The Cube Wodonga Big Screen

Screen Content & Usage Guidelines

2013/2014
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Acknowledgement: The preparation of this document acknowledges content from The Big Screen at Federation Square Melbourne

References:
- Film Victoria, Australia Screen Engagement Program Guidelines
- ACMI-Australian Centre for the Moving Image-Research and Resources, Film and New Media
- Australasian Performing Right Association Limited (APRA)
- Phonographic Performance Company of Australia Limited (PPCA)
- Australian Copyright Council
- Arts Law
- Roadshow Public Performance Licensing

Related Legislation:
- Film Act 2001 (Victoria)
- Classification (Publications, Films and Computer Games (Enforcement) Act 2009
- Copyright Act 1968 (Commonwealth Act)
1. INTRODUCTION
The Cube Wodonga Big Screen offers the community a vibrant and accessible forum for the showcasing of film and new media of local, regional and imported cultural content.

The visual displays and interactive use of the large size screen is a strategic element in positioning the courtyard precinct as an activities hub of Wodonga. Effective programming with engaging content will help to draw visitors to the courtyard and will enhance the visitor experience.

The Cube Wodonga Big Screen can be used for:

- Short film screenings on a rotational program
- Specific Event Screenings-for example free-to-air sports screenings
- Feature Films
- Social Awareness media campaigns
- Creative messages
- Promotion of The Cube Wodonga events
- Promote Wodonga City Council Events

The adjoining courtyard provides the community with a cultural hub that is very accessible.

Proposals from individuals, community groups and not-for-profit organisations are encouraged and most welcome.

2. OBJECTIVES
The Cube Wodonga Big Screen endeavours to:

- Support promotion of The Cube Wodonga as an engaging, contemporary precinct
- Entertain visitors through the use of interactive technology applications
- Entertain visitors with a changing program of screen content
- Provide information about “What’s On” at The Cube Wodonga
- Provide information about the region: key attractions, features and program of festivals and events.

3. GUIDING PRINCIPLES
In alignment with The Cultural Services Plan 2012-2017, The Cube Wodonga Big Screen will:

- Provide an avenue for the community to express its identity and ideals in diverse art forms
- Foster professional arts practice, creative exploration and innovation in the wider community
- Enhance social connections, aptitude for learning and expression of the wider community by integrated cultural experiences that are exploratory, participatory, educational and entertaining
• Represent Wodonga as a leading regional city for the arts and for innovation and creativity in all forms of cultural expression
• Provide a focal point for arts and cultural festivals and activities and important civic commemorations

4. SCREEN CONTENT GUIDELINES

Programs for The Cube Wodonga’s Big Screen will be published on www.thecubewodonga.com website and advertised in CityLife each month. The screenings will generally run from 9am to 7pm 7 days, with sound from 9.30am to 6pm. Frequently the screen will be set to mute; the sound system may carry ambient music e.g. early morning industrious/upbeat; lunch jazz/blues; afternoon upbeat; evening jazz/blues. As the film sound may be mute at particular times of the day, it is advised that film submissions are subtitled.

All film content must be “G” rated according to the Film Classification guidelines (www.classification.gov.au) for viewing in a public place.

4.1 Key Criteria Guide
During the content assessment process, content programs themes should satisfy a minimum of three elements from the following key criteria guide
• Have broad popular appeal and community relevance
• Nature of content is primarily civic or cultural
• Be high quality material
• Enhance the visitor experience at The Cube Wodonga
• Have an interactive element for visitors where appropriate

4.2 Preferred Screen Content
The following type of content is predominantly preferred for display:
• “Live site” major event simulcasts from around Australia and the world that have popular appeal or significant and appropriate niche appeal
• Film or new media content which does not primarily rely on audio, and is able to be viewed with or without sound (subtitles).
• Highly interactive and engaging visual content
• Appropriately executed promotions and advertising of “what’s on” at The Cube Wodonga
• Appropriate television broadcasts with iconic status and broad appeal
• Appropriate promotional material for The Cube Wodonga

The following content will not be accepted:
• Poor quality production material
• Content relying heavily on audio for audience comprehension
• Commercial content and advertising
• Excessively long content
• Standard commercial music video clips
4.3 Classification Requirements
As screen content will be displayed in a public place, where possible content will require assessment from the Office of Film & Literature Classification. A “G” rating classification (or equivalent) is required for all content. For content exempt from classification, please refer to: www.classification.gov.au ‘G’ classified media is for general viewing. The impact of the content is very mild.
Screen content will not incite, encourage or present violence or brutality in any form; simulate news or event in such a way to mislead or alarm viewers; depict distasteful or highly controversial material; depict explicit sexual activity or crude or indecent language; present as desirable the misuse of drugs including alcohol, narcotics and tobacco; stereotype, incite, vilify or perpetuate hatred against, or attempt to demean, any person or group on the basis of ethnicity, nationality, race, gender, sexual preference, religion, age or physical or mental disability.

4.4 Broadcast Rights and Copyright
The Cube Wodonga Big Screen Booking and Agreement Form requires a signature of authorisation from all applicants confirming they have all relevant permissions for screening, prior to content being displayed. This may include:
- Theatrical screening rights from film distributor
- PPCA licence (Phonographic Performance Company of Australia)- when film includes recorded music
- APRA Licence (Australasian Performing Right Association Limited) - when film includes music with copyright ownership

5. MANAGEMENT OF PUBLIC ENQUIRIES/PROPOSALS/COMMENTS
The Cube Wodonga acknowledges the rights of audiences to provide comment and make complaints about screen content. The Cube Wodonga will make every reasonable effort to resolve complaints, which will be conscientiously considered and investigated. A complaint must be lodged in writing to The Cube Wodonga.

