

Screenrights is a non-profit company which administers copyright licences in Australia and New Zealand and collects similar royalties from Europe and North America for its 2,600 members from 54 countries.

August 2008

## **Feature: Piracy – taking it to the classroom**

With film & TV piracy ripping more than \$230 million out of the Australian economy each year, key players in the industry have joined forces with the education sector to produce school resources on this important issue.

**02**

## **2008 EnhanceTV ATOM Award finalists announced**

The EnhanceTV ATOM Awards have announced finalists in more than 30 categories of film, television, animation and multimedia from an extraordinary field of talent.

**04**

## **Nominations for Board of Directors**

Screenrights is calling for nominations to fill four vacancies on its Board of Directors, with nominations to be in writing and returned to Screenrights by 5pm, 11 September 2008.

**04**

## **Australian Directors Guild Awards 2008**

Entries are closed for this year's Australian Directors Guild (ADG) Awards, with winners to be announced at a star-studded ceremony in Sydney on 27 September, sponsored by Screenrights.

**05**

## **Writers honoured at AWGIES**

Australia's top writers were honoured at this year's AWGIES, held in August in Melbourne.

**05**

## **DOCNZ extends deadlines**

The deadline for the DOCNZ 2009 Pitching Forum proposal has been extended to 4.00pm, 28 November 2008.

**06**

## **Proposed changes to US laws on using 'orphan works'**

Two bills before the US Congress would limit the consequences of using works without permission, provided the copyright owner cannot be identified or found. The bills apply to works from other countries, including Australia, provided the use occurs in the United States.

**06**

This is an online newsletter. You can subscribe by emailing [ota@screenrights.org](mailto:ota@screenrights.org)

The content of 'Off the air' is accurate at the time of publication. Screenrights makes no representations or warranties as to the satisfactory quality, or fitness for any particular purpose of the material contained in the newsletter.

### **Screenrights**

Level 3, 156 Military Road  
Neutral Bay NSW Australia  
Post Office Box 1248  
Neutral Bay NSW 2089  
Australia

Australia  
Ph: +61 2 9904 0133  
Fax: +61 2 9904 0498

New Zealand  
Freephone: 0800 44 2348  
Freefax: 0800 44 7006

[info@screenrights.org](mailto:info@screenrights.org)  
[www.screenrights.org](http://www.screenrights.org)

OTA0808

August 2008

## Feature: Piracy – taking it to the classroom

With film & TV piracy ripping more than \$230 million out of the Australian economy each year, key players in the industry have joined forces with the education sector to produce school resources on this important issue. **Off the air** speaks to the IP Awareness Trust's Communications Director, Narelle Riley about how the industry hopes to get the right copyright message to kids.

OTA: Can you tell us how piracy is affecting the film industry now?

NR: With the digital world evolving so rapidly the barriers to piracy are being broken down, and now, more than ever, the film industry is at risk of copyright abuse and theft. Back in 2005 the estimate of loss to piracy was over \$230 million – which represented half of the production investment in local and offshore drama that year – and we can't imagine that figure has reduced today. With 57% Internet penetration in Australia, and over 84% of those users on broadband, there are now more people with the opportunity to illegally download content, and faster, than back in 2005.

As we know, movie making is a risky business. Like every business, the industry relies on its profits to invest in future products. The revenue lost from piracy means there is less investment money available. Less money means fewer films are financed, which means fewer jobs are created, and there are fewer films for us to see.

OTA: What was the aim behind creating an educational package for kids?

NR: Technology is moving so quickly, but just because we can do certain things (like downloading films illegally), doesn't mean we should. This resource aims to help students understand the value of copyright and how its abuse can impact on society.

