



AGM DOCUMENTS

2022

2022 ANNUAL GENERAL MEETING

6:00pm 31 May 2022
Mercury Cinema

// AGENDA //

1. Welcome, attendance and proxies – *AGM CHAIR, Jack Sheridan*
2. Motion to accept of 2021 AGM minutes – *AGM CHAIR, Jack Sheridan*
3. Election of Board Members – *CEO, Karena Slaninka*
4. Chairs Report – *MCX CHAIR, Gena Ashwell*
5. Operational report – *CEO, Karena Slaninka*
6. Acceptance of Chair and CEO Reports – *AGM CHAIR, Jack Sheridan*
7. Financial Reports – *TREASURER, Gail Fuller*
8. Motion to accept the Financial Report
9. Appointment of Auditor for 2022, *CEO, Karena Slaninka*
10. General Business – *AGM CHAIR, Jack Sheridan*
11. Call for member Q&A – *AGM CHAIR, Jack Sheridan*
12. Close of meeting - *Light Refreshments in the Mercury Lounge Bar*

// ATTACHED DOCUMENTS //

1. 2021 AGM Minutes
2. Board Members Standing for Election
3. 2021 Financial Statements / Independent Auditors Report

2021 ANNUAL GENERAL MEETING // MINUTES //

*Held: 27 May 2021
At: Mercury Cinema*

Meeting opened: 6.00pm

Attendees: Karena Slaninka (CEO), Gena Ashwell (Chair), Dan Thorsland, Jack Sheridan, Alison Wotherspoon, Gail Fuller (Treasurer), Ella Macintyre, Khoa Do Aiden Marks, Ognjen Trisic, Brendan Head, Craig Jackson, CeeJay Singh, Jolyo Hoff, Melanie Easton, Taren Hocking, Jonathan Champ (Minutes), Glenys Jones AO (non-Member).

Apologies: None noted

Acknowledgement of Country – Karena Slaninka CEO

Attendance and proxies - Chair, Gena Ashwell

- Acknowledgement of members and other board members present.
- A quorum of 15 members is present
- No proxies were received

Motion called to Accept previous [AGM minutes](#) - Chair, Gena Ashwell

- *Moved by Alison Wotherspoon*
- *Seconded by Jack Sheridan*

Chairs Report

Chair acknowledges the efforts of MCX Board and staff in facing the challenges of Covid. In particular acknowledges and thanks CEO Karena Slaninka for her brave and bold vision for the organisation and Treasurer Gail Fuller and the hundreds of hours of pro bono work to fix up the accounts. Chair acknowledges and thanks departing board member Dan Thorsland for his positivity, fantastic advice, and enthusiasm. Notes that the value of MCX is its people, and how fortunate to have had the calibre of the board. A parting gift was presented to Dan Thorsland.



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Election of Board Members

CEO Karena Slaninka:

Nominating board member bios were distributed to all members prior to the meeting. As Dan is standing down and not seeking re-election, there are three nominees and three vacancies.

- Alison Wotherspoon
- Ella Macintrye
- Khoa Do

As per article 9.9 of the constitution, If less than or only the required number of persons are nominated to fill the existing vacancies, the Secretary shall report accordingly to the annual general meeting, and the Chairperson shall declare such persons duly elected as Board members.

Chair Gina Ashwell confirms that all three members are duly elected as members of the Mercury CX Board.

CEO Operational Report

CEO summarises the transformations which have occurred: the development of a new name and brand, a new strategic plan, a new website, refurbished venue and a host of new systems designed to streamline operations and support exciting new programs.

“Ours is a very bold ambition, unique to Australia, to position the newly branded Mercury CX as a national centre of excellence for talent and story development for the screen industry, as well as a creative and cultural hub in which to immerse in screen story. Our vision embraces artists and creators across disciplines, across disciplines and mediums, encouraging an entrepreneurial spirit and cultivating original diverse and authentic voices.”

CEO provides a snapshot of highlights from the year including:

The National Screenmakers Conference and Career Makers mentoring program *entirely online* to 255 delegates across the country, with technology allowing us to access international guest speakers for the first time in both the US and UK.

We also pivoted to deliver the Pitch-o-rama Pitching competition online in partnership with ABC iview, which attracted a record 96 entries.

Short Film competition Cabin Fever: Lock Down Stories From The Home Front, which attracted 24 very high-quality entries.

We pivoted to deliver SilverScreen Online offering an amazing 33 episodes of our virtual morning tea review show, entirely online. Cathy Reid and Ryder Grindle gave David and Margaret a run for their money.

22nd South Australia Screen Awards was judged and delivered online with a pre-recorded presentation opened by Minister for Innovation and Skills, the Honourable David Pisoni MP.

The Ausindustry Regional Games Development Initiative, Level Up saw 24 long term unemployed participants in Port Pirie and Kadina participate in a six month training program in games development. As a result, one emerging game designer entered into a partnership to commercialise his game, whilst others gained skills and employment outcomes.

