



24 October 2024
Adelaide

THE MERCURY CELEBRATES 50 YEARS OF THE MRC

The Mercury, South Australia's dedicated screen industry development organisation, is celebrating the 50th anniversary of the MRC (Media Resource Centre) and its incredible legacy of supporting early career and emerging South Australian filmmakers.

The MRC grew out of a Filmmakers Co-op and graduates of the Flinders University Drama Courses. It was one of the first members of the Screen Development Australia national network, established to support the development of filmmakers by providing equipment and studio space and to foster a creative and critical film culture in South Australia.

A celebratory gathering was held by the Hon Andrea Michaels MP, Minister for Arts at Parliament House on Wednesday 16 October 2024.

To mark the 50-year anniversary, The Mercury is delivering activities and events including a party for alumni and other supporters on Tuesday 29 October 2024, as well as a photo exhibition, a retrospective screening program, and a publication celebrating the last 50 years.

The anniversary milestone coincides with an exciting period of growth and innovation for The Mercury, with initiatives designed to support and empower emerging members of the South Australian film industry.

A comprehensive program to develop both budding and more established filmmakers has been launched including Launch Lab - a thirteen-part workshop series with topics including the art of writing a compelling and well-crafted short film script, how to effectively pitch a project and how to navigate the film festival circuit. One on one script consultations with The Mercury's group of Writers in Residence are also available.

Applications for the \$45,000 Hanlon Larsen Screen Fellowship for an experimental work opened on Monday 15 October. Quicksilver Production Funding for emerging SA filmmakers inclusive of filmmakers of all backgrounds to share in over \$100,000 of production will open soon.

Hon Andrea Michaels MP, Minister for Arts said "It's fantastic to celebrate the 50th anniversary of the Mercury. For 50 years the Mercury has played an integral role in



developing our state's film industry by supporting young filmmakers to have access to the knowledge and experience of established filmmakers.

The Malinauskas Government stepped in to secure the Mercury to ensure it could continue to nurture the talent of the next generation of South Australian film makers and it's wonderful to see its growth through the implementation of a new subscription-based model and through collaboration with businesses and the broader arts sector."

The Mercury's Co-Chair Kirsty Stark said "The Mercury has been run by members since 1974, and our new subscription model continues that tradition, giving members ownership and access to on-site filmmaking facilities, industry-led training opportunities and equipment to make their own new work. We're also proud to offer unlimited cinema sessions, giving filmmakers and the general public entry to curated film screenings from our innovative programs of local and international films.

We are grateful for the support of the South Australian government and the South Australian Film Corporation, as well as the numerous partners, sponsors and supporters we have had over the past 50 years."

ABOUT THE MERCURY

The Mercury has a legacy spanning 50 years as a member-based centre for screen culture in the heart of Adelaide's West End.

Proudly South Australian, The Mercury is a not-for-profit organisation that operates the independent Mercury Cinema and is a pathway for emerging filmmakers starting their professional screen industry career.

The Mercury's subscription model at \$25/month or \$300/year offers unlimited screenings to Silverscreen and Cinematheque programs, free entry to the Script Club, Launch Lab, all industry programs, complimentary use of all production facilities and equipment, one-on-one script consultations, industry mentoring, ability to apply to the Quicksilver Production Fund and a discounted South Australian Screen Award submission fee.

With alumni including Emmy award winners, Oscar nominees, a Cannes Special Jury Prize winner and the Best Director winner at Sundance Film Festival, our passion for quality is undeniable.

The Mercury also boasts two cinemas – a 186 seat Mercury cinema, and the 36 seat Iris - both of which offer a comprehensive film program of contemporary, classic and cult favourites films.



As a key partner of the upcoming Adelaide Film Festival, it will screen new Australian and international films and along with debut films from [Moviejuice](#) – an Adelaide-based film collective dedicated to the screening, distribution and celebration of alternative and experimental cinema.

Applications for the Hanlon Larsen Screen Fellowship to support South Australian experimental and avant-garde filmmakers/projects opened 15 October, with the Quicksilver Production Funding Initiative set to also open soon.

Nominees and award-winners from the recent South Australian Screen Awards (SASA) supported by Principal Partner RAA are now screening in a special series celebrating the best and brightest new talent within the state as part of the Mercury's [Heaps Good Cinema program](#).

The Mercury will also screen independent Adelaide films made during the [Adelaide 48 Hour Film Project](#) during October and November.

Centrally located, The Mercury neighbours the Jam Factory, Nexus Arts, The Lion Arts Factory, ILA, UniSA West Campus, TAFE SA, AC Arts & the Flinders University Festival Plaza.

MEDIA ENQUIRIES: marketing@themercury.org.au