

The financial result for the night remains in positive territory which is always a good result when conducting such events. Having now completed a full a year in the new office location at Mosman, the Association has reaped the benefits of all the back up office support staff available, which has allowed the Executive Director to provide the Board and members of the Association with a highly professional quality of information and service.

Many thanks to Ross for his efforts during the year.

In closing, once again, many thanks to all Board members and I look forward to another successful year for the Association.

AVRA ANNOUNCES ITS BOARD FOR THE COMING YEAR 2003/2004

The Election of the Board was conducted at the Annual General Meeting held on the 31st October 2003 at Star City Boardroom. It is with great pleasure that the Association welcomes three new Board members, Lynne Meier, Family Videoland, David Hynes and Gary Lewis from Network.

AVRA Board members

George Kafataris *President*
 Tony Romano *Vice President*
 Jeff Menck *Treasurer*
 Lynne Meier Wendy Wilson Ted Konidis
 Peter Taylor Keran Wicks David Hynes
 Gary Lewis.

Congratulations to all members and we wish you well in what is a very important role within the video industry.

ATTENTION ALL EX MOVIES 4U STORES

At the recently held Annual General Meeting of the Association, 31st October 2003, a question was asked of the Board by a member about whether or not the Association had reimbursed the monies from the two Warner cases last year.

The Minutes of the Board meeting Thursday 15th August 2002 contain a motion that was unanimously carried

"the reimbursement of contributions from the legal funds include AVRA as a contributor and as such the percentages would be 54.86% for the Copyright case and 87.64% for the Trade Practices case"

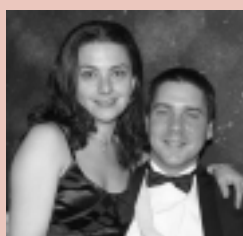
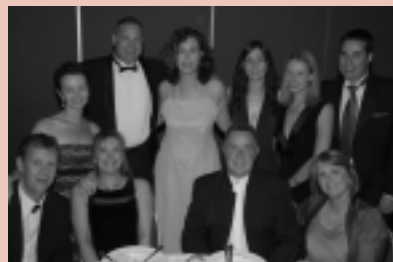
As you would all be aware Group head offices collected individual contributions from their franchised stores and forwarded to AVRA one cheque in payment.

In fulfilling its obligations in relation to the minuted motion, AVRA sent cheques out to all Group Head offices towards the end of August 2002. All these cheques have been cleared from AVRA bank account.

The Board of Directors is very concerned about any inferences and or perceived thoughts that members may have arising from them not receiving their reimbursement for their contribution from the Group Head office.

In a concerted effort to address this issue any members who have not received their reimbursement for the Warner case should contact the AVRA office and advise Ross Walden of their details.

More Awards Night photos - are you here?



OUR MISSION

To develop, promote and represent the video industry. To provide effective service, support and direction for our members.

AVRA AWARDS 2003

PLATINUM EVENT SPONSOR

The ZenithPac Security Rental & Retail Packaging by Brackley Industries

Gold Sponsor

What's Hot on Video Magazine

Silver Sponsor

20th Century Fox Home Entertainment
 Buena Vista Home Entertainment
 Gadens Lawyers
 Paramount Home Entertainment
 All Interactive Distribution

Bronze Sponsor

Gfk Marketing Services Australia
 APRA
 Peacock Films
 Rocket Video Software
 Magna Pacific
 Kaleidoscope Film, a division of the Shock Music Group
 The AV Channel
 Imagine Entertainment
 MRA Group
 21st Century Pictures

Supporters

Eagle Entertainment
 Campbell Murray Creating
 Screen Print



AVRA Ltd.
 Ross Walden, Executive Director
 Level 1, 3 Brady Street
 Mosman 2088 NSW
 Postal: PO Box 420
 Spit Junction 2088 NSW
 Tel: (02) 9960 0046 Fax: (02) 9960 0041
 Email: info@avra.com.au
 ABN: 79 054 038 881

President's Annual Report

2002-2003 George Kafataris

It is with great pleasure, pride and confidence I can report that with the controversy of the previous year now well and truly behind us, the Association has enjoyed a successful year in the growth of its membership base.

