

**The Cube Wodonga Big Screen**

# **Screen Content & Usage Guidelines**

**2014/2015**

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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:**

*Victorian Charter of Human Rights and Responsibilities Act 2006*

*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](http://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](http://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](http://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 Big Screen Booking and Agreement Form*.

Individuals or organisations submitting content must sign a declaration (included in the application form) stating that the content complies 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