

While saddened by E I's closure, Derwent Howard's editorial director Debra Taylor, said "the company will continue to build on its successful customer titles which include *What DVD*, *Official Xbox Magazine* and the *Official Playstation2* magazine."

PIRATED COPIES VHS/DVD

Industry experts believe the sale of illegal copies of VHS and DVD is the most important issue the video industry will have to face in the coming years. With technology continuing to evolve at such a rapid pace, the protection of copyright is becoming harder and harder for all industries.

The Australian Film & Video Security Office (AFVSO) was established by the Motion Picture Association (MPA) to protect the film industry from the effects of illegal copies and their distribution.

Members are encouraged to report all illegal sales of VHS and DVD to Stephen Howes, Director AFVSO by telephoning 1800 251 996.

Remember, this is your livelihood, so let's help protect it.

CHANGES TO SUPERANNUATION GUARANTEE – IMPORTANT EMPLOYER INFORMATION

The rules of superannuation guarantee (SG) will change when quarterly SG starts on July 1 2003. These changes mean you will need to:

- pay superannuation contributions at the rate of 9% for eligible employees to a complying superannuation provide at least every quarter. Eligible employees are usually those who are paid at least \$44500 per month,
- report details of the contributions to employees in writing at least once each quarter,
- keep a record of all contributions made, and
- keep a record of when, what and how you reported to your employees.

If you currently make more frequent contributions due to the conditions of your industry fund, an award obligation, a workplace agreement or through personal choice, you should continue to do so.

From 1 July 2003, you will need to pay superannuation contributions at least every quarter. The new dates are:

Quarter	Cut off dates for contributions
1 July - 30 September	28 October
1 October - 31 December	28 January
1 January - 31 March	28 April
1 April - 30 June	28 July

For further information and new reporting requirements, go to www.ato.gov.au/super.

Industrial Relations Contact Numbers

One 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 ready reckoner 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.

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/ Zenith One-Time Security System by Brackley Industries

Gold Sponsor

What's Hot on Video Magazine

Silver Sponsor

20th Century Fox Home Entertainment
Buena Vista Home Entertainment

Bronze Sponsor

Gfk Marketing Services Australia
APRA
Peacock Films
Rocket Video Software
Magna Pacific



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Tel: (02) 9960 0046 Fax: (02) 9960 0041

Email: info@avra.com.au

ABN: 79 054 038 881

AVRA Retailer Excellence Awards 2003

Proudly sponsored by The ZenithPac/Zenith One-Time Security System by Brackley Industries

Friday 31st October 2003, 7.00 pm Star City Ballroom, Pyrmont Sydney
For further information call the AVRA office 02 9960 0046 and speak to Ross, or email us on info@avra.com.au

The Australian Video Retailers Association proudly announces the Retailer Excellence Awards for 2003 will be held in the ballroom at Star City Pyrmont on Friday 31st October 2003.

The event is proudly sponsored by Brackley Industries and recognises the achievements of retailers in the rental channel. Retailer award winners will be on a State by State, in two categories, Metropolitan and Regional. The prestigious National Retailer of the year is the highlight of the night selected from the State winners.

Nomination entry forms are enclosed with the newsletter and entries close on Monday 1st September 2003. Please read the rules and conditions of entry on the back page. Judging criteria will be based on the stores outside presentation, in store presentation, staff appearance, in store promotions, product range including new releases and back catalogue, games and ancillary products.

The judging process will include a Mystery Shopper Program conducted by an expert, independent company in this field and all nominated stores will be visited at least once.

Marketing Awards for distributors, group head offices and stores will also be awarded on the night and further information (entry forms) about these categories can be obtained by ringing the AVRA office.

The members only voting ballot paper is also enclosed for AVRA members to vote on their most popular distributor and their most popular sales executive. These categories are always closely contested and as the result is based on the number of votes cast by members, it is important to make sure your vote (choice) is faxed back to the office by Monday 1st September 2003 and remember to fill your store name in for verification purposes.

This event is a night of nights when once a year all video retailers have the chance to get together and just celebrate. The glamour, the hype, the entertainment, the black tie dress and the best venue in Sydney will make this a night to remember.

