CRUSHED

TWO FRIENDS HEAD TO WA's GREAT SOUTHERN WINE TRAIL, TO UNCORK THEIR TRUE POTENTIAL



Format	Genre	Duration
Feature Film	Comedy / Drama	100 mins

SHORT SYNOPSIS

Logline

Two friends head to the Great Southern wine trail to uncork their true potential

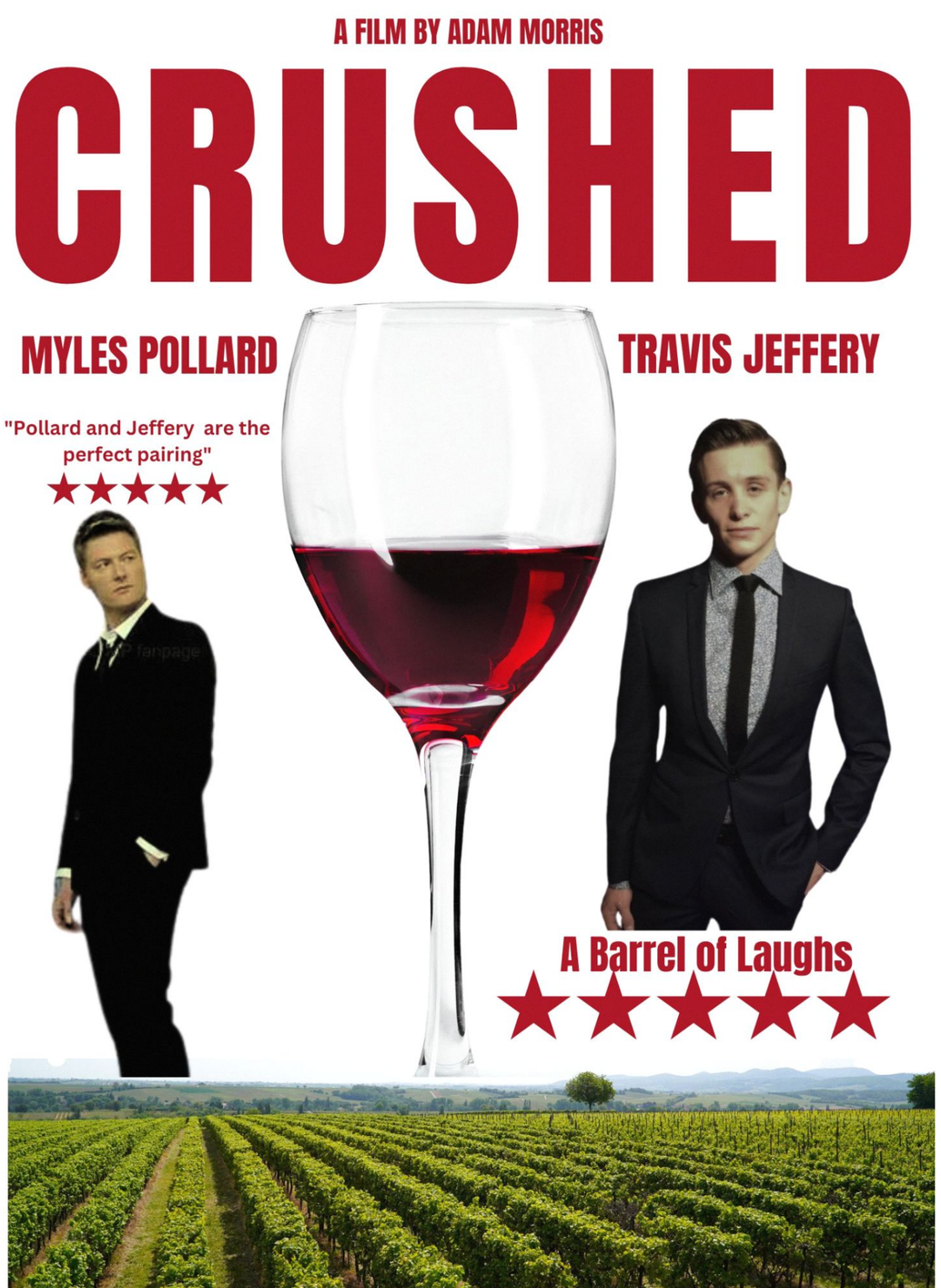
Sully, a heart broken financial analyst, is taken to WA's Great Southern wine region by his best friend Perry, a junior investment banker, in order to take his mind off his ex-fiance and to help Perry buy a failing winery for his new client, A South Korean food and beverage conglomerate.

