

**THE NHULUNBUY CORPORATION
LIMITED**

“CINEMA UNDER THE STARS”





The Nhulunbuy Corporation Limited

Cinema Under the Stars – Outdoor Cinema

The Nhulunbuy Outdoor Cinema is a 6 metre inflatable screen, along with a state of the art projector, amplifier and sound system, offering our Region wonderful new event and fundraising opportunities, for everyone of all ages to enjoy.

For fundraising opportunities please contact the Community Sport & Recreation Officer on 8939 2200 or 0439 849 943 to obtain information on the community calendar.

Hosting a Giant Screen Movie Night as a Fundraising / Event

Giant Screen Movies are easy to plan, easy to promote and repeatable over and over. Everyone loves to watch movies on the big screen and they really get enthusiastic about big movie nights, especially when they are held on the Nhulunbuy Corporation Limited (NCL) "Cinema Under the Stars".

Using Big Screen Movie nights as a fundraiser is a fantastic opportunity to promote your Club / Organisation, engage the community and raise money. This is how it works;

1. **To hire a complete indoor or outdoor Giant Screen Cinema Package** - this includes:
 - a professional giant screen
 - professional projection
 - professional sound
 - cables and setup
 - trained and approved operator

Complete an "Application to Host a Movie" and supply information on what you wish to screen, the rating(s) and provide information on why your Club / Organisation should host a movie night. The applications are only open to not for profit organisations. To ensure these movie nights are a success, these events will be offered only once per month. During the dry season (April through to October inclusive), the Outdoor Cinema will be utilised and during the wet season (November through to March inclusive), the Town Hall will be made available. The screen hire dates and allocation of groups will be decided through a ballot system and overseen by the Town Administrator.

Movie Selection - when you have decided on a popular movie to screen NCL can assist in arranging the movie license for you. This fee is paid directly to the movie distributor.

2. **Fundraising** is accomplished around the "Big Screen Movie Night" with not too much effort in several ways
 - **Sale of movie tickets** - Most schools charge between around \$10 per ticket or \$25 dollars per family
 - **Sale of food and beverage** - People like to eat when they go to the movies or go out at night. Whether you have hamburgers and sausage sizzles, popcorn chips, lollies and ice creams or more elaborate catering you will usually sell plenty.
3. **Education and Community Awareness** - These movie nights can also be used for educational purposes. You can run a video or an education film before the main feature and use an intermission as a time to sell more food and beverage. If you have a certain theme and would like to promote discussion on certain issues you can show a movie that will raise questions around those issues.

The nice thing about video or movie nights is all that's left for you to do is publicise, the event.

Fundraising for an Event

Be sure to plan the event far enough in advance to give you enough time for proper fundraising and promotion. The biggest challenge is in planning events that will be fun and your target audience will enjoy attending. If people anticipate enjoying the event you will get a lot more support and your fundraising will be a lot easier.

Publicising an event

Properly publicising an event is the key to a successful event. If the event is not publicised properly attendance will be low and your fundraising will suffer as a result. If you plan on inviting the public to an event, it is a good idea to publicise the event as much as possible and make use of every available publicity resource. 8EAR Gove FM and The Arafura Times run free community announcements. For more information contact 8EAR Gove FM on 8987 1500 and The Arafura Times Editor on editor@arafuratimes.com.au.

A good idea is to raffle a major prize to be drawn at the event. Tickets can be sold to the public prior to an event, a flyer on the event can be handed out with the raffle tickets, left in shops, placed on bulletin boards and otherwise distributed to encourage public attendance. To prompt attendance you might consider making it essential to be at the event to be eligible to win the prize.

Social Networks – Almost everyone is part of online social networks such as FaceBook or Twitter. Encouraging your group to post that the event will be on and that you will be going to the event on the social media networks will also get attendance from friends and other members of the community. It is all about creating a buzz! and there is no better way to do that than through online social media networks.

Other ways of publicising your event include making use of signage, making use of school, church and sports community groups which often appreciate being notified of upcoming events. Getting an announcement put in local newsletters, church bulletins and sporting club events calendars is often a great way to outreach to the community and boost attendance at your event.

In review, here are a few good publicity techniques and ideas:

- Pre-selling raffle ticket to a major prize to be drawn at the event to encourage attendance
- Flyers posted at all noticeboards and recreation areas
- Social media networks
- Posting flyers on community bulletin boards
- Place flyers in local businesses
- Use community notices on radio stations and in local newspapers
- See if you can get notices in newspaper calendar sections as well
- Post information to any popular community internet sites
- Post in church and community newsletters, sports clubs, bulletins and calendars
- Sell sponsorship and advertisements to businesses - particularly those connected to the school community and have them also publicise the event.

