

**AVRA LAUNCHES NEW WEB SITE**

The Association recently completed the design of the new AVRA web site, going live on the world wide web at the beginning of May. The site plan is very simple, using the graphic symbols of a VHS tape and a DVD disc as icons to navigate around the seven different heading of the site, Main Page, Membership, AVRA newsletters, AVRA contact details, Media Releases, Email us and the Industry Awards information.

Members will find the access to the current and all the old newsletters – last two years anyway – very helpful when wanting to refer back to an article or indeed keep up to date on all the current issues.

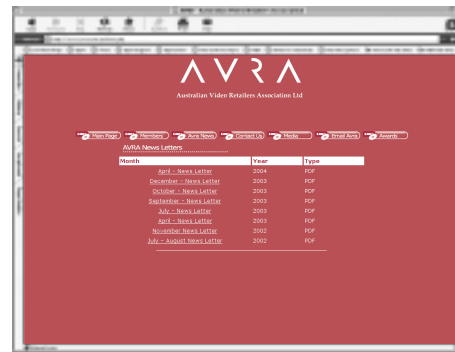
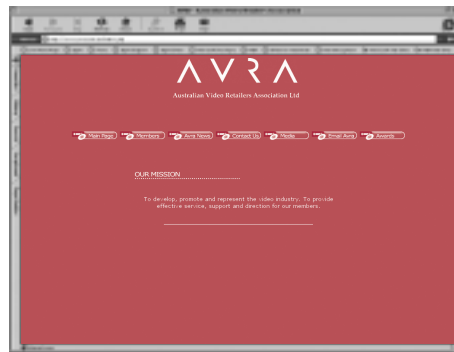
The media page contains all the media releases the Association has released since contracting Hootville Communications as the Association's public relations company. The flow-on benefits of having our media releases on the web will certainly help the

Association's pro rental campaign, as the information is there for all journalists and media personnel to read.

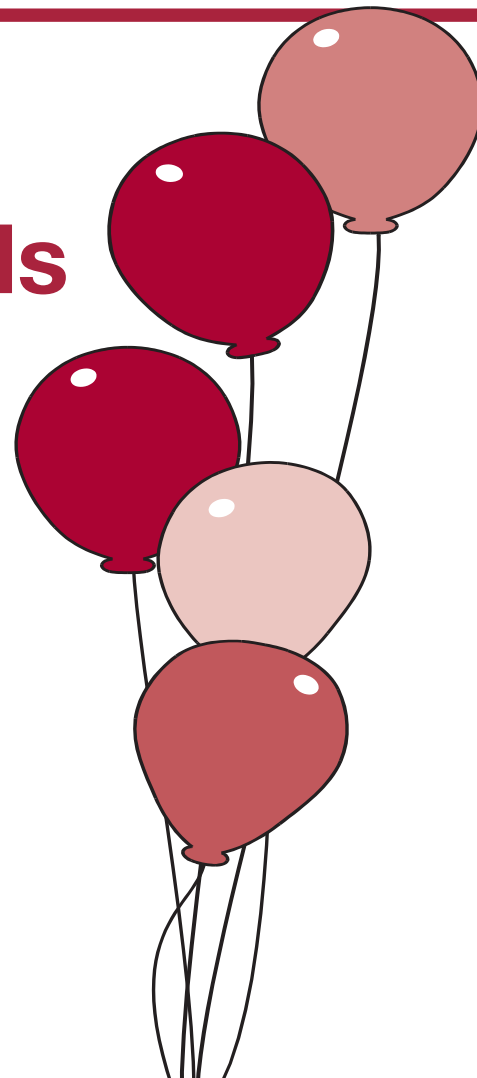
The site will be continually updated as things are added or changed allowing members to be more fully informed about what's happening in the video industry quickly.

Your comments are more than welcome, so when you have some time, jump onto the net and look up the site and give us some feedback.

[www.avra.com.au](http://www.avra.com.au)



# Australian DVD and Video Industry Awards



**Proudly sponsored by AAV Regency**

Friday 29th October 2004  
Star City Ballroom Pyrmont Sydney

Members can access further information on the AVRA web site [www.avra.com.au](http://www.avra.com.au) or call Ross Walden at the office 02 9960 0046

**OUR MISSION**

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

**Australian DVD and Video Industry Awards**

*Proudly Sponsored by AAV Regency*

Friday 29th October 2004  
Star City Ballroom Pyrmont Sydney

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# AVRA Pro Rental Campaign Works Wonders for its Members

AVRA has taken up the fight with old foe Foxtel/Austar and the roll out of its new digital service. As outlined in the last edition of AVRA News, the AVRA board determined that the industry had to stand up for itself in the face of Foxtel/Austar's misleading, multi-million dollar onslaught and decided to fight on a number of fronts including engaging a media advisor, formally complaining to the ACCC and establishing media monitoring to keep abreast of breaking developments.