Over a long boozy weekend touring the region's best wineries and restaurants, Sully stumbles across Alison, a rough and raucous grape picker and chicken farmer who turns his life wonderfully upside down.

Meanwhile Perry makes an offer to a local winemaker whose family farm is heavy in generational debt, only to be faced with a peculiar business proposition which may change all of their futures, all at once.



Adam on location shooting FREDERICKSTOWN at Gull Rock, Albany.



One Page Synopsis

The film begins with a view of an idyllic, country, free-range chicken farm.

We cut to Perth City and see Sully (Myles Pollard) on the couch in his soulless modern inner city apartment looking miserable, and watching Indonesian horse racing. Behind him are cartons and cartons of wine stacked floor to ceiling which were supposed to be drunk at his wedding which has now been cancelled, after his Balinese girlfriend left him for his boss and eloped to Sydney.

Perry (Travis Jeffery) has come to console his best friend and convinces him to take some leave from work and come with him to The Great Southern and get away from his misery for a few days. Perry also suggests he curtails his morbid fascination with all things Indonesian and that he should also start taking regular showers as he seems to have let himself go.

The following day Perry and Sully begin making plans for the weekend away and they discuss the statistical probabilities of Sully ever finding love again.

Perry and Sully are flying down south and Perry quizzes Sully on just how deep his heart break runs, all the while revealing his purpose for travelling down south-namely to buy a failing winery on behalf of Mr Sityidong and The Combined investors of Penisula Unlimited. Sully pleads with Perry not to pressure him into meeting any women which Perry agrees to, on the condition he doesn't bring up his ex anymore until they get back home.

Perry and Sully check into the hotel, Perry seems to be enjoying the time away, Sully is having a very hard time sleeping alone in his hotel room. The following morning the two meet for breakfast and plan the day ahead. Perry suggests they go hiking to which Sully responds with threats of suicide if he was made to go hiking, they opt instead for a day trip to the historic Old Gaol.

Sully fixates on the solitary confinement cell as well as the hangman's noose in the prison yard as Perry recounts some terrifyingly dark local history involving an axe murderer, a missing finger and a group of school children. They then visit a local French bistro where they taste local wine and stay the night for dinner where they discuss the concept of zero and buying local businesses for overseas investors. Sully reveals his fascination with the solitary confinement cell and begins to break down, Perry asks him politely not to cry into the Au Poivre sauce as it's plenty salty already.

The following day they visit a winery and sample local cheeses. Sully seems to have cheered up and Perry begins to speculate on local real estate. Alison appears at the winery cellar door carrying a box of wine and three dead chickens, there is an instant spark between Sully and Alison. She says hello and leaves them to it when Sully remembers he is lactose intolerant and needs to use the facilities very quickly.

Perry and Sully have a conversation about his lack of memory and the topography of Asia not allowing for too many cows before Perry leaves Sully to it on the toilet and goes back to the tasting area. He then arranges with Alison to drop Sully off to the chicken farm for a few hours the next day, so Sully will spend some time with Alison as well as give him an opportunity to visit one of the wineries he's intending to buy out.

That evening Sully and Perry share a bottle of wine as Perry reassures Sully he isn't playing matchmaker, all the while subtly letting him know that Alison had been saying nice things about him while he was in the toilet turning himself "inside out".

The following day Sully spends a beautiful day with Alison after meeting her very surly neighbour Mick (Trevor Jamieson) and he also meets her mum, who brings them lamb sandwiches as they drink Mick's potent cider on the farmhouse verandah. During the same day Perry has a terrific and somewhat hostile meeting with winemaker Larry (Peter Rowsthorn) who has revealed a new special wine that he's made that will get him out of financial strife and allow him to keep the family farm. Perry thinks the idea is so good he wants to quit his job, invest in the new wine and start a new venture all of his own (along with Sully of course).