We launched a direct membership marketing campaign to all Video Ezy stores and we are now starting to see the fruits of that campaign, as stores take up the offer and join the Association. We have also campaigned to retain the membership of stores from franchisees Movies Plus, Movies 4U and Movieland that have either been sold or amalgamated with other franchises.

Current membership numbers are the highest they have ever been and one could say the membership base of the Association is now a truly representative cross section of the whole video industry.

Membership growth remains one of the highest priorities of the Board and I am sure by this same time next year the numbers will even be greater.

Finances, Jeff Menck, our Treasurer for the past three years or so, must again be congratulated on providing the Association with an outstanding financial result. Jeff's keen eye for detail on both expenses and revenues, coupled with a well planned and thought out budget has placed the Association with a sound financial platform for the future. Many thanks Jeff.

The Board has worked tirelessly during the past year conducting three face to face Board meetings in addition to the monthly teleconferences. Issues the Board have addressed on behalf of the members include DVD disc delamination, dealer information kits, free screening in the park, VHS large cases for rental product, piracy issues, conducted a two part members survey on the loss of revenue from non returns/overdue fees and DVD damage, video vending machines, security packaging systems, reviewed the Association's Memorandum

and Articles and conducted individual interviews with the managing directors of six of the major distributors.

The commitment of all Board members giving their time and effort addressing all these important issues on behalf of our members and for the video industry as a whole, must be highly commended. I would like to personally thank you for all your dedication and support.

The job is not finished, the challenges will always be there, so to the Board for the coming year, to be confirmed later at this meeting, I can only say keep up the good work, the benefits that flow on to our members will be your reward.

To those Board members not seeking re election my special thanks for your time and efforts during your period on the Board and I know you will be watching closely from the sidelines.

The AVRA Excellence Awards, to be held tonight, is boasting the largest attendance since its inception with 232 people attending. The amount of support shown, in particular by the Independent Distributors is just tremendous.

The night will be a great mixture of formalities and fun, hosted by Andrew Daddo and with a very special guest appearance of that world famous Australian Band "Mental As Anything". That should really set the night on fire.

Judging of the Retailer awards this year was done by a Mystery Shopper program, with all entries being visited twice, by different Mystery Shoppers. The scores of both visits were averaged out in percentages to arrive at the winners. The Executive Summary attached to the final report from the Mystery Shopper company said that the overall standard of entries was one of the highest they had come across in any industry, with the winners only been separated by very small percentage margins. Well done to all stores that entered and congratulations to all the winners.

continued on page 4

BIGGER and BETTER than ever!

Bigger and better than ever – that’s what all the phone calls, emails and discussion was all about on the Monday after the AVRA awards.

Rocco Zerbi, National Sales Manager Rental BHVE, said “Well done to all involved with the production of a slick and entertaining awards evening. One of the best I have attended. Look forward to next year.”

The evening commenced in the foyer and on the terraced balcony with pre dinner drinks and canapés as everybody mixed, renewing acquaintances and enjoying the friendly atmosphere before the formal proceeding.

Around 8.00pm the 234 guests – the most we have ever had – moved into the Ballroom to be greeted by the MC for the night, Andrew Daddo.

There were 19 awards presented on the night and all winners must be congratulated on their efforts. The Awards are in recognition of the work retailers put into their businesses and the results of the Mystery Shopper program in many cases were only separated by the smallest percentage margins.

The National Retailer of the year went to Tony Pullen and Amanda Worthington from Civic Video Engadine and the most prestigious award on the night, the Keith Williams Award, was won by Ted Konidis, Top Leading Edge Video.

But the night was not just all about awards it was a celebration of an industry and how better to celebrate than to have a special

guest appearance by the Australian icon band Mental as Anything.

