlorine](#)



LEXUS FELLOWSHIP  
Filmmaker Highlights



Clockwise from Top left: Image from Curtis Taylor's [Jadai: The Broome Brawler](#); Image from Melissa Anastasi [Chlorine](#); 2018 Lexus Australia Short Film Fellows with Vin Naidoo (Lexus, Senior Manager, Marketing); Lexus Fellow Anya Beyersdorf; Image from Beyersdorf's short film [How the Light Gets In](#).



# SYDNEY FILM FESTIVAL

## OPENING NIGHT - PRESENTED BY LEXUS

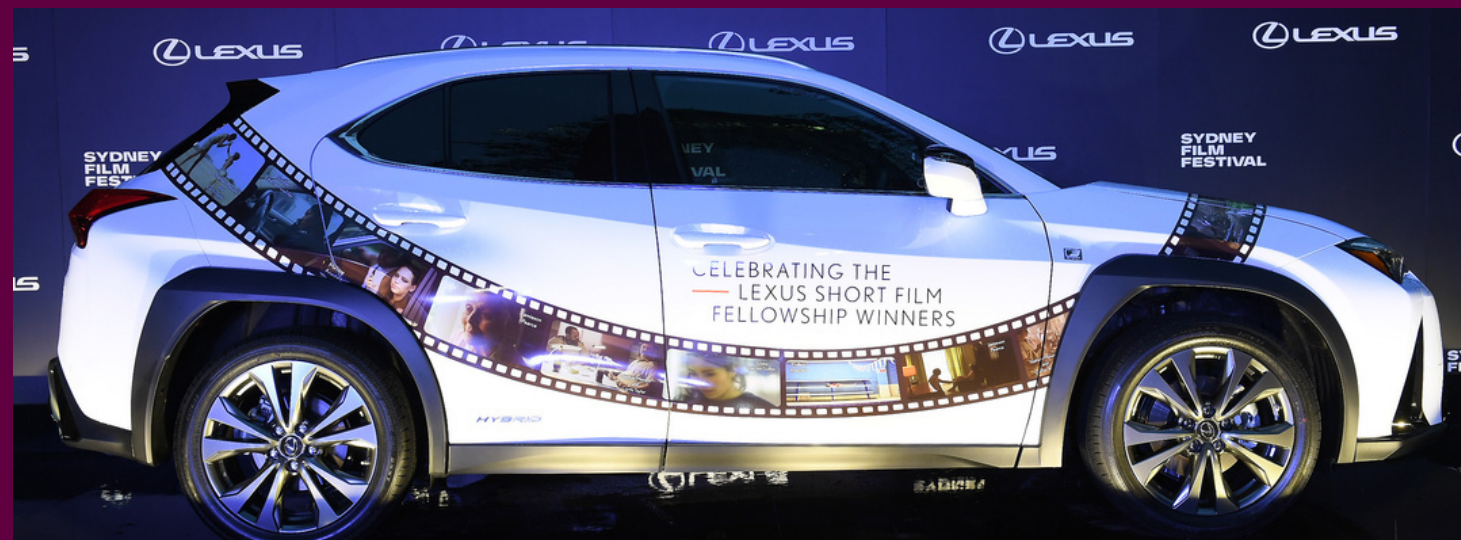
In addition to the Fellowship, Lexus held an exclusive program alignment with the Festival's Opening Night film for five consecutive years. This strategic positioning reinforced their aim of growing strong brand awareness with the Festival's discerning audience. As the Opening Night Presenting Partner, Lexus enjoyed prominent brand elevation, premium ticketing, and an exclusive hospitality package designed to engage their VIP stakeholders and customers with the festival experience.



2019 OPENING NIGHT  
Gala Highlights

## OFFICIAL SFF FLEET

Lexus remains associated with SFF as the Official Fleet of the Festival, providing ground transportation, in comfort and luxurious style synonymous with their brand.



## DISTINGUISHED PARTNER



Top: Actor Bryan Brown & filmmaker Rachael Ward (Palm Beach) in front of the 2019 co-branded media wall; Bottom: Actor & 2017 Lexus Fellowship Jury Chair, David Wenham on the red carpet at Sydney's State Theatre.