Perry picks up Sully who has drunk too much cider, as they leave Alison suggests they meet the following day to go hiking to which Sully enthusiastically agrees.

The next morning Perry informs Sully he blacked out and made a scene in the lobby the night before, singing country music at the top of his lungs and he had to undress him and take squashed lamb sandwiches out of his pockets before putting him to bed. They then take a trip to Whaleworld where Perry explains his plan with Larry's new wine. Sully actually likes the idea and they agree to give it a go.

Perry sets up a meeting for that evening with Larry so Sully can meet him and go through the figures and finer details of the business plan.

That day Sully goes hiking with Alison where he proceeds to get sunstroke from being dehydrated and hungover. He misses the meeting that evening with Larry and Perry and instead spends a very gentle night with Alison as she looks after him tenderly in her own "country way".

They next day they reschedule the meeting with with Larry and they also bring Mick and Alison along as they plan to expand their new empire into a wine and cider company. Here we learn of Larry and Mick's generational blood feud.

After some very tense exchanges, they all agree to come to terms and the five of them together are now in business.

Sully is invited to a family dinner with Alison's mum and dad where he learns more about Alison and her history as well as the trouble the farm might be in if things don't improve financially.

The five characters then go into production making the new wine and cider and Alison and Sully fall deeper in love.

The film comes to a close with the passing of time as the new wine is seen being sold all around the world and being poured at Alison and Sully's wedding.

CREATIVE VISION

We want to make a film that shines a spotlight on the world class wine region of The Great Southern in WA, perhaps Australia's most criminally underrated wine region.

Originating in late 1970's the wine region was born from farming families looking to diversify their wheat, sheep and canola farms into something more financially viable. Within a decade the Great Southern was winning national awards for their Rielsings and Shiraz and today are consistently winning the highest national awards as one of Australia's best wine producing regions.

The wines of the region are matched only by the natural beauty of The Great Southern which will make the perfect backdrop for this fast-talking buddy film, wrapped up in a sparkling romantic comedy.

The audience will most likely be women 40+ who will love watching the relationship blossom between Sully and Alison and it will also be a film that boyfriends and husbands will happily be dragged along to, as they will enjoy the banter and comedy stylings of Peter, Myles, Trevor and Travis (see cast next slide).

We want the audience to come away from the film feeling inspired by the Australian ingenuity of the Great Southern farming families, we want to inspire adventures and road trips out into Australia's regions nationwide and most of all we want the audience to have a good laugh and leave the cinema feeling extraordinary.

Other than perhaps some elements of post production, eg noise reduction in sound mixing, no AI will be used.

Fun Fact: The Porongurup region in The Great Southern is the oldest patch of earth on the planet with grapes vines in the soil. The Porongurup is dated as being 1.2 billion years old.





KINJARLING FILMS

Kinjarling Films was co-founded in 2021 by business and life partners Adam Morris and Talarah Pedrocchi Roelofs. Adam and Talarah have produced four feature films in as many years and have worked with some of Australia's greatest talent, winning best picture awards both here in Australia, as well as overseas.

TALARAH PEDROCCHI ROELOFS

Talarah is an award winning Malgana artist from Gathaagudu country in Shark bay, Western Australia. As well as being a portrait artist, sculptor and potter, Talarah also serves as Producer and Editor on all Kinjarling Films. Talarah also works as a Ranger on Country in Shark Bay and is one of Australia's pioneering Indigenous women as both a business owner, as well as a disability advocate, as she manages her business and creative pursuits alongside her Autism diagnosis.

ADAM MORRIS

Adam Morris is an author, screenwriter and film maker originally from Dublin, Ireland who now lives in Albany, WA. Adam serves as screenwriter, director and producer on all Kinjarling films. Adam's latest novel Bird was this year translated into German by Edition Nautilus Press and was compared to Patrick White's Voss by the German Press. Adam and Talarah plan to make ten feature films in Albany WA from 2021 to 2031.

