

MEMBERS INFORMATION BULLETIN



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Kerstfeest

Un Crăciun fericit

新年おめでとうございます

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god jul

boldog Karácsonyt

Merry Christmas

yi Noeller ve Mutlu Yillar

Fröhliche Weihnachten

Buon Natale

С наступающим Новым Годом

และสวัสดิ์ปีใหม่

สุขสันต์วันคริสต์มาส

كريسمس مبارك

즐거움 선행을 보내세요 및 새해 복 많이 받으세요

TO ALL AVRRA MEMBERS,
THEIR FAMILIES AND STAFF,
WE WISH YOU A VERY MERRY
CHRISTMAS AND A
PROSPEROUS 2012.

BEST WISHES
& GOOD TRADING

THE BOARD OF DIRECTORS

AVRRA

AVRRA MEDIA RELEASE: NOVEMBER 2011

MOVIE RENTAL STILL A PREFERRED OPTION FOR AUSTRALIAN ENTERTAINMENT

You don't have to spend much time on the internet, reading a newspaper, listening to the radio or watching the TV before you come up with the same old story, new technology is going to mean the end of the humble rental store.

With this new box/service, you'll no longer have to trudge down the road to your local rental store to get your entertainment fix. But while the media is full of stories about new technology spelling the end of rental stores, the reality is somewhat different.

What many of these stories seem to forget, is that the average Australian consumer actually likes the instore experience. Whether it's buying clothes, shopping for food, or even choosing their entertainment, Australian consumers like to see what's available, hold the product in their hand, and enjoy some oldfashioned customer service. They like the fact that the person behind the counter is actually knowledgeable about the product they offer, rather than some faceless, impersonal display on a screen.

With hundreds of new titles hitting shelves each month, your average rental store has more than enough titles to keep even the most avid movie watcher happy – all there at the store to be rented when the customer wants them. Not to mention that the price is right too – other services don't let you get up to 10 great movies for just \$10 like most rental stores do.

While you're at it, why not pick up an ex-rental new release movie for a handful of dollars, or some drinks and snacks to go with the movie.

At your local rental store, it's all possible.

"No need for expensive broadband plans and watching movies on your laptop or having to high rental fees for these movies" says Ross Walden, Executive Director of AVRRA.

And even the many reports of rental being an industry that's close to death isn't accurate.

Most stores offer great deals all week long and have ample supplies of all the latest releases and there depth of back catalogue titles is second to none.

New rental stores are still being opened, and most suburbs in the country have a rental store within them – that's all because Australians actually like to rent, from an actual store. The media might not want to tell you that, but numbers show that it's the truth.

You only have to walk into one of the thousands of rental stores around the country on any given night to see just how popular movie rental still is for the average Australian.

The media reports of rental dying an imminent death just don't match up with what's really happening in the marketplace.

So, is the movie rental business dying? No, not while Australians continue to want great entertainment with easy convenience at a great price. It's an equation that's hard to beat and always great value for our customers.

Watch what you want, when you want, without TV advertisements!

AVRRA MEDIA RELEASE GETS A GREAT RESPONSE FROM THE MEDIA..

As part of the **AVRRA Action Plan**, the Board scripted a media release **"Movie Rental still a preferred option for Australian entertainment"**

The media release was distributed using Media Monitors to over 890 destinations and the response and enquires have been just great. So far the Executive Director has done two interviews, 6PR (Perth radio) and a pod cast recording with Televised Revolution for the ABC and regional stations in Queensland. The Association has also received many emails from the more main stream media channels including ACA, Today Tonight and Kerrie Anne Show to name just a few. They have all shown interest in our release and hopefully we will get some good coverage there.

With such a good response, the Board has decided the Association should continue with it's media release strategy. With Christmas not that far away and with such a good range of product available in December, what a great chance to drive the rental message.

ANNUAL GENERAL MEETING

The **Annual General Meeting** of the Association was held at the Leading Edge Boardroom on the 17th November 2011.

The AVRRA Board report (for full report see separate article) opened by confirming that our members continue to amaze many critics in the business world that continually seem to forecast the end of the traditional rental, by enjoying increased consumer demand and rentals of our product compared to the many other entertainment offerings and delivery formats.

The Board's primary focus during the year has been the **AVRRA Action Plan** which was strategically formulated at the AGM in 2010 and has served as the road map in addressing issues the Board believes are paramount to our members.

The meeting noted that Gordon Rose who has served on the AVRRA Board for some six years (two as President), decided due to his extended work commitments he would not be seeking re election for the coming year 2012. The minutes of the AGM meeting recorded the Board's appreciation for the time and effort Gordon has given the Association since his appointment to the Board.