Nhulunbuy Outdoor Cinema Equipment Hire

Policy Statement

1. Payment for hire of the Outdoor Cinema will be required on week before the required date, and will be charged at the following rates:
 - a) Not-for-Profit organisations may hire the equipment, if it is to be used for fundraising purposes only. There will be a charge of \$150 for the provision of a NCL approved and trained operator.
2. The Outdoor Cinema Equipment may only be used under the supervision of a Nhulunbuy Corporation Limited (NCL) approved and trained operator, with assistance provided by the hirer of a minimum of four people to set up the inflatable screen.
3. Copyright laws need to be adhered to, and all films shown must have all relevant copyright clearances. This is the responsibility of the hirer, and copies of clearances with the film distribution company and APRA must be attached to the application. For playing music, you may only require a licence from PPCA. For more information, view the attached documents, or visit www.apra.com.au, www.copyright.org.au, and www.pcca.com.au.
4. It is the responsibility of the hirer to make sure all film rating laws are adhered to for the duration of the screening under the The Australian Government, Office of Film Literature Classification. For further information: www.oflc.gov.au.
5. The following areas of the event management are required for efficient and correct set up of the equipment. This access must be made available 24 hours before screening time.
 - a) Full access to electricity outlets and safety switches must be available to NCL approved coordinator from the bump-in time and 1 hour after the screening finishes.
 - b) NCL is to be notified of any irrigation, electrical or plumbing systems in the cinema area. NCL will not be held responsible for any damage sustained to these systems.
 - c) All watering systems must be turned OFF while the cinema equipment is on site. Repair or replacement of equipment water damaged by sprinkler systems will be charged to the hirer.
 - d) All event promotions are the responsibility of the hirer. The hirer is totally responsible for all ticketing and crowd management.
 - e) All lights in the area must be able to be covered or switched off during the screening.
 - f) Post-event, the equipment must be returned to NCL locked and secured away.
6. The Outdoor Cinema Equipment will NOT be used outside of the Township of Nhulunbuy unless a special arrangement is made with NCL, in rain, high winds or any other situations that may be considered a safety hazard for either persons or equipment. NCL reserves the right to cancel a screening in this event.
 - a) Payment will be refunded for any cancellations including weather. However, you may choose to re-schedule your event instead.
 - b) Where the Movie is cancelled during the screening, the screening can be rescheduled to another date agreed upon by NCL and the hirer.
7. Indemnity: Fair wear and tear excepted, and for the duration of the hire, the hirer will agree to indemnify the Nhulunbuy Corporation Limited against loss or damage from any cause whatsoever to the Outdoor Cinema Equipment. In the event of damage, the hirer will pay to restore and deliver such equipment to NCL, in the condition it was received, or to replace the damaged equipment with other equipment of an equivalent functionality.



APPLICATION FOR HIRE OF OUTDOOR CINEMA EQUIPMENT

This application form is to be used by organisations and individuals seeking hire of the Outdoor Cinema Equipment for fundraising or event purposes.

BUSINESS / CLUB DETAILS

Organisation: _____ ABN: _____

Postal Address: _____

Telephone: _____ Email: _____

Mobile: _____ Fax: _____

APPLICANTS DETAILS

Contact Person: _____

Position / Title: _____

Postal Address: _____

Telephone: _____ Email: _____

Mobile: _____ Fax: _____

PLEASE LIST THREE MOVIES IN ORDER OF PREFERANCE YOUR CLUB / ORGANISATION WOULD LIKE TO SCREEN:

1. _____ RATING: _____

2. _____ RATING: _____

3. _____ RATING: _____

WHAT IS YOUR CLUB / ORGANISATION FUNDRAISING FOR? PLEASE PROVIDE A BRIEF DESCRIPTION OF YOUR CLUB / ORGANISATION FUNCTION WITHIN THE COMMUNITY.

PLEASE LIST THREE (3) PREFERRED MONTHS TO HOST A MOVIE:

- 1. _____
- 2. _____
- 3. _____

DOCUMENTATION REQUIREMENTS 24 HOURS PRIOR TO SCREENING:

- Copy of copyright approval from the film distribution company
- Copy of APRA licence (approval to play movie sound track)
- Copy of PCCA licence (approval for public performances of music)
- Approval from the venue to house the equipment in locked overnight storage post event (if applicable)
- A diagram of all sprinklers/electrical/plumbing in the area that the screen is to be placed.

ADDITIONAL INFORMATION. (This is your opportunity to us why your Club / Organisation should be successful in your application).

AUTHORISATION

By signing this application, I hereby certify that the information provided is true and correct. Should our application be successful to host a Movie, I/we agree to all terms of the "hirer" in that attached policy, and understand my obligations as "hirer."

Signature: _____ Date: _____

Name: _____

Name of NCL approved and trained operator: _____

Signature of Operator: _____ Date: _____

OFFICE USE ONLY

Approved / Not Approved (please circle one) Approving Officer: _____

- Copy of copyright approval from the film distribution company
- Copy of APRA licence (approval to play movie sound track)
- Copy of PCCA licence (approval for public performances of music)
- Approval from the venue to house the equipment in locked overnight storage post event (if applicable)
- A diagram of all sprinklers/electrical/plumbing in the area that the screen is to be placed.

Comments: _____

Name of Operator: _____ Confirmed : / / 20