6. CONTENT AUTHORISATION PROCESS
The Cube Wodonga Big Screen reviews all screen content before screening to ensure the guidelines are adhered to. All content should be submitted to The Cube Wodonga Big Screen in a final edit format, either electronically or in hardcopy format, for approval. Content must be submitted with The Cube Wodonga Big Screen Content & Usage Guidelines.

7. TECHNICAL GUIDELINES
Supplied media must conform to the format/resolution guidelines detailed in the The Cube Wodonga Big Screen Booking and Agreement Form

8. APPENDIX
8.1 The Cube Wodonga Big Screen Booking and Agreement Form
The Cube Wodonga Big Screen - booking and agreement form

• Please allow at least four weeks for the approval process and media schedule confirmation.
• All media for display on The Cube Wodonga Big Screen must comply with The Cube Wodonga Screen Content and Usage Guidelines (available online at thecubewodonga.com.au)

Contact details:

Contact name: ________________________________ Date of application: ________________________________

Business/organisation: ________________________________

Address: _______________________________________

Suburb: ________________________________ Post code: ____________

Phone: ________________________________ Mobile: ________________________________

Email: ________________________________

Are you a not for profit organisation/charity/community group

☐ Yes ☐ No

Media details: If supplying multiple pieces of media, please attach details separately.

Media title: ________________________________

Agency/director/artist: ________________________________ Running time: ________________________________

Format to be provided (please tick):

☐ SD mp4 (preferred) ☐ SD mp2 ☐ Other (for example, DVD)

Sound: ☐ Stereo ☐ Silent ☐ Other

Aspect ratio: ☐ 4:3 ☐ 16:9 ☐ Other

Media description/synopsis: Approximately 60 words (PLEASE NOTE: This may be included in a listing that appears on thecubewodonga.com.au)
Rating:  (content must be equivalent to G rating)

Formats/resolution:

1. All screens are standard definition resolution.
2. For slides, please provide 16:9 landscape images, 1280 x 720 pixels (72 dpi) TIFF or JPEG.
3. For video, please supply a standard playable DVD, PAL format (single title, no chapters), and either a standard definition, Quicktime .MOV (dvd PAL) or MPEG2 program stream, 16:9 aspect ratio preferred.
4. If provided in 4:3 aspect ratio, content will present on screen pillar boxed, with black bands either side.
5. If content is a collection of shorter works, audio must be leveled across all individual pieces – media will not be independently leveled on a piece by piece basis.
6. Please allow a title/action safe zone of five per cent in both dimensions (vertical and horizontal) for all content.

Media agreement/licence:

I ____________________________________________________________________________ (insert client name)
of ____________________________________________________________________________ (insert organisation/business)

- Give consent for the media described herein to be screened as indicated and acknowledge that this content is intended for display in a public space, is equivalent to a G rating and complies with The Cube Wodonga Big Screen Content and Usage Guidelines.
- Agree to indemnify and to keep indemnified Wodonga City Council, its servants and agents, and each of them from and against all actions, costs, claims, charges, expenses, penalties, demands and damages whatsoever which may be brought or made or claimed against them, or any of them, arising from the hirer’s performance or purported performance of its obligations under this agreement, and be directly related to the negligent acts, errors or omission of the hirer. The hirer’s liability to indemnify Wodonga City Council shall be reduced proportionally to the extent that any act or omission of Wodonga City Council, its servants or agents, contributed to the loss or liability.
- Have all the permissions, rights or licences required by law to publicly exhibit this content/performance.
- Understand that The Cube Wodonga reserves the right to reject material that is deemed unacceptable or inappropriate for public exhibition in terms of quality, format type or content.
- Understand The Cube Wodonga will not be held responsible for the safety of content provided to The Cube Wodonga for display.
- Have read and understood The Cube Wodonga Big Screen Content and Usage Guidelines.

Contact name:

__________________________________________________________________________

Authorised signature: ____________________________________________________________________________

Date: ____________________________________________________________________________
Submit form

Check all details are complete, and return your complete booking and agreement form to the team leader The Cube Wodonga at the address below.

Enquiries:
(02) 6022 9311 or thecube@wodonga.vic.gov.au

Post:
Box office,
The Cube Wodonga,
PO Box 923,
Wodonga,
VIC 3689

Office use only:

Job title: [ ]
Job number: [ ]
Media received: [ ]
Media reviewed: [ ]
Review description: [ ]
Recommendation: [ ]

Dates and scheduling availability

Start date: [ ]
End date: [ ]
Start date: [ ]
End date: [ ]
Comments: [ ]

Approved by: [ ]
Date: [ ]

Screening dates confirmed:

Contacted by: [ ]
Date: [ ]

Personal and/or health information collected by the council is used for municipal purposes as specified in the Local Government Act 1989. The personal and/or health information will be used solely by the council for these purposes and/or directly related purposes. The council may disclose this information to other organisations if required by legislation. The applicant understands that the personal and/or health information provided is for the above purpose and that he or she may apply to the council for access to and/or amendment of the information. Requests for access and/or correction should be made to the council’s privacy officer.

thecubewodonga.com.au