



Media release

The Hon Louise Asher MP

Minister for Innovation, Services and Small Business
Minister for Tourism and Major Events
Minister for Employment and Trade

Thursday 6 February 2014

Indian Film Festival of Melbourne 2014 dates announced

- **Indian Film Festival of Melbourne will showcase the best of Indian cinema from 1 to 11 May**
- **Minister for Innovation, Services and Small Business to lead sixth large-scale trade mission to India**
- **Victorian Coalition Government building stronger communities**

The Indian Film Festival of Melbourne will showcase the best of Indian cinema from 1 to 11 May 2014, with Indian actress Vidya Balan returning as the festival's ambassador.

Minister for Innovation, Services and Small Business Louise Asher said the Victorian Coalition Government was committed to promoting Victoria's film industry and pursuing strong trade and cultural links with India.

"The Coalition Government is committed to strengthening ties between the Victorian and Indian screen industries and the Indian Film Festival of Melbourne is a marvelous way of bring our two cultures together," Ms Asher said.

"I will also be leading Victoria's sixth large-scale trade mission to India in March, which, together with the festival, celebrates the evolving understanding and co-operation between our two communities.

"I am especially delighted that Vidya Balan will return as the festival's ambassador this year, and will be here to officially launch the festival program in March.

"Ms Balan has won India's National Film Award, five Filmfare Awards, and five Screen Awards. She was also awarded the Padma Shri by the Government of India for her services to the entertainment community, which is a great honour."

The festival is now in its third year and has consistently brought the best of Indian and regional cinema, and high-profile industry guests to Melbourne, generating huge interest and value for our local businesses and communities.

Ms Asher said the festival will host prominent Indian filmmakers and screen professionals, highlight the depth and diversity of Indian cinema and provide an interactive program of master classes.

"This year, for the first time, the festival will present five international awards, adding an exciting competition element to the program while celebrating and recognising the diversity and craft of Indian cinema. The five international awards are: Best Performance Award, Best Director Award, Best Film Award, Best Indie Film Award and the Audience Award.

"There will also be new opportunities for industry and community members to shape the 2014 festival and screening program to ensure that this year's festival will be the most engaging and successful yet," Ms Asher said.

The 2014 festival will be delivered by Mind Blowing Films.

For further information go to: www.iffm.com.au

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