

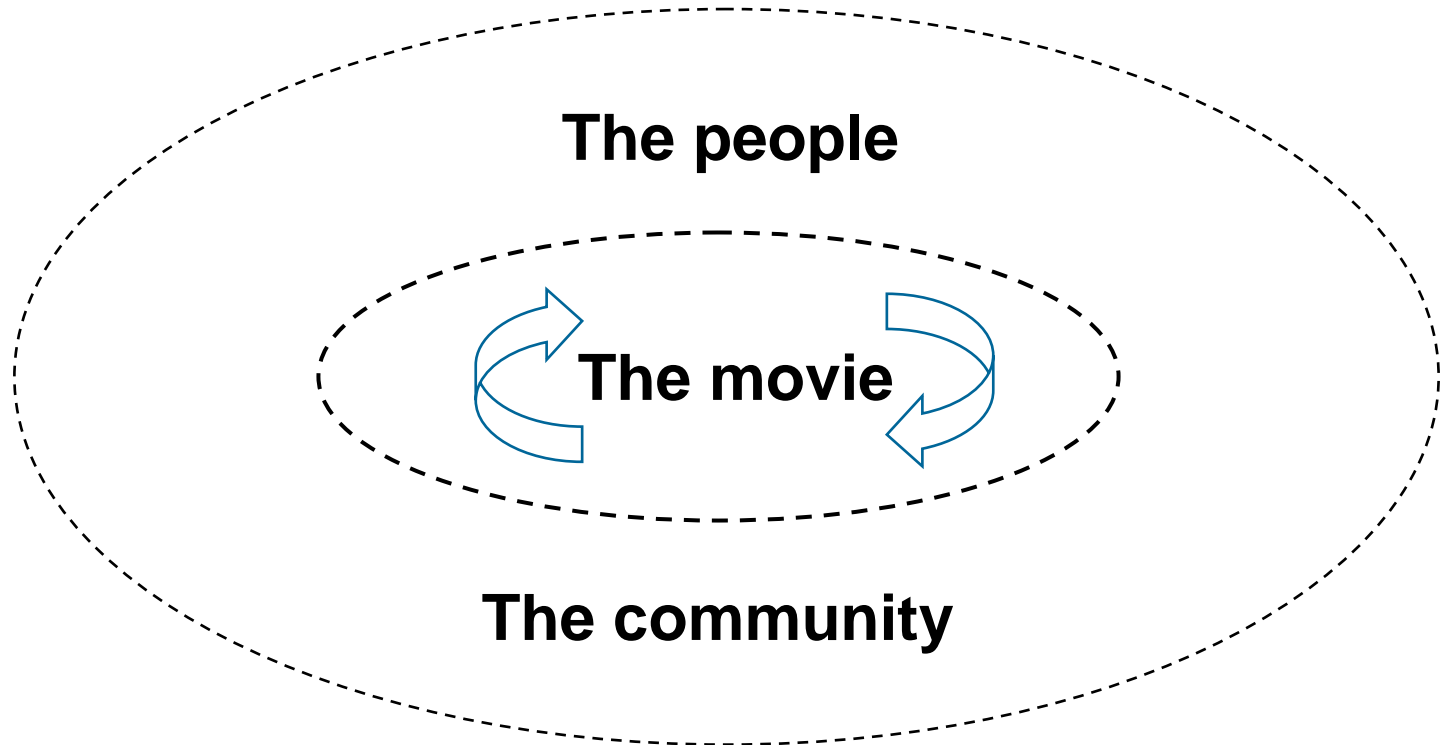
Maleny Makes a Movie –
Even Emus Need to Dance,
directed by Michael Rubbo

4 August 2006

The Origins of the Idea for MMAM

- Make a movie in a town
 - Create a new genre – fictumentary (**Mike Rubbo**)
 - Support from local film society who will screen the world premiere of the movie at the 2007 Australian Film Festival in Maleny
 - Actors are real people playing themselves
 - Director is highly renowned and respected both in Australia and overseas
 - Story is fictional but has a resonance for everyone
- Just do it approach
 - Movie is about local people and common family predicaments
 - Relies on strong social capital and goodwill of local people
- Base the story on the real people
 - Their characters
 - Their lives
 - This community

Three levels of activity



Underpinning issues

- Growing old
- Sustainability – personal and business
- Group cohesion and personal isolation
- Social cohesion & need for “community”
- Ecology emerging as “top-of-mind” public concern
- Rapid growth and development

Same family: different values

Louise & Johan

Robin & Jon

Clear commercial
motivation



Confused commercial
motivation

Pro-development



Pro-conservation

Difficult personal
relationships



Understanding
personal relationships

Lower social
consciousness



Higher social
consciousness

Money as an end in itself



Money as a means to
realising a dream

The story and the process unfolds.

- Mike Rubbo developed a draft script
- Susanne Haydon and Mike discussed how to make the generic story into a locally focused story
- Susanne suggested the people to play the characters
- Mike and Susanne auditioned people who responded to the ad in the paper or responded to Susanne's invitation
- Mike continued to modify the script keeping it situational and avoiding written dialogue
- The actors did not read the script: they were directed by Mike during the auditions and production
- Mike and Susanne found the locations
- Susanne completed the shooting script with locations

Three production roles

**The people -
Jessie Begun**



**The community –
Susanne Haydon**



**Susanne Haydon, Manager,
Maleny Film Society, 4 August 2006**