TL: ADAM SHOOTING FRANK AND FRANK IN THE KING RIVER, TM: CINEFEST OZ WITH CHLOE HURST, ADAM AND TALARAH, TR: ADAM AND TALARAH ON THE SET OF FREDERICKSTOWN. BL WITH MYLES POLLARD AND TREVOR JAMIESON AT PERTH INTERNATIONAL FILM FESTIVAL. BM: TALARAH IN STUDIO. BR: ADAM AND TALARAH PERTH INTERNATIONAL FILM FESTIVAL.



STRATEGY

We are aiming for a budget of $3M (AUD) for CRUSHED. We hope to cast a well known star in the female lead in order to give us the biggest audience possible.

We believe Crushed will work best as a stand alone feature film with a traditional beginning, middle and end structure. The characters all have clean crisp arcs which interact and develop with each other beautifully and sharing their adventures over a feature-film-period of time will be the perfect way to tell this story.

We have several of the male actors attached as well as much of the crew, we have half the locations scouted and the script is currently written to first draft, with a view to further regions over the coming months.

Re AI: The script is an original work written by Adam Morris.
Adam is a novelist and screenwriter, his latest novel BIRD was recently translated into German and he's been compared to Patrick White by the German Press. AI will not be used to write any scripts made by Kinjarling Films.







Behind the scenes filming FREDERICKSTOWN (for completion late 2026)



Chloe Hurst and Declan O'Rourke on set of ALMOST WITH YOU



Gallie and Declan O'Rourke on location outside Albany, for ALMOST WITH YOU

CRUSHED - CHARACTERS AND CASTING



Perry M35

Travis Jeffery - PROPOSED (*Unbroken, Gallipoli, The Kingdom of the Planet of the Apes, Frederickstown*)

Perry is a Junior Investment Banker and Sully's co-worker and closest friend. They share an office space and are inseparable. Perry has been trying to help Sully get through his latest relationship ordeal but is running out of moves. In a desperate bid to shake his best friend out of his depressive torpor, he convinces him to head to the Great Southern wine region for a week away, which he hopes will awaken a new lease on life for Sully, as well as get him closer to convincing one or two wineries to merge with an Asian food and beverage conglomerate he's just taken under his wing.



Larry M55

Played by Peter Rowsthorn - ATTACHED
(*Kath and Kim, Frederickstown, Underbelly etc*)

Larry is a third generation farmer and winemaker working the family farm in Mt Barker. He's dealing with generational debt, a failing farm and fighting off bankruptcy with everything he's got. Determined not to lose everything he owns, he comes up with a plan to turn his fortune around, all the while dealing with an absurd blood feud with his neighbour Mick Claxton.



Sully M40

Myles Pollard - PROPOSED
***(Drift, Frank and Frank, McLeoud's Daughters, Frederickstown*)**

Sully is a workaholic financial analyst who's currently suffering from a severely broken heart after his long term Balinese fiance canceled their wedding and moved to Sydney with his boss. Unable to shake the fallout from the breakup and questioning his will to live, he spends his days in an unshakeable fog and his nights eating poorly made Gado Gado, listening to Gamelan music and watching Indonesian horse racing.



MICK, M45

played by Trevor Jamieson (ATTACHED)
(*Rabbit Proof Fence, Storm Boy, Frederickstown, Frank and Frank*)

Mick is a wealthy farmer enjoying a solitary life on his sheep farm all the while brewing the most potent cider known to man from his family's award winning, Heritage Apple orchard. Mick is as reliable as he is reclusive and spends most of his time repairing farm equipment, saving his neighbour Alison from her chaotic life and keeping a very close and suspicious eye on his neighbour Larry.



ALISON, F35

played by Mia Wasakowska (WISHLIST)
(*Alice in Wonderland, Blueback, Jane Eyre*)

Alison is a farm girl living with her elderly parents on the family farm. Having returned home from the big city to recover from almost getting married, almost getting pregnant and nearly having a successful career she never wanted, Alison is happiest keeping the family business going, drinking Mick's infamous cider and cautiously looking for just the right partner to begin the rest of her life.