Confirmation of the AVRRA Board for 2012 is:

- George Kafataris
- George Papadopoulos
- Scott Dew
- Gary Lewis
- Jason Elkerton
- Col Wandlin

AVRRA BOARD REPORT 2011

The traditional rental video store, our members, continue to amaze many critics in the business world that continually seem to forecast the end of the traditional rental store, by enjoying increased consumer demand and rentals of our product compared to the many other entertainment offerings and delivery formats.

The Board's primary focus during the year has been the **AVRRA Action Plan** which was strategically formulated by the Board at last years Annual General Meeting and has served as the road map in addressing issues that the Board believes are paramount to our members.

Some of the issues worked on have now reached completion but many remain ongoing as the Board continues to monitor the directions they are taking.

Issues covered included:

Current issues

- Piracy, illegal downloading
- Piracy, market stalls/ parallel importation
- Windows pay per view, iTunes, Foxtel and day and date downloads
- Worldwide release dates
- AVRRA media releases
- Vacant Stores [removal of signage]
- Censorship [proposed changes]
- TV Catch up programming

Issues completed with no further action required at this stage

- AVRRA industry paper update
- Electronic AVRRA Member's Information Bulletin.
- Rent or buy taglines
- Fox combo packs
- R 18+ South Australian Government
- Exclusive titles

The AVRRA Board understands the Piracy issue is a major concern for our members and as such the Board asks all our members to be constantly diligent and pro-active in their determination to root out and help prosecute the illegal activities seriously affecting our business such as piracy and parallel importation. These illegal activities still cost our industry and the people who work in it considerable amounts of money and can place businesses and livelihoods at risk. AVRRA has worked closely with AFACT on the matter of parallel importation and has secured an undertaking from AFACT that they will write to these offenders, when reported, pointing out the illegal nature of there business. A dedicated email address to AFACT is a big step in the right direction.

Membership numbers, after some rationalization over the past couple of years, have consolidated and the Association enjoys a solid base of dedicated members. Of course there are many other rental stores out there in the market place who just do not know what AVRRA has done for their business, so we need to continually market the benefits and achievements of the Association with view of securing their membership.

The whole Board has worked cohesively during the year, conducting monthly teleconferences. The commitment of the current Board members, giving their time and effort addressing all the important issues on behalf of our members and for the video industry as a whole, must be highly commended.

The Board especially acknowledges and thanks **Gordon Rose** who has been on the Board for some five years, two of which he served as President, for his tireless enthusiasm and commitment to AVRRA

AVRRA BOARD REPORT 2011

and the video industry. Although Gordon has chosen to step down from the AVRRA Board he remains a multiple store owner and believes in a strong future for the industry.

The Board would like to thank our Executive Director, **Ross Walden**, who has continued to manage the affairs of the Association and the office, efficiently and effectively. He always goes about his duties with the membership's best interests in mind. Ross's efforts provide the key driver to the activities and success of our Association.

The AVRRA Board will continue to work hard on behalf of its members, there are and will always be challenges out there that need to be addressed.

The AVRRA Board of Directors wishes all its members, their families and staff the very best for Christmas and the festive season.

Stock the AVRRA in-store magazine and keep your customers coming back!

In a challenging market place, it's increasingly important to ensure you receive the best return on investment for your marketing dollars.

While point of sale posters and in-store promotions are important to grab consumers' attention and encourage immediate sales, these don't travel home with your customers.

It's worth considering a portable marketing tool that keeps your rental titles top of mind, offers longevity, and provides added value to customers using a softer sell approach – a customer magazine.

Engage with a customer magazine

In the modern media landscape, increasingly savvy consumers expect something back for their precious time and attention. Through engaging editorial features, celebrity news, contemporary design and new release reviews, you can give them just that.

The stats speak for themselves. Customer magazines have been proven to increase brand loyalty by 33% and to drive an 8% increase in future sales.

Successful customer publications meet marketing objectives. In your industry, these are likely to be to encourage sales, increase basket spend and improve customer loyalty – all of which can be achieved through a well-planned customer title.

Simply, a magazine provides a platform for new and existing customers to engage with your products and your store, long after they have left and offers a great free read to reward them for their custom.

Take One is a customer magazine published monthly on behalf of independent DVD retailers. If you'd like to stock the magazine (copies cost just 36c* each for AVRRA members) contact **Abby Cartwright** on **02 9394 2993**.

*Excludes GST

take one

MAGAZINE DECEMBER 2011



RISE OF THE PLANET OF THE APES

32
REVIEWS
INSIDE!

MR POPPER'S PENGUINS
SENNA FRIENDS WITH
BENEFITS THE BEAVER
JANE EYRE CATCH .44
GREEN LANTERN HANNA

Red Dog

An Australian legend has his day

Rising talent

Andy Serkis: Gollum, King Kong and now Caesar in Rise of the Planet of the Apes

O.&A

with The Tree of Life's Jessica Chastain

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AVRRA

If you'd like to stock **Take One**, contact **Abby Cartwright** on **02 9394 2993**.