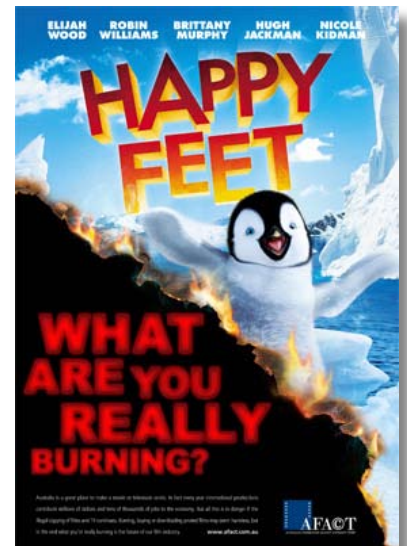
Research has identified that the core piracy age is 16-24 year olds. This resource has been designed for students aged 12-16 to raise awareness and understanding of copyright before they reach the age that piracy is more commonplace. Ultimately the aim is to help them make informed choices.

OTA: What approach did you take in developing the resources and who did you work with?

NR: The IP Awareness Trust was established in 2005 to fund, develop and deliver educational messages to Australians on the value of film and television copyright. Its members include film distributors, exhibitors (cinemas), replicators (electronic producers of DVDs in Australia), retailers (Sanity, HMV, Virgin), and Australia's largest rental chain (Video Ezy & Blockbuster). AFACT (the Australian Federation Against Copyright Theft) is also a key member of the Trust.

The IP Awareness Trust worked with experts in the educational sector to develop this resource – ATOM (Australian Teachers of Media) and Ryebuck Media.

ATOM is an independent, non-profit, professional association for media teachers and for teachers who wish to use media effectively in their classroom. ATOM aims to foster and encourage a generation of students who are both multi-literate and



*Happy Feet,  
What Are You Really Burning?*

August 2008

technologically savvy. Ryebuck Media specialises in the development of interactive educational multimedia and public awareness programs for national and international distribution.

The Trust's objective was to demystify copyright and, along with raising awareness and understanding, to encourage students to value and respect copyright.

The resource aims to encourage free and open discussion over copyright issues and, through an educationally valid process, make clear the harmful consequences to society from film piracy. It is an educational approach that allows students to discuss significant civil and citizenship issues in regards to copyright and its abuse in society today.

The resource contains four print units, a video case study and three interactive units. It has broad curriculum appeal including: Commercial/Economics, History/SOSE/Civics and Citizenship, IT, English, Legal Studies, Values Education/Ethics and Media Studies.

It's recommended that teachers start with the quiz in Unit 1 – to test students' knowledge and understanding of the basics of copyright as it applies in their everyday school and home lives. After this, the video case study engages students with the topic and starts them thinking about the moral, economic, social and cultural issues. Teachers can then select from the remaining units that best fit the subject area they are teaching. Finally, to assess students' knowledge and understanding, students can take the original quiz again.

OTA: In what other ways is AFACT working to educate people about the impact of piracy?

NR: AFACT was established in 2004 to protect the film and television industry, retailers and movie fans from the adverse impact of copyright theft in Australia. AFACT works closely with industry, government and law enforcement authorities to achieve its aims. It provides consumer guides on its website, outlining the legal and moral issues around film & TV copyright. It also sponsors the Wakakirri Story Telling Festival filmmaking section and is a supporting partner of Trop Jr.

These latest initiatives (the schools resource, as well as the latest consumer campaign 'What Are You Really Burning?') have been driven by the IP Awareness Trust, of which AFACT is a member. This campaign appears in cinemas, on DVDs and in DVD rental and retail stores nationally, challenging Australians to consider "what are you really burning?" before they burn, buy or download pirated films.

OTA: Are there any ways in which the industry can be involved?

NR: Definitely! All the communication delivered through the IP Awareness Trust is on behalf of the 50,000 Australians employed within the industry. It's important that we all understand that reducing the trend of piracy needs to start from within – we need to believe and support copyright, and choose not to be involved in piracy in any way. And to help educate our family and friends – not by lecturing, but so that people start to understand the real implications of film and TV piracy so they can make an informed decision.



AFACT front cover

August 2008

## 2008 EnhanceTV ATOM Award finalists announced

The EnhanceTV ATOM Awards have announced finalists in more than 30 categories of film, television, animation and multimedia from an extraordinary field of talent.

The awards celebrate the very best of Australian and New Zealand production and are open to students and professionals alike.

Winners in each of the categories will be announced at a gala presentation ceremony to be held in Melbourne on 24 October.