NARRATOR, M45

played by Michael Sheehey (ATTACHED)
(*Almost With You, Loofo, Homo Ignarus*)

The ubiquitous Narrator appears throughout the film playfully breaking the fourth wall to fill the audience in on just what our characters are up to. Full of sharp-witted philosophies and gentle, whimsical commentary, the Narrator can be seen throughout the film pouring drinks behind a bar, sliding out from under a truck dressed in overalls or as the wedding celebrant on our lovers very special day. He is in control of seemingly everything or at least that's what he wants you to think.

CREATIVE TEAM

Writer/Co-Director: Adam Morris
Editor/Co-Director: Talarah Pedrocchi Roelofs
Producer: Tait Brady
Co-Producers : Adam Morris, Talarah Pedrocchi Roelofs
Cinematographer: Jim Frater (ACS)
Location Manager: Sarah Date
Post House: Ben McNeil / Post Impact
ANZ Distribution: Label

Please note:
We made our latest feature this year with the creative team above. The film featured an international cast including Irish singer-songwriters Declan O'Rourke and Luka Bloom. We delivered the film on time and on budget and the film will be distributed throughout Australia and New Zealand by Melbourne's Label Distribution.



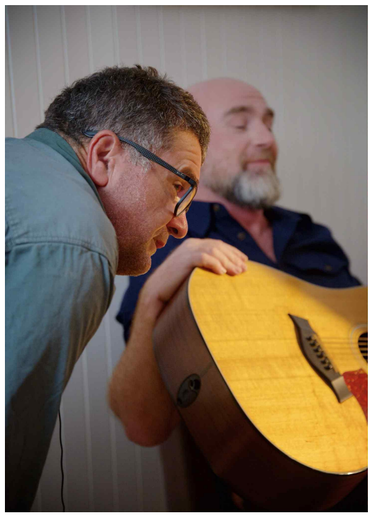
Adam on location in the King River for "FRANK AND FRANK"



Talarah and Adam on location at Misery Beach for ALMOST WITH YOU









TL: Adam on Bluff Knoll.
BL: Adam and Talarah in Shark Bay
Middle: Jim Frater (ACS) on set of Low Lie the Fields
Above: Tait Brady

Adam Morris

Producer writer/director for feature films:
-ALMOST WITH YOU (2026)
-FREDERICKSTOWN (2024-26)
-FRANK AND FRANK (2023)
-EDWARD AND ISABELLA (2022) Winner - Best Film WA Screen Awards

Novels:
BIRD (2020)
MY DOG GAVE ME THE CLAP (2011).

Talarah Pedrocchi Roelofs

Producer and Editor for feature films:
-ALMOST WITH YOU (2026)
-FREDERICKSTOWN (2024-26)
-FRANK AND FRANK (2023)
-EDWARD AND ISABELLA (2022)

PARTNERSHIPS

Great Southern Film Co-Op

Kinjarling Films are sponsored by HIlton Hotel, Bendigo Bank, Stirling Ranges Beef, Lucky Bay Brewery, The City of Albany, The Shire of Plantagenet, West Cape Howe Wines, Duke's Vineyard and other local businesses who make up The Great Southern Film Co-Op. More info on the co-op can be found at adammorris.net

Adam's IMDB and Talarah's IMDB



Tait Brady - Producer / Label Distribution

Tait has worked within the Australian film industry for more than 35 years, developing a unique skillset that embraces production, creative development, distribution, marketing and curation. Tait is both a Producer (The Acme Film Company) and a distributor (Label Distribution).

Previously Tait has had roles leading Palace Films, managed cinemas, was director of the Melbourne International Film Festival for 9 years, and a senior executive at FFC Australia & Screen Australia.

Tait's IMDB



Ben McNeil - Post Impact

Ben McNeill is an Australian Producer, Director and Creative Executive with extensive credits across feature films, mini-series, documentaries and immersive productions. Some of his recent projects include AACTA nominated Australian comedy 'A Savage Christmas' (2023), Logie-nominated ABC Drama series 'In Our Blood,' (2023) and the AACTA nominated organ transplant feature documentary 'Dying to Live' (2019). Ben is the Managing Director of immersive production company Benjamac Entertainment, R&D company Merse Labs, and Post Production house Post Impact, and is based in the ACT region of Australia.