Boy, did they bring the house down within minutes of commencing to play all their old tunes. The whole ballroom was up dancing wherever they could get a spot.

Just a tremendous performance.

The evening would not have been possible without our sponsors and on behalf of the Board of AVRA and its members I would like to thank you all. Our major sponsor, Brackley Industries, has pledged their support for next year’s event and a special thanks must go to Gary Abrams and the team at Brackleys.

The Winners!

Are you in any of our photos? See page 4 for more!



The AVRA Award winners: 1. Amanda Worthington, Tony Pullen, Mike Edgson; 2. John Price and Mike Edgson; 3. Liz Jackson-Maher, David Hunt; 4. Paul and Tina Gianotti, Rocco Zerbi; 5. Rod Laycock, Niki Mantsos, Sherad Kingston; 6. Major National Distributor Award recipient Buena Vista Home Entertainment; 7. Tony Pullen, Amanda Worthington, Alison Field; 8. Ted Konidis, Keran Wicks and MC Andrew Daddo; 9. Kevin Jellard, David Hunt; 10. Niki Mantsos, Sherad Kingston; 11. Mr Braunstein, Rocco Zerbi; 12. Angela Borrelli, Alison Field; 13. Dancing to the tunes of Mental As Anything.

Award	Winners	Presenter	Company Name
Retailers Excellence Award			
NEW SOUTH WALES			
Metro	Civic Engadine <i>Tony Pullen and Amanda Worthington</i>	Mike Edgson	20th Century Fox
Regional	Civic Armidale <i>John Price and Tanya Scales</i>	Mike Edgson	20th Century Fox
VICTORIA			
Metro	Blockbuster Melton <i>Kevin Jellard</i>	David Hunt	Paramount
Regional	Family Videoland Kangaroo Flat <i>Liz Jackson-Maher</i>	David Hunt	Paramount
QUEENSLAND			
Metro	Network Booval <i>Paul and Tina Gianotti</i>	Rocco Zerbi	Buena Vista
Regional	Network Video and Games Burleigh Heads <i>Evette Braunstein</i>	Rocco Zerbi	Buena Vista
SOUTH AUSTRALIA			
Metro	Civic Welland <i>Niki Mantsos Corporate Store Manager</i>	Sherad Kingston	All Interactive
WESTERN AUSTRALIA			
Metro	Civic Morley <i>Rod Laycock General Manager</i>	Sherad Kingston	All Interactive
National Distributor Award			
Major	Buena Vista Home Entertainment	Sam Burns	What's Hot on Video Magazine
Independent	Magna Pacific	Sam Burns	What's Hot on Video Magazine
National Distributor Sales Executive			
Major	Belinda Williams	Gary Lamb	Gfk Marketing Services
Independent	Bill Griffith	Gary Lamb	Gfk Marketing Services
Distributor Marketing Awards			
Non Theatrical release to Sell Through	Universal for the campaign <i>"Home and Away"</i>	Michael Bradley	Gadens Lawyers
Theatrical Release to Sell Through	20th Century for the campaign <i>"Ice Age"</i>	Michael Bradley	Gadens Lawyers
Non Theatrical Release to Rental	21st Century Pictures for the campaign <i>"To End All Wars"</i>	Paul Coghlin	Whats Hot On Video
Theatrical Release to Rental	20th Century Fox for the campaign <i>"Behind Enemy Lines"</i>	Paul Coghlin	Whats Hot On Video
Retail Marketing Awards			
Retail Group Marketing Award	Civic for the campaign <i>"C it at Civic"</i> <i>Angela Borrelli</i>	Alison Field	Brackley Industries
Retail Store Marketing Award	Civic Emerald Store campaign <i>"Goldmember"</i> <i>Neale and Vicki Parry received on behalf by Angela Borrelli</i>	Alison Field	Brackley Industries
National Retailer Award	Civic Engadine <i>Tony Pullen and Amanda Worthington</i>	Alison Field	Brackley Industries
Keith Williams Award	Ted Konidis	AVRA President	George Kafataris