For a full list of finalists and to find out more about the awards night, visit [www.atomawards.org](http://www.atomawards.org)

## Nominations for Board of Directors

Screenrights is calling for nominations to fill four vacancies on its Board of Directors, with nominations to be in writing and returned to Screenrights by 5pm, 11 September 2008.

The Board consists of 12 directors who are voted in for a three-year term. This means four directors retire each year, with these four eligible to stand for re-election.

This year's retiring directors are: Martin Armiger, Nick Collis-George, Will Davies and Sue Taylor.

Only Screenrights members are entitled to nominate a candidate. The candidate does not need to be a Screenrights member, although he or she does need to be a resident of Australia or New Zealand.

Download a nomination form at [www.screen.org/pdfs/board/director\\_nomination\\_form\\_2008.pdf](http://www.screen.org/pdfs/board/director_nomination_form_2008.pdf). A full list of the current Board of Directors can be found on our website: [www.screenrights.org](http://www.screenrights.org)

August 2008

## Australian Directors Guild Awards 2008

Entries are closed for this year's Australian Directors Guild (ADG) Awards, with winners to be announced at a star-studded ceremony in Sydney on 27 September, sponsored by Screenrights.

The awards, which are the only peer-assessed awards celebrating the best directing talent in film, television, TVC, animation and music video, will be presented as part of the ADG National Directors Conference.

In 2007 over 100 applicants entered the inaugural ADG Directors Awards, with filmmaker Kriv Stenders (**The Illustrated Family Doctor, Blacktown**) awarded the inaugural Directors Finders Series Award for his low-budget independent feature film **Boxing Day**. Other award winners in 2007 included Matthew Saville (**Noise**) for Outstanding Achievement in Feature Film, David Bradbury (**Raul The Terrible**) for Best Direction in a Documentary and Julius Avery (**End of Town**) for Best Direction in a Student Short Film.

For more information about the ADG conference and awards, visit [www.adg.org.au](http://www.adg.org.au)

## Writers honoured at AWGIES

Australia's top writers were honoured at this year's AWGIES, held in August in Melbourne.

Winners included Greg Haddrick for **The Informant** (telemovie original) and Peter Gawler, Greg Haddrick and Felicity Packard for **Underbelly** (television mini series adaptation).

Other major awards included the \$25,000 FOXTEL Fellowship for excellence in television writing, the \$25,000 Kit Denton Fellowship and, for the first time, the \$15,000 John Hinde Award for Science Fiction.

Screenrights was proud to sponsor the AWGIES and congratulates all the winners. For a full list of awards visit [www.awg.com.au](http://www.awg.com.au)

August 2008

## DOCNZ extends deadlines

The deadline for the DOCNZ 2009 Pitching Forum proposal has been extended to **4.00pm, 28 November 2008**.

Each year, selected proposals get the opportunity to be pitched to a panel of commissioners, distributors and buyers in order to secure funds for their projects.

For more details and entry form: <http://www.docnz.org.nz/events/summit-2009.html>

## Proposed changes to US laws on using 'orphan works'

Two bills before the US Congress would limit the consequences of using works without permission, provided the copyright owner cannot be identified or found. The bills apply to works from other countries, including Australia, provided the use occurs in the United States.

Known as "orphan works" because the owner cannot be identified or located, the proposed changes to the law limit remedies for infringement of these works, where the person has:

- made genuine documented attempts to identify and contact the copyright owner, but was unable to locate him or her;
- attributed the copyright owner where he or she can be identified;
- used a notice with the orphan work indicating the work was used in reliance on the orphan work provisions; and
- negotiated and paid compensation, if contacted by the copyright owner.

One of the bills also requires the user to file a 'notice of use' at the US Copyright Office, describing the attempts to find the copyright owner and the ways in which the material is to be used.

In these circumstances, the copyright owner could claim reasonable compensation for the use, but not other forms of damages, nor would an injunction be available if the user had already begun creating a new work using some of the orphan work.

If you would like to find out more about the proposed changes and how they could affect you, the Australian Copyright Council has published a fact sheet available to download for free. Go to [www.copyright.org.au](http://www.copyright.org.au)