Ben's IMDB



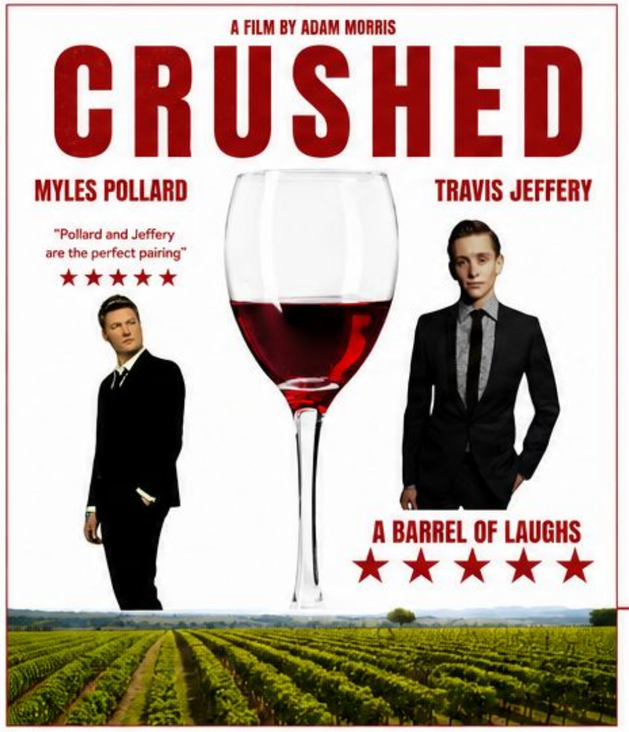
Stills from Frank and Frank: Or the Valley and The Walrus: Ruminations on the Mystery from Soup to Nuts.

MULTIPLE REVENUE STREAMS

A DIVERSIFIED REVENUE STRATEGY

Unlike many investment opportunities, feature films generate income from multiple markets over many years. While theatrical release builds audience awareness and critical profile, it is only one component of a diversified revenue model.

Crushed has been developed with broad commercial appeal and multiple distribution pathways, creating opportunities to maximise returns across domestic and international markets.



AUSTRALIAN THEATRICAL	National cinema release generating box office revenue and audience awareness.	10% – 20%
INTERNATIONAL DISTRIBUTION	Sales to overseas distributors across North America, Europe, Asia and emerging territories.	15% – 25%
STREAMING PLATFORMS	Licensing to global and regional streaming services following the theatrical window.	20% – 30%
TELEVISION	Free-to-air, pay television and international broadcast licensing.	10% – 15%
AIRLINES & HOSPITALITY	Distribution to airlines, hotels and travel entertainment networks worldwide.	5% – 10%
DIGITAL & HOME ENTERTAINMENT	Transactional VOD, digital purchase, rental and other emerging digital platforms.	5% – 10%
EDUCATIONAL & INSTITUTIONAL LICENSING	Universities, schools and library licensing where applicable.	3% – 7%
FESTIVAL EXPOSURE	International festivals increase market visibility, sales opportunities and long-term audience value.	2% – 5%

TOTAL: 100%

ONE FILM. MANY MARKETS.

Crushed flows through multiple windows and territories, generating revenue over time.

CINEMA	INTERNATIONAL DISTRIBUTION	STREAMING PLATFORMS	TELEVISION	AIRLINES & HOSPITALITY	DIGITAL & HOME ENT.	EDUCATIONAL & INSTITUTIONAL	FESTIVAL EXPOSURE
10% – 20%	15% – 25%	20% – 30%	10% – 15%	5% – 10%	5% – 10%	3% – 7%	2% – 5%

BUILT FOR LONG-TERM VALUE

Independent films continue generating revenue well beyond their initial release through successive licensing windows and international sales. By combining theatrical exhibition with streaming, television, digital platforms and worldwide distribution, *Crushed* is positioned to maximise commercial opportunities throughout its lifecycle.