The good news is that the plan is paying dividends, particularly on the media front with AVRA arguing its case in media across the country including: The Australian, The Australian Financial Review, 6PR Perth, The Brisbane Courier Mail, ABC 774 Melbourne, Media Week and Paul Clitheroe's Money Magazine.

"The media has been keen to talk to us," says AVRA media advisor Brett de Hoedt. "Any story proposition that has 'Foxtel' and 'ACCC' in it gets attention. We are in the process of lifting the profile of the industry as a whole and AVRA in particular. The media needs to know that AVRA is the place to get expert comment on issues including video and DVD, home entertainment and of course, Foxtel."

Also positive is the response from the ACCC. In a four-page letter, General Manager for Telecommunications Michael Cosgrove announced that the ACCC had raised AVRA's allegations with Foxtel/Austar and gained a commitment that processes be put in place to ensure

that customer relations representatives, door-to-door and retail kiosk representatives provide accurate information to consumers regarding the FBO service and the window period.

Moreover, Foxtel/Austar staff will have to participate in one-to-one briefings with team leaders. Team leaders will now spot check consultants' understanding of the window period and discipline consultants that provide inaccurate information.

It seems that AVRA has changed the way Foxtel/Austar do business.

As part of the overall campaign, a survey has been distributed to stores nationally, probing consumer attitudes to video retailers and their understanding of the Foxtel/Austar offering. The results will be used to generate the next media blitz.

Meanwhile the in-store Pro Rental Campaign is hitting retailers across the country. Pro Rental kits will promote the clear advantages of rental over Pay-TV. Each of the 1650 kits includes four A1 posters, 50 VHS slicks, 50 DVD slicks, an A3 size window decal, a roll of 500 stickers, 500 A5 flyers and a counter stand. A pamphlet, specifically highlighting the window between video retailer and Pay-TV movie releases, is soon to follow.

The campaign will bring home the benefits of rental as opposed to the Foxtel Box Office product. AVRA members are in a happy position in that we can make a favourable comparison with its competitor.

"The beauty of an in-store campaign is that it reaches the right people at the right moment," says AVRA Executive Director Ross Walden. "The campaign also utilises the strength and breadth of the member network around the country. It's important we do everything we can to counter the current misinformation."

The Pro Rental Campaign will have the added benefits of educating staff and management about the fight to secure all our positions in the entertainment industry. These people are on the front line of educating the public about the benefits of sticking with their video retailer.

"AVRA believes that the Foxtel/Austar issue is broader than just our industry – this is a consumer issue," says Mr Walden. "It's up to us to keep Foxtel honest for everyone's sake."

AVRA is also developing relationships with potential allies including consumer organisations, media companies and industry analysts; broadening the debate and the possible routes of attack. Helping send the AVRA message is the new

website [www.avra.com.au](http://www.avra.com.au) which provides information to members and the media alike. The latest press releases are available for inspection along with membership details, previous editions of AVRA News and the latest industry updates.

"It's important to fight Foxtel/Austar on many fronts," Mr Walden continued. "People in this country are used to getting what they pay for. Our members adhere to the law in letter and in spirit. We just want Foxtel/Austar to do the same."

**AVRA ANNOUNCES A JOINT AWARDS NIGHT**

After much discussion about the benefits of combining our awards night with that of the distributors, the Association is proud to announce a new joint industry awards night to be called:

**The Australian DVD and Video Industry Awards**

The coming together of both the Associations is a milestone and the

evening will be representative of both rental video stores and the home entertainment film distributors. The Awards will recognise retailers and distributors who achieved excellence and set the highest professional benchmarks within the Video Industry.

The AVRA retailer excellence awards entry forms are enclosed with this newsletter with entries closing on Friday 20th August 2004. The winners will be determined from results of a mystery shopping program that will be conducted during September, with all entrants visited (mystery shopped) twice. The store with the highest average of the combined scores will be declared the National Retailer of the Year and the likewise the store with highest average in each state and territory will be declared winners respectively of the state and territory.

Members are also encouraged to enter the Store Marketing Excellence Award which recognises the best promotional campaign conducted by a retail store. Conditions of entry to this most

**Membership 2004-2005**

The membership year commences 1st July 2004 and all current AVRA members will be receiving renewal invoices in late June.