Marion Pilowsky and Georgia Humphreys from Corner Table productions received a modest \$30,000 in cash and in-kind support from Mercury CX and studio space from Channel 44 and to produce a pilot for their format Recipe for Love as part of the inaugural MCX TV Format Production Initiative. Six half hour episodes were produced and sales agent Media Ranch have taken world rights for both the show and the format.

So, despite the challenges of 2020, there were also some great successes of which we can be justifiably proud, giving us a solid foundation upon which to build for the benefit of all our members.

CEO acknowledges new and existing partners and supporters:

A new partnership with Actors Equity Foundation, Hanlon Larsen Fellowship, the Government of South Australia, Screen Australia and the South Australian Film Corporation. CEO acknowledges the board and team for their ongoing support.

Motion to accept the report of the Chair and CEO

- Moved – Dan Thorsland
- Member vote – Motion carried

Treasurer Report – Gail Fuller

“It’s lovely to be doing this in person. For Mercury CX 2020 was a year of reinvention, a year not only to survive but to thrive and build the foundations to drive the organisation. From a financial perspective, the Board takes the honour of being the custodians of this wonderful organisation very seriously. We’ve been around since 1974, the mighty MRC now Mercury CX, has survived many an interesting crisis over those years.

Looking after our financials, I’ve taken on a very serious responsibility, and we are very pleased to report that we have survived what could have been a devastating year. Our gross income was only down by 5%. Given the number of programs that had to be reinvented, and the lack of revenue from the cinema, that was a very good outcome. I think this is something that Karena and the team should be very proud of. 32% of that gross income includes COVID-19 related government support which was helpful in allowing us to ensure that we were able to retain all of our staff. In contrast, all of our exhibition and cinema revenue was reduced by 75%.

We had a 15% decrease in gross operating expenditure, which is appropriate given that our revenue was somewhat limited. We also invested \$48587 in capital expenditure over that period, as the lockdown provided an ideal time to renovate the foyer and create, we hope, a more welcoming space for people to gather and to enjoy. The addition of the audio suite is another investment in creating a space for actors to complete audition tapes and is also suitable for podcasting. After all of that, we managed to generate a modest increase in our cash reserves which is very important going forward into a year when we can open the doors again and to recommence our programs.



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With the investment in the new brand, the newly launched new Mercury CX website which not only provided update information to members but also but also the booking services and has a more 21st century back end to it which allows us to be more effective in terms of managing membership subscriptions and ticketing. I thank Karena and the team, and the Board for all their efforts what could have been a very devastating year but one that turned out to be a very positive one."

Motion to accept the Treasurers Report – Moved by Gena Ashwell

- Seconded – Alison Wotherspoon
- Passed by unanimous member vote

Motion to accept the Auditors Report – Moved by Gail Fuller

We received the Auditors report to certify that the 2020 accounts are full and a correct representation of the financial state of Mercury CX.

- Seconded – Dan Thorsland
- Passed by unanimous member vote

Appoint and pay an auditor (RSM)

CEO presents the letter of offer from RSM for Audit services for 2021 for an amount of \$5,250.

Question from the floor on what the 2020 charge was. This is noted as \$5,400 RSM – the audit and offer.

Motion to accept the letter of offer from RSM called – Dan Thorsland

- Seconded – Jonathan Champ
- Passed by unanimous member vote

Call for questions from the floor/General Business

Q: Glenys Jones asks what will be done to increase the patronage at Silver Screen?

CEO notes that the strategy is to continue to engage with the patrons about outreach and engagement and identify a position to help with outreach and promotion.

Meeting closed 6.35pm

END 2021 MINUTES



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2022 BOARD MEMBERS STANDING FOR ELECTION



Bradley Abraham
Chief Executive Officer
Australian Dental Association SA Branch

Bradley Abraham is currently the Chief Executive Officer of the Australian Dental Association SA. He was formerly the Chief Executive Officer and Director of The Royal Institution of Australia (RiAus) and was the driving force behind the development of it as Australia's first dedicated science multi-media outlet.

During his time at RiAus, he led the establishment of Australia's Science Channel, the acquisition of Cosmos Magazine and relaunch of Scinema International Science Film Festival, the largest film festival in Australia by audience reach and screening locations.

Specialising in change leadership, Bradley has had over 25 year's senior executive experience in the not-for-profit sector, including roles at CPA Australia, Swimming SA, Scouts Australia, and The Australian Institution of Management.

A Fellow of The Australian Institute of Company Directors, Bradley has served on many Boards and Committees, including current positions as a Director of the West Adelaide Football Club and Thylation Foundation.



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Gena Ashwell
Chair, Producer,
Dancing Road Productions



Gena Ashwell grew up and spent the first 13 years of her career in London working across production, development, financing and sales which included Producer credits on two feature films, she also show produced and project managed for companies such as BP, Accenture, British Gas and won an excellence award for her project with Celgene, before relocating to Australia.

She was mentored by producer Cassian Elwes (*Lawless, The Butler, Dallas Buyers Club*) based in his LA office and then selected by the Natalie Miller Brilliant Careers program for another mentorship with Angus Clunies-Ross (Head of Sales, Sony Pictures releasing). She was chosen as one of three mid-career producers by Screen Australia and Creative Content Australia to attend and meet with all the major studios and exhibitors at the International Movie Convention.