THE OBJECTIVE IS NOT TO RELY ON ONE REVENUE SOURCE— BUT TO CREATE MULTIPLE AVENUES FOR INVESTOR RETURNS.

COMPARABLES

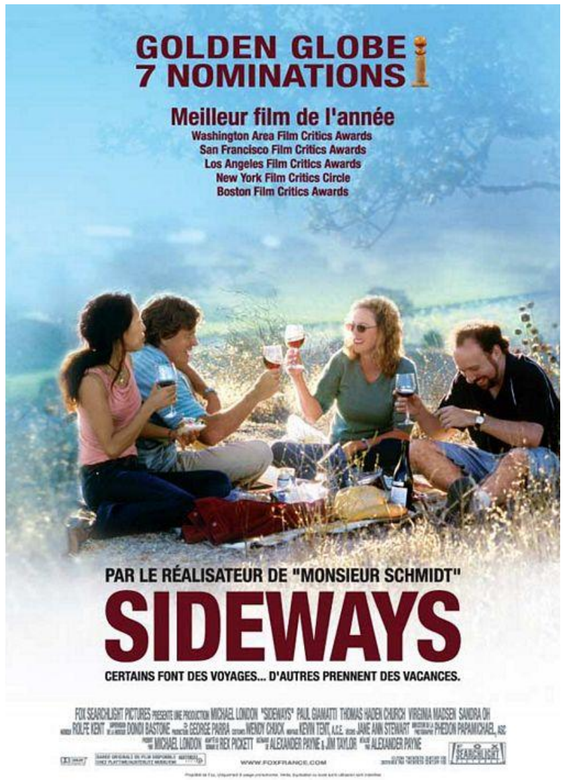


Dog (2022)
Directors: Reid Carolin and Channing Tatum

-Channing Tatum as a damaged vet on a road trip; healing laughs, bromance flashbacks, midlife redemption.

-Financials: Budget $15M | WW Gross $90M+ (6x return). Massive hit; sequel greenlit.

-Vibe: Heartfelt chaos. RT: 87% | IMDb: 7.5.



Sideways (2004)
Director Alexander Payne

-Road movie between two friends exploring the wine country. Thoughtful, playful, eccentric human comedy.

-Financials: 109M worldwide on a 16M budget. Also turned into a musical. Other similarities: the source material was written by a novelist.

-Vibe: Heartfelt, thoughtful, funny, charming and memorable.
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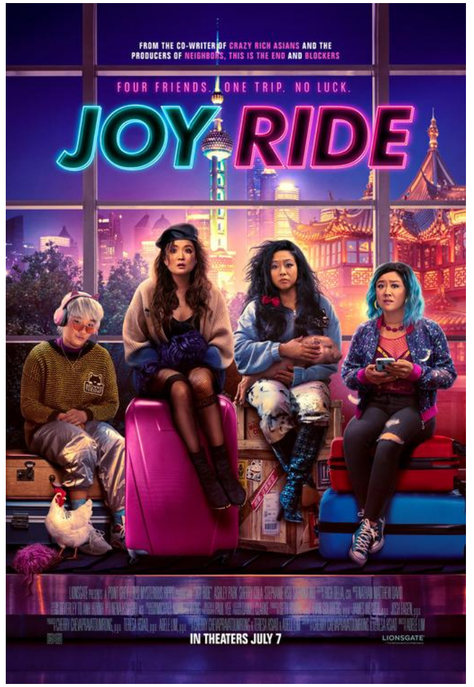

Joyride (2023)
Director: Adele Lim

-A journey of self discovery between very different friends as they embark on an epic international road trip.

-Financials: 16M box office worldwide

-Vibe: Chaotic laughs with real heart.

CONTACT

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Below: Declan O'Rourke on location in Shark Bay for ALMOST WITH YOU
TL: Myles Pollard and Trevor Jamieson in FRANK AND FRANK
TR: Peter Rowsthorn in FREDERICKSTOWN.
Middle: Trevor Jamieson and Bailey Spalding in FREDERICKSTOWN.
Bottom Middle: Crew on location FREDERICKSTOWN.
Bottom Right: Declan O'Rourke on location in Albany for ALMOST WITH YOU.