Do not miss out, do not leave booking your table any later, first in, best tables.

Members are urged to take advantage of the great discount offered on tickets by paying for them when lodging your entry form. Tickets are normally \$165 per person but book and pay when lodging your stores entry and tickets will only cost \$145 per person, that's more than 10% off the normal price.

Discounted Accommodation Packages available at Star City

On behalf of AVRA members, Garth Taylor the event co-ordinator for the AVRA Excellence awards, has negotiated a very attractive room rate package for those who need accommodation on the night, \$240 per night for standard double room. The packages must be booked through Garth who can be contacted on 1800 22 55 13 or 0419 357 433 or email garth@1e.com.au.

Remember please book early as rooms may be limited due to the hotel's World Cup Rugby commitments. Contact Garth today.

MEMBERSHIP

It is with great pleasure the Board of Directors of AVRA are happy to announce that yearly membership fees will not be increased for the coming year. During the last year, membership has continued to rise as store owners are now seeing the benefits of a strong industry association like AVRA.

Membership rates are:

Stores within a group franchise: \$157.00 inclusive GST.

Independent store: \$264.55 inclusive GST.

Multiple store owners are offered a discounted rate of \$71.50 per store for each store after their main store.

AVRA is the only member Association in the Video Industry, so get with the strength, join now. For details phone Ross on 02 9960 0046

THE NEW-LOOK WHAT'S HOT ON VIDEO MAGAZINE

By now most of you would be familiar with the video retailer's magazine *What's Hot on Video*, but are you aware that the magazine has recently undergone a fairly significant redesign? As of January 2003, Text Pacific reformatted *What's Hot on Video* providing a fresh, easy-to-read and innovative new design.

New sections have been added to the magazine, but more significantly by reconfiguring the layout of *What's Hot on Video*, there is now more room for extra titles for review. Each month the magazine offers a minimum of 20 insightful reviews of new releases, which include (where applicable) DVD special features and interesting tidbits pertaining to each film.

There is also a new section just for the younger video viewer. Appropriately titled, Kids' Corner has puzzles, reviews, fun trivia and prizes just for kids. Needless to say, it has been a popular addition to the magazine and a hit with the kids.

Available still are the regular sections of *What's Hot on Video*, which have also received a makeover to incorporate the magazine's contemporary look and feel.

MEMBERSHIP 2003

Membership renewal notices have been distributed to all members. The membership year commenced July 1, 2003 and expires June 30, 2004.

We ask that you all continue to encourage other retailers to be a part of AVRA. The fees you pay to AVRA enable your interests to be both represented and protected where necessary.

Included is a main feature reviewing one of the bigger titles for the month. A celebrity interview or a film-related feature (watch out for Analyze Them in the August issue: it's a terrific article examining cinema's fascination with 'hoods and shrinks'). There is also a 'Classics New to DVD' section for classic film lovers. Plenty of interactive game reviews, and a puzzles page enabling readers to test their film knowledge.

The new-look *What's Hot on Video* has been a hit with the distributors and is working harder and more comprehensively for both the retailer and renter alike. Now is your chance to either start ordering copies of *What's Hot on Video*, or reassess whether you are buying enough copies to satisfy your rental market. *What's Hot on Video* gives great value to your customers and therefore, great value to you.

A magazine just for you

Distributed free each month to customers at the majority of Australia's video retailers, *What's Hot on Video* is looked upon as the authoritative guide to the latest releases.

There are several brand-specific versions of *What's Hot on Video*. Retail groups such as Civic Video, Network Video and Family Videoland each have their own magazines with specific in-store promotions. There is also a

generic version of the magazine, which is available to all independent stores. This version also includes promotions that are unique to the generic magazine.