Company Director with business partner Helen Leake AM of Dancing Road Productions, which has developed a number of international partnerships and a strong feature film slate, they are currently in Postproduction for their feature film Carnifex.

Gena was a board member of the MRC before becoming chair in 2020, during that time the organisation has undergone a transformation from the MRC to Mercury CX, with the vision of become the national centre of excellence for story and talent development.



Jack Sheridan
Lawyer and Director
Laneway Pictures

Jack Sheridan is a lawyer and director. He has a unique understanding of the film industry with a background advising small to medium businesses and creatives as a commercial lawyer, and managing a production company (Laneway Pictures). Jack's legal expertise includes entertainment law, intellectual property, IT, contract law, law reform, and corporate governance.

Jack attained First Class Honours in both Law and Film, with prizes in intellectual property and cyber law after studying in Australia and the USA. He has worked at top-tier and boutique law firms (Fisher Jeffries (Gadens); NDA Law; Jankus Legal) and now provides legal advice within the government. Jack has also directed a range of award-winning productions which have screened internationally, including at the Vancouver, San Diego, and Edinburgh International Film Festivals. Honours include the SAFC Filmmaker of the Future Prize and a nomination for Best Director at the Australian Director's Guild Awards.

A member of the Law Society of South Australia, the Australian Director's Guild, the Australian Film Institute and current Deputy Board Chair of the Mercury CX, Jack serves on various South Australia Government Committees; is a company director; and is admitted to practice as a barrister and solicitor of the Supreme Court of SA.



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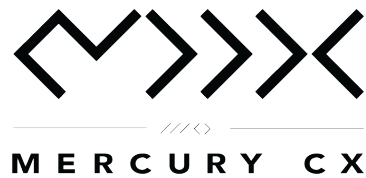
James Marshall
Head of Studio,
CDW Animation



Starting as a freelance producer James worked with clients including Price Waterhouse Coopers, CSIRO, Lynx Deodorant, and Yahoo!7, working on shows such as Sunrise, The X Factor (s1-4), Home and Away, My Kitchen Rules, House Rules, and various others. In 2014 James co-Founded Mudita Games, exclusive children's game developer to the NRL, before moving into virtual reality development. As Senior Producer at Start VR, he managed various corporate contracts and original IP, including the Screen Australia supported project Awake: Episode One. Awake premiered at South By Southwest Film Festival in 2018 before being invited to Cannes Film Festival Marche du Canne, and was nominated as Best VR Experience in the international VR Awards 2018.

James then took a position as Head of Learning and Development and helped with the opening of Mill Film for Technicolor, before taking a role in the South Australian government as Business Development Manager for the Creative Industries, which saw the introduction of Australia's first rebate for Games Development and various other projects.

James is currently balancing his roles as Managing Director of Golden Age Studios and as Head of Studio for CDW Studios.



Tom Phillips
Creative Director
We Made A Thing Studios

Tom is an award-winning filmmaker, co-founder and creative director of We Made A Thing Studios ('Wemat'), with over a decade worth of experience in the film and creative industries. In addition, prior to that Tom came from a marketing and advertising background. Tom optioned his first feature script in 2014 and after a few years of screenwriting on contract, for a handful of production companies, he co-founded 'Wemat' in 2017. '

'Wemat' projects are unique and stand out in a crowd. High concept, genre and a global audience is the focus of their slate. Most notably they released the popular series Lucy and DiC in 2019 with the support of Screen Australia, SAFC and the AFF to over 4+ Million views online. In 2018 Tom was listed as a SPA 'Ones to Watch', and throughout the years has developed good relationships across industry, government funding bodies and government departments.

Since then in collaboration with UniSA, 'Wemat' have established Film Concept Lab, the largest short film/proof of concept fund in the state. Industry projects where students are attached to shadow and observe the process of concept to creation. One of those projects is currently in development with STAN and others certainly on the move.

'Wemat' is currently near release of its first major video game ('Box Knight') and the team are continuing to grow their interactive and new media slate.



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Joanne Neave

Consultant / Co-founder
Inspirare Consulting



Joanne is originally from the UK and has recently moved to Adelaide with her husband and 9-year-old twins, after 10 years living in the USA. She has 20 years' experience in marketing and communications in the Pharmaceutical Industry across the UK, European and USA market. Her experience spans all aspects of the marketing spectrum from branding, PR and event management through strategic product story development and investor relations.

Joanne co-founded and ran her own communications agency in the UK taking it to \$3 million before moving to the USA. More recently Joanne has been involved with private equity in the US, identifying and assessing companies for investment. In an earlier life Joanne worked for the ministry of defense taking military applications and establishing commercial opportunities across the globe.

Joanne believes that the Mercury Cinema is an icon in Adelaide and deserves the opportunity to re-establish itself as a destination cinema that it once was and provide the historical backbone for the Mercury brand to establish itself as the industry leader in film talent development and ensure that South Australia becomes the home of film.

She is confident that her wide-ranging business skills will assist the Mercury team in identifying and securing all funding options available and ensuring a solid foundation for Mercury CX to achieve its vision for the future.



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