

Friday 12 October 2012

## Announcing Victoria's inaugural Screen Leaders Screen advocates, innovators honoured at industry event

Independent producer and screen advocate Sue Maslin and innovative production services company Lemac Film and Digital have been named the inaugural recipients of the Victorian Screen Leaders Awards.

The Screen Leaders Awards were established by Film Victoria to recognise screen professionals who've shown leadership through their roles and a commitment to developing the industry and nurturing emerging talent.

The **Jill Robb Award for Outstanding Leadership, Achievement and Service to the Victorian Screen Industry** was presented to **award-winning producer Sue Maslin** for her significant contribution to the industry.

Sue Maslin is well-known within the industry for her teaching, mentoring and championing of emerging filmmakers and has worked across all sectors including policy, academia, production and distribution. Her credits include *JAPANESE STORY*, *CELEBRITY: DOMINICK DUNNE* and *THE EDGE OF THE POSSIBLE*.

Ms Maslin was one of the first producers to embrace multi-platform production and convergent media, producing Australia's first interactive graphic novel *THE LIFE, TIMES AND TRAVELS OF THE EXTRAORDINARY VICE-ADMIRAL, WILLIAM BLIGH*; and an interactive website and television series about the hidden meanings of fairy tales, *RE-ENCHANTMENT*.

She was a founding member of Women In Film and Television (Victoria), inaugural President of Women In Film In Television (Australia) and a founding member of the Natalie Miller Fellowship. She was appointed Adjunct Professor, School of Media and Communication, RMIT University in 2009.

The **John Howie Award for Outstanding Leadership, Achievement and Service to the Victorian Screen Industry** was presented to **innovative production services company Lemac Film and Digital**, headed by Managing Director Sue Greenshields.

Lamac has grown from humble beginnings in 1975 to become a leading provider of services for digital, cinema, broadcast, television and film projects and an invaluable resource in the industry. The company was responsible for revolutionary technical developments, including the stretch frame shooting technique, and the introduction of SUPER 16 and 16x9 origination for television in Australia.

Just as importantly, Lemac is known for its dedicated support of aspiring filmmakers. Company founder and talented cinematographer, the late John Bowring ACS, together with his wife and business partner Sue Greenshields have supplied both equipment and guidance to emerging filmmakers and screen training organisations for many years.

Ms Greenshields is the inaugural past President of the Screen Services Association of Victoria (SSAV); and former member of the Screens Producers Association of Australia (SPAA) and Ausfilm Board. In 2003 she was awarded the SPAA Independent Producers Award for services to the Australian film and television industry.

The Victorian Screen Leaders Awards were named in honour of film and TV producer Jill Robb and creative arts advocate John Howie - two significant supporters of the Victorian screen industry and inspiring leaders in Film Victoria's history. The industry gathered last night to celebrate the awards and acknowledge the service of Jill and John, who presented the awards to the inaugural recipients.

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Film Victoria President Ian Robertson said Ms Maslin and Lemac were worthy recipients of the inaugural Victorian Screen Leaders Awards. "The Board felt very strongly that there was an opportunity to acknowledge those who've made a significant contribution to the Victorian industry, and to encourage other established practitioners to inspire the next generation of screen leaders.

"Our inaugural recipients have demonstrated their commitment to developing the industry and nurturing emerging talent by sharing their knowledge and skills, in addition to their many extraordinary achievements over the years."

Sue Maslin said she was deeply honoured to receive the Jill Robb Leadership Award. "I have always found it more empowering to share information than withhold it and am a proud member of the Australian screen community," she said.

"The screen industry is a roller coaster ride at the best of times but it is sustained by practitioners who are passionate, entrepreneurial and driven not only to tell stories, but also contribute to a vibrant screen culture that connects with audiences.

"Much of this cultural work is unpaid but it is the fourth pillar to the investment, market attachment and the government subsidy that underwrites a local industry with an annual turnover in excess of \$2.5 billion. Film Victoria is the first to publicly acknowledge leadership in this regard and I commend the Board for their initiative."

On receiving the inaugural John Howie Award, Lemac Managing Director Sue Greenshields said the Lemac team were thrilled and honoured to be recognised in this way. "It is always a wonderful thing to be honoured by your industry peers," she said.

"It's also a fairly rare thing for a services company to be the recipient of such an award and we thank the Film Victoria Board for this very special acknowledgement.

"Outstanding leadership, achievement and service to the industry are qualities that the founder of Lemac, the late John Bowring ACS embodied and that the Lemac team proudly continue to deliver.

"As tough as this industry is, so long as we have a passion for excellence, a willingness to invest, and above all a generosity of spirit we will succeed."

CEO Jenni Tosi said the Victorian Screen Leaders Awards were the first to recognize leadership and long-term contribution among Victorian practitioners. They also acknowledge the significant contribution of women in the industry.

"We believe these annual awards will become an important part of the industry awards calendar. While acknowledging leaders and mentors, they also serve to bring the industry together and give early career practitioners an opportunity to engage with established practitioners," she said.

