
The Cube Wodonga Big Screen Content and Usage Guidelines 2017-2018

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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 significant cultural content.

The visual displays and interactive use of the large size screen is a strategic element in activating the courtyard precinct. 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;
- Event screenings-for example free-to-air sports screenings;
- Feature films;
- Social awareness media campaigns;
- Promotion of The Cube Wodonga events; and,
- Promotion of Wodonga Council events.

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, cultural 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; and,
- Provide information about the region including key attractions, festivals and events.

3. Screen content guidelines

The screenings will generally run from 9am to 7pm over seven days, with sound from 9.30am to 6pm. The screen may frequently 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.

3.1 Key criteria

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

Content programs themes should satisfy a minimum of three elements from the following key criteria:

- Have broad popular appeal and community relevance;
- Be primarily civic or cultural;
- Be high quality material;
- Enhance the visitor experience at The Cube Wodonga; and/or,

- Have an interactive element for visitors where appropriate.

3.2 Preferred screen content

The following content type is encouraged 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;
- Television broadcasts with iconic status and broad appeal; and,
- 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;
- Initiatives which directly involve alcohol or gambling; and,
- Initiatives which demonstrate political intent.

3.3 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. To check the details on ratings and classification please visit: www.classification.gov.au.

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.

3.4 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 the film includes recorded music;

- APRA Licence (Australasian Performing Right Association Limited) -when film includes music with copyright ownership.

4. 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.

5. Content authorisation process

Showing of content is dependent upon the availability of the The Cube Big Screen and applications meeting key criteria.

Wodonga Council reserves the right of veto with regard to the type and content of material to be displayed on the Big Screen.

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.

Applications must complete the Big Screen booking and agreement form and send to the Technical Co-ordinator one month prior to the anticipated display date.

Technical Co-ordinator
Adrian Yates
The Cube Wodonga
118 Hovell St
Wodonga, Vic 3690
ayates@wodonga.vic.gov.au
(02) 6022 9333

6. Technical guidelines

Formats/resolution:

- All screens are standard definition resolution.
- For slides, please provide 16:9 landscape images, 1280 x 720 pixels (72 dpi) TIFF or JPEG.
- 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.
- If provided in 4:3 aspect ratio, content will present on screen pillar boxed, with black bands

either side.

- If content is a collection of shorter works, audio must be levelled across all individual pieces – media will not be independently levelled on a piece by piece basis.
- Please allow a title/action safe zone of five per cent in both dimensions (vertical and horizontal) for all content.

7. Appendix

7.1 The Cube Wodonga Big Screen Booking and Agreement Form