# SYDNEY FILM FESTIVAL

## OPENING NIGHT

### GALA HIGHLIGHTS



Clockwise from top left: Opening Night crowd, State Theatre foyer; actor Miranda Tapsell on the red carpet; Nashen Moodley (SFF Festival Director), Clover Moore (Lord Mayor of Sydney), Leigh Small (SFF CEO); actor Hunter Page-Lochard; Nashen Moodley with 2017 Opening Night filmmaker Warwick Thornton [We Don't Need a Map](#); Comedian and actor Tim Minchin; Australian film critic, Margaret Pomeranz; SFF Opening Night party at Centennial Hall (Sydney Town Hall)



SYDNEY  
FILM  
FESTIVAL

LEXUS  
BRANDING

DIGITAL & SOCIAL, TICKETS,  
INVITATIONS, AND VIP PASSES



**OPENING NIGHT**

Presented by **LEXUS**

**PALM BEACH**  
WED 5 JUN 7:30 PM STATE  
Australia | 2018 | 98 mins | In English | World Premiere  
Director: Rachel Ward | Screenwriters: James Murray-Smith, Rachel Ward  
Producers: Bryan Brown, Deborah Bakerstone | Cast: Sam Neil, Bryan Brown, Greta Scacchi | Distributor: Universal Pictures International Australia

In Rachel Ward's funny, uplifting drama/comedy a group of lifelong friends reunite for a party at Sydney's Palm Beach; but tension mounts when deep secrets emerge. With a fantastic cast including Bryan Brown, Sam Neil, Richard E. Grant, Greta Scacchi, Jacqueline McKenzie and Heather Mitchell, Palm Beach raises universal issues through the prism of friendship. To mark his birthday, Frank (Brown) and Charlotte (Scacchi) decide to throw a three-day party at their luxurious house in Palm Beach, welcoming their closest friends: Frank, Leo (Neil) and Billy (J. Grant) were once involved in a band together. The Pacific Solitaires had one hit but little beyond that. Rounding out the guest list, Billy's partner, beautiful actress Eva Mitchell; Leo's wife Bridget (McKenzie) and his step daughter Caitlin (Frances Berry); the hosts' children Dan and Ella (Charlie Vickers and Matilda Brown); and Holly (Claire van der Boom), the daughter of the band's late lead singer, who's brought along her new sheep farmer beau (Aaron Jeffery). The party starts well, with mouth-watering food and flowing champagne, but it doesn't take long for new and old resentments to emerge and, more seriously, the threat of an old secret coming to light. With witty dialogue, a breathtaking location and great actors at the top of their game, Palm Beach is an exuberant and life-affirming celebration of friendship.

Festival guests: Rachel Ward and members of the film team

OTHER SCREENINGS:  
FRI 10 JUN 4:55 PM STATE  
MON 12 JUN 6:30 PM HDG

In her former life as an actor, **RACHEL WARD** was the recipient of several international drama awards and nominations, including two Golden Globe nods. She has directed several short films including *Remember a Day*, *The Big House* and *March's New Coat*. Her feature film debut *Beautiful Kate* also played at SFF this year, played at SFF and Toronto in 2015.

**OPENING NIGHT GALA**  
What better way to experience the opening of the 66th Sydney Film Festival than on the red carpet at the majestic State Theatre? The Opening Night Gala is SFF's most stylish celebration, Sydney's premier film event and your chance to rub shoulders with international and Australian film industry guests.

A glittering night of sipping cocktails, sampling canapés and experiencing the World Premiere of Rachel Ward's star-packed new drama/comedy *Palm Beach*, followed by an exclusive after party at Sydney's stunning Centennial Hall.

A strictly limited number of tickets are available so grab yours today! This event is strictly 18+.

OPENING NIGHT (FILM + AFTER PARTY) \$130  
OPENING NIGHT (FILM ONLY) \$30  
OPENING NIGHT CONCESSION (FILM ONLY) \$28

**ARCHIE ROSE**  
DISTILLING CO.

**WANDPICKED**  
WINES

**YOUNG HENRYS**

**LEXUS AUSTRALIA SHORT FILM FELLOWSHIP**

PRESENTED BY  
**SYDNEY FILM FESTIVAL**

**TUESDAY  
11 JUNE**

**VIP ACCESS**





**LEXUS AUSTRALIA SHORT FILM FELLOWSHIP**



Lexus Australia and Sydney Film Festival believe in supporting emerging Australian talent so that new voices and fresh ideas keep art forms moving forward.