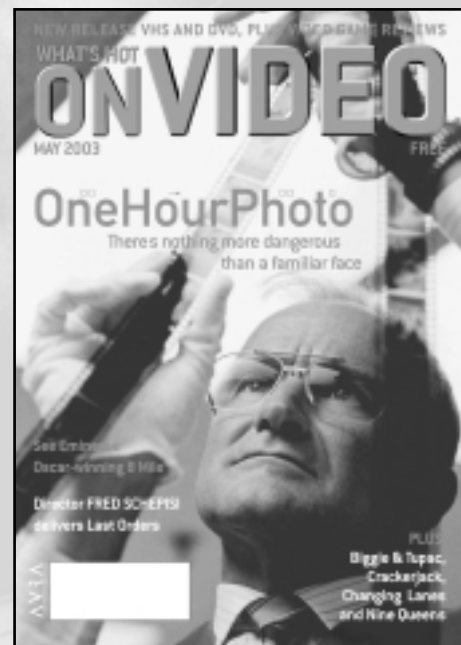
Are you ordering enough copies of What's Hot on Video?

Our reader survey results have found that 96% of readers are more inclined to rent videos or DVDs after reading *What's Hot on Video*, and a staggering 89% said the reviews in the magazine influenced what they hired.

Feedback from some of the stores tells us that the magazine is becoming so popular that some retailers are running out of copies in the first week. While this is fabulous news, it means that in the next three weeks there are no magazines for the remainder of your clientele.

What's Hot on Video readers are renting on average eight videos a month, so keeping their custom is certainly worth your investment – and it's not an expensive one. To break even on the cost of the magazine, retailers only need hire out (on top of normal rental sales) between two and three additional videos per week. Buying *What's Hot on Video* is a small price to pay for ongoing business, wouldn't you agree?

Other marketing initiatives



The revamped cover of the May edition of *What's Hot on Video*



The new look of features in the redesigned *What's Hot on Video*

What's Hot on Video is one of the strongest marketing tools available. Even if you are already stocking the magazine, there may be ways to improve its effectiveness by training your staff to hand the magazine to customers as they receive their videos. Some stores have also used the magazine in local letterbox drop initiatives.

Who to contact for orders

If you feel that you need to increase your orders, for members of the retail groups please contact your head office. If you're an independent store and would like to start ordering the generic version of *What's Hot on Video*, please contact Amanda Ferguson at Text Pacific on (03) 9272 4786.

MEMBERS SURVEY 2003

The response to the members survey, sent out with the last newsletter, was just fantastic. The number of replies far out reached the number expected, giving the Association a solid base of information with which to formulate some much needed video industry bench marks. We are currently tabulating all answers and

the Board of Directors are considering what forum this information will be released to.

Below are some interesting early observations from the statistics:

Question 2

Forty percent of members stated they lost in the range of 6% to 10% of their turnover per month to uncollected overdue fees. This spread across the whole industry is just a staggering amount of money to say the least;

Question 5a

61% of replies indicated police NEVER recover any property and;

Question 5b

63% of replies indicated police NEVER keep you fully informed.

These sorts of statistics certainly make you sit up and take notice and we can only hope that once this material is released to the authorities we may see some action.

Lastly I would like to thank all members who took the time to fill in and return the survey, the effort was very much appreciated.

FREE SCREENING IN THE PARK – THE BATTLE CONTINUES

The issue of free screening in the park raised its ugly head again in May, with the Sydney Olympic Park advertising free Movies in the Overflow. A quick visit to the Olympic Park web site showed dates and titles of many current titles *Lilo and Stitch*, *Two Weeks Notice*, *Treasure Planet* and *Chocolat* to name a few. The Association immediately wrote to all distributors seeking explanations and reasons why this was again allowed to happen and asking the distributors to confirm their companies' policy on this issue.

History will show that pubs and clubs in the past have used free screenings to attract additional patronage to their venues but the Association argued this had a very detrimental effect on rental revenues of our members. The distributors finally recognised this type of activity was a breach of commercial trading terms (windows) with the video stores and agreed to not allow such screenings.

We shall keep you informed of the distributors' responses once they are all received but in the meantime, in the interests of the whole video industry, we are asking all Association members to be ever vigilant and report all advertisements for free screenings to the Association's office, so pressure can be continually placed on the offending distributor to have the screening cancelled.

By defending what is rightfully ours and stopping this practice we will all be better off financially.

TRADE MAGAZINE CLOSES DOWN

Trade Magazine Entertainment Insider recently closed despite high praise from the retail and rental channels.

The magazine, which was based largely on free subscription, combined video, DVD and game news but suffered from a lack of support from distributor advertisements.