Product purchased with a 'window' gives you rights, make sure your rights are protected..

The Members Information Bulletin in July 2011, published a detailed chart of all the Holdback Policies of Distributors. Since that publication we have received many telephone calls pointing out various window breaches of product.

If the product you purchased was sold with a 'window' then it is only right that you as the customer are entitled to assume that 'window' will be adhered to.

Unfortunately that is not always the case.

The AVRRA Board has decided this practice must stop and is asking all our members to be continually vigilant in checking window breaches and if found report then immediately to the AVRRA office so we can raise the issue with the Distributor concerned.

Windowed product is not only just for Rental product, other delivery formats have varying window periods (refer the Holdback policies chart) Pay per View, Foxtel, and of course lets not forget iTunes.

They say many hands make light work, well in this case, if we can get all our members involved, its many eyes and ears that will make light work and hopefully put a stop to this practice.

Reporting is simple..

Send an email to the AVRRA office to ross@avrra.com.au

Please provide;

- The name of the title*
- The format that appears to have the window breach*
- Your belief or understanding of what the window period was for the title with that format.*

AVRRA will do the rest..

Perceptions sometimes become reality..

AVRRA ASKS IT'S MEMBERS FOR HELP.

At the Board meeting in June, the AVRRA Board members discussed what is becoming a more frequent occurrence of video stores closing and still displaying the logo of the group or franchise that they were aligned with.

The Board is very concerned that this creates an incorrect perception with the public [our customers] that the video industry is in dire straits and fighting for its survival. The Board understands all group or franchises would have in place a process to protect their intellectual property when a store closes but of course access to such a site may have barriers that prevent the removal of the signage.

The Board is asking all its members to be the 'eyes' of the industry and advise the AVRRA office if they see a video store that has recently closed in their area still displaying the identification markings of a group or a franchise.

AVRRA will then immediately contact the group or franchise relating to that store and seek their assistance in removing the identifying markings.

Simply send the Association an email ross@avrra.com.au and hopefully the perceptions will not become a reality.

FILM AND GAME CLASSIFICATIONS EXPLAINED



General

G is an advisory classification. The content is very mild in impact. **G** films and computer games are of general viewing and available to be viewed by children.



Parental guidance recommended

PG is an advisory classification. The content is mild in impact but contains material that a parent might need to explain to a younger child.



Recommended for mature audiences

M is an advisory classification. The content is strong in impact and are not recommended for children under 15 as a level of maturity is required.



Not suitable for people under 15. Under 15s must be accompanied by a parent or adult guardian

MA15+ is a legally restricted classification. The content is strong in impact and are not suitable for people under 15. A person under 15 cannot purchase or rent a **MA15+** film or computer game unless accompanied by a parent or an adult.



Restricted to 18 and over

R 18+ is a legally restricted classification. The content is high in impact and are not suitable for people aged under 18. People aged under 18 cannot purchase or rent an **R 18+** film. There is currently no **R 18+** classification for computer games and therefore banned in Australia.

For further information about the National Classification Scheme go to www.classification.gov.au

AVRRA CONTACT DETAILS

AVRRA Office Telephone No.

02 8920 2991

AVRRA Mailing Address

**P.O. Box 7074
McMahons Point 2060
Sydney NSW**

Industrial Relations Contact Numbers

One of the most time consuming tasks of any business these days is ensuring wages and conditions for all staff are correct. For the convenience of members we have produced a list of contact details for all the Industrial Relations Departments (Australia)

New South Wales

131 628
www.dir.nsw.gov.au

Victoria

03 9651 5560 or 1800 287 287
www.irv.vic.gov.au

Western Australia

1300 655 266
www.docep.wa.gov.au

Queensland

1300 369 945 within state or
1800 177 717 elsewhere
www.dir.qld.gov.au

South Australia

08 8303 0400
www.industrialcourt.sa.gov.au

Tasmania

03 6233 7657
www.wst.tas.gov.au - *general info*
awards conditions
www.pat.tas.gov.au - *award rates*

ACT and NT

1300 363 264
www.wagenet.gov.au
note this web address also has links to each state site.

ASSOCIATE MEMBERS

collectyourdebt.com.au
collectyourdebt.com.au

eCollect
eCollect.com.au


ANCHOR BAY ENTERTAINMENT™
Anchor Bay Entertainment


EAGLE ENTERTAINMENT
Eagle Entertainment


Pied Piper Promotions


National Default Registry


Lomis International


Entertainment Recoveries


APRA|AMCOS
APRA


ALL INTERACTIVE ENTERTAINMENT
All Interactive Entertainment


ROCKET
Rocket Software (Customsoft)


PEACOCK FILMS
Peacock Films


MADMAN
Madman