SYDNEY FILM FESTIVAL AND LEXUS AUSTRALIA INVITE YOU TO THE

**LEXUS AUSTRALIA SHORT FILM FELLOWSHIP GALA SCREENING 2019**

TUESDAY 11 JUNE

For the premiere of the 2018 Fellows' films



**CHLORINE**  
Director and Screenwriter: Melissa Anastasi  
Producer: Jessica Carrara  
Cast: Clementine Bell, Mario Kally, Eszter Simai, Tanya Walton



**BROKEN LINE NORTH**  
Director and Screenwriter: Sunday Emerson Gullifer  
Producer: Bethany Bruce  
Cast: Alice Kuchawing, Kai Lewins



**JADAL: THE BROOME BRAVVLER**  
Directors: Nathan Hewett, Curtis Taylor  
Screenwriter: Melissa Lee Speyer  
Producer: Glen Strickland  
Cast: Clarence Ryan, Ruben Torkshire, Lauren Clair




**STRANGERS**  
Director and Screenwriter: Jamieson Pearce  
Producers: Liam Hayes, Cate Strachan  
Cast: Melissa Jaffer, Jo Turner, Angie Milliken

**DATE** Tuesday 11 June  
**TIME** Red Carpet 6:30-7:00pm  
Presentation and Screening: 7:00-8:15pm  
**LOCATION** Dendy Opera Quays,  
9/2 East Circular Quay, Sydney  
**DRESS CODE** Cocktail/Lounge suit

**RSVP by 3 June to [rsvp@sff.org.au](mailto:rsvp@sff.org.au)**


We only. This invitation is non-transferable.

**SYDNEY FILM FESTIVAL**  
05-16 JUNE 2019




**Opening Night**  
Date / Time  
Wed Jun 5 7:00 PM  
Venue  
TBA  
Booking  
2366  
Type  
Complimentary \$0.00

Voting Code  
XMVXNX




Ticket # 2366-1



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2019 Program Find a Film Program Strands Awards



**Lexus Australia Short Film Fellowship Gala Premiere**

Directed by Multiple directors 2019 Australia 59 minutes Unclassified 18+

For the third consecutive year, Sydney Film Festival will premiere four short films made by recipients of the Lexus Short Film Fellowship.


**BOOK TICKETS**  
Save up to \$7/ticket by [purchasing a Film](#)

PRESENTED BY  
**LEXUS**

Album SFF 2019 Opening Night Reception Pre-Release

**SFF** Sydney Film Festival added 55 new photos  
5 June · 🌐 · 📷

Stars of Opening Night film *Palm Beach*, notable members of the Festival team gathered at The Hub Sydney Film Festival 2019 with a glittering pre-release by Lexus.



**SFF 2019— Opening Night Reception**  
50 photos



# SYDNEY FILM FESTIVAL

## THE POWER OF PARTNERSHIPS

Corporate-cultural partnerships are vital for the sustainability and vitality of the arts. At its essence, the Lexus partnership created an emotional connection with a savvy, experience seeking audience of a prestigious cultural event, whereby satisfying corporate goals and objectives. The collaboration not only celebrated innovation and creativity but also delivered substantial return on investment and mutual benefits for both parties.

To learn more about partnering with the Festival, please contact SFF's dedicated Development Team on +61 2 8220 6600.

Or visit the SFF website: [www.sff.org.au/support-us/partnerships](http://www.sff.org.au/support-us/partnerships)

Image: Vin Naidoo (Lexus Australia, Senior Manager, Marketing); with Leigh Small (SFF CEO) & Nashen Moodley (SFF Festival Director) in front of the Lexus display car at Sydney Town Hall.



"Our partnership with Lexus grew from their support of our Opening Night to something with even greater impact: supporting young Australian filmmakers to realise their ambitions through making a short film (with a significant budget to do so). It was a great example of a partnership that truly had an impact on filmmaking in Australia, benefiting Lexus, Sydney Film Festival and, crucially, young filmmakers. We were truly delighted to work with Lexus on this very fruitful collaboration which led to 12 excellent short films."

**Nashen Moodley - SFF Festival Director**

"Lexus wishes Sydney Film Festival and the fellowship program nothing but success and prosperity well into the future."

**Vin Naidoo - Lexus Australia  
Senior Manager, Marketing.**