The AVRA Board of Directors wish to thank you for your support during the past year and looks forward to you renewing your membership and working with you to make the Video Industry the number one in home entertainment.

We ask that you all continue to encourage other retailers to be a part of AVRA, the only independent body representing the rental channel.

**Business Licence Information Services**

The Association has had many calls recently from members seeking advice on what particular licences they may be required to have to conduct their businesses, for example, do I require a second hand dealers licence to sell ex rental stock.?

Business Licences are a function of the various State Governments of Australia and the Association strongly recommends if you are in any doubt about the Licence requirements you should contact the Business Licence Information Service in your state.

**ACT**

2ND Floor Canberra Nara Centre London Court 2601  
Tel 1800 244 650 fax 02 6207 0033  
email [act\\_bliss@dpa.act.gov.au](mailto:act_bliss@dpa.act.gov.au)

**Northern Territory**

Territory Business Centre Development House 76 Esplanade Darwin 0800  
Tele 08 8924 4280 fax 08 8924 4290  
email [territory.businesscentre@nt.gov.au](mailto:territory.businesscentre@nt.gov.au)

**Queensland**

Cnr Boundary & Fortescue Spring Hill 4000  
Tele 07 3221 1620 fax 07 3234 0024  
[www.smartsmallbusiness.qld.gov.au](http://www.smartsmallbusiness.qld.gov.au)

**South Australia**

145 South Terrace Adelaide 5000  
Tele 08 8463 3850 fax 08 8231 1199  
[www.businesschannel.sa.gov.au](http://www.businesschannel.sa.gov.au)

**Tasmania**

5th Floor ANZ Centre 22 Elizabeth St Hobart 7000  
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**Victoria**

Level 5 55 Collins St Melbourne 3000  
Tele 132 215 fax 03 9651 9723  
Email [sbv@sbv.vic.gov.au](mailto:sbv@sbv.vic.gov.au)

**Western Australia**

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**New South Wales**

Level 21 227 Elizabeth St Sydney 2000  
Tele 1800 500 168 or 02 9619 8711 fax 02 9619 8669  
[www.WebMaster.BLISS@fairtrading.nsw.gov.au](http://www.WebMaster.BLISS@fairtrading.nsw.gov.au)

prestigious award are also enclosed with entries due to close on Friday 24th September. So get started now with your entry.

So mark this date down in your social calendar it is one you will not want to miss: the glamour, the hype, the who's who of the video industry will all be there and remember take advantage of the reduced ticket price offer by paying for your tickets when lodging your retailer entry form. Allocation of seating is on a first come basis and with an expected attendance of well over 400 people, the front tables will go fast.

**AFACT ANNOUNCES NEW ANTI-PIRACY CAMPAIGN TO COMMENCE IN JUNE**

The Australian Federation Against Copyright Theft (AFACT) is the new body that is implementing and co-ordinating industry wide action against movie piracy.

Established in January 2004, AFACT has already built on the work of its predecessor, the AFVSO, in taking action against DVD pirates and distribution networks both importing into Australia and copying locally for distribution most commonly through local markets. In April AFACT extended its enforcement

program to civil action targeting pirates distributing DVDs through the internet.

I write to let you know about a new anti-piracy campaign to be launched in June with a theatrical anti-piracy trailer produced by the Motion Picture Association, and rolled out over the 2004 year.

The campaign's objectives are to educate the public by delivering a strong and visible anti-piracy message through cinemas and video stores around the country and to provide local operators with support on anti-piracy issues and practical tools to address piracy in their area.

To help with the design and implementation of the campaign and supporting materials that will be rolled out progressively over the year, I will be looking for opportunities to address you at conferences and franchisee meetings. I look forward to telling you about AFACT, and discussing how we can work together to fight movie piracy in a way that helps your business.

**Adrienne Pecotic**  
*Executive Director*  
*Australian Federation Against Movie Piracy*

**WARNER HOME VIDEO CHANGES ITS WINDOW PERIODS**

Steve Nickerson, the Managing Director, Warner Home Video has emailed the Association to formally advise all our members of the change to (reduced) the current published Warner Home Video window periods on Warner product, from August this year.

Steve says he will communicate these windows on their specific title sales material, so best keep your eye open when making that decision to purchase a title so you are not disappointed.

Warner Home Video Window periods:

Pay Per View	3 months
Pay TV	9 months
Free to Air TV	12 months from Pay-TV release.