"We want to encourage and inspire others to take a proactive role in supporting and developing the Victorian screen industry."

For more information on the Victorian Screen Leaders Awards, visit our website [film.vic.gov.au/industry/industry-awards](http://film.vic.gov.au/industry/industry-awards).

Sue Maslin and Sue Greenshields, Managing Director of Lemac, are available for interviews on request.

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Sue Maslin

Sue Maslin has 30 years of experience as an independent feature film, television and digital media producer leading teams in the production of international award winning films.

In 2009, she was appointed Adjunct Professor, School of Media and Communication, RMIT University. She has worked across all sectors of the screen industry including policy, academia, production and distribution.

Sue was a founding member of Women In Film and Television (Victoria), inaugural President of Women In Film In Television (Australia), founding member of the Natalie Miller Fellowship and inaugural Director of AICE Australian Film Festival in Israel.

Together with her business partner Daryl Dellora, she launched distribution and rights management company, Film Art Media in 2008 and has been a strong advocate for filmmakers more effectively exploiting their content rights.

Sue was one of the first film and television producers to embrace multi-platform production and convergent media with credits including THE LIFE, TIMES AND TRAVELS OF THE EXTRAORDINARY VICE-ADMIRAL, WILLIAM BLIGH, Australia's first interactive graphic novel; RE-ENCHANTMENT, an interactive documentary website and television series about the hidden meanings of fairy tales; and the augmented reality work for web and mobile phones, REKINDLING VENUS. She was one of the first film producers to model the Producer Offset to industry and the first to successfully secure a rebate for a multiplatform production.

Previous film credits include the feature films ROAD TO NHILL (1997), winner of Best Film at the Thessaloniki International Film Festival and JAPANESE STORY (2003) winner 26 awards internationally, including Best Film at the 2003 Australian Film Institute Awards, Best Film at IF Showtime Awards and Best Film at Film Critics Circle of Australia.

Documentary credits include MICHAEL KIRBY – DON'T FORGET THE JUSTICE BIT, nominated for Best Documentary Biography in the 2010 ATOM Awards, HUNT ANGELS, winner of the 2006 AFI, ATOM and Film Critics Circle of Australia Awards for Best Documentary Film, CELEBRITY: DOMINICK DUNNE and THE EDGE OF THE POSSIBLE, Winner 1998 Golden Plaque, Chicago International Television Competition.

Sue has presented many papers on issues concerning the Australian screen industry (2008/9), was a member of the Victorian Screen Industry Review Steering Committee (2008/9) and participated in the Prime Minister's 2020 Summit. She is well known for her teaching, mentoring and championing of emerging filmmakers.

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### Lemac Film and Digital

Lemac Film and Digital is a leader in Australia when it comes to imaging technology and end-to-end image capture solutions for film, digital cinema and television.

An Australian owned and operated company, Lemac have serviced the industry for more than 35 years, with offices and facilities in Melbourne, Sydney and Brisbane.

Lemac provides Rentals, Sales, Production and Post Support to the industry providing outstanding product knowledge and service. This is backed by Lemac's Technical and Engineering Department, with specialists covering all aspects of the camera process, optical, electronic and mechanical and post production paths.

Continually at the forefront of camera technology, Lemac is not only a key provider for the latest motion picture camera equipment, but also an invaluable resource in a constantly changing production environment.

The company has been responsible for revolutionary technical developments, including the stretch frame shooting technique, and the introduction of SUPER 16 and 16x9 origination for television, timecode on film instant sound syncing system and the 'eyeline' device for filming children in Australia. In 1999 the FACTS, Federation of Australian Commercial Television Stations, approached John and Lemac to film and post produce their High Definition Presentation to the Federal Government prior to the introduction of HDTV in Australia.

Lemac has provided the equipment and support for many iconic Australian films such as ROMPER STOMPER, PROOF, MURIEL'S WEDDING and METAL SKIN. In more recent times features such as LOOK BOTH WAYS, WOLF CREEK, RED DOG and many, many Australian television drama productions.

Just as importantly, Lemac is known for its dedicated support of aspiring filmmakers. Many DOPs, focus pullers and loaders learnt their craft under the guiding hands of company founder, the late John Bowring ACS, a passionate and talented cinematographer.

John, together with his wife and business partner Sue Greenshields have supplied both equipment and guidance to emerging filmmakers and screen training organisations with an unwavering generosity of spirit for many years.

John passed suddenly in 2011, but Sue continues to run Lemac with the same passion and commitment she shared with John.

John was accredited 'ACS' by the Australian Cinematographers Society in 1991, made a Life Member in 1999, and was inducted in to the ACS Hall of Fame in 2005. Swinburne University of Technology has created The John Bowring (ACS) Memorial Scholarship at Swinburne University of Technology in his honour and in recognition of his contribution to the Film and Television program.

Sue was the inaugural past President of the Screen Services Association of Victoria (SSAV) and has been an active member of SPAA and the Ausfilm Board. In 2003 she was awarded the SPAA Independent Producers Award for services to the Australian film and television industry.