



A CASE for OPENING VICTORIAN CINEMAS ** immediately **

Key reasons cinemas can mitigate risk to the same or higher degree than other business categories reopening Nov 1:

- Cinemas, like aircraft, are the safest environment for small groups of people because they are non-face to face environments.
- Social distancing and other protocols the cinema industry put in place in the July re-opening were 100% successful. The industry has demonstrated the ability to action a comprehensive Covid-19 safe plan.
- There are zero cases of community transmission of coronavirus in cinemas anywhere in Australia.
- There are no stated health reasons specific to cinema to remain closed
- Cinemas play a critical cultural role in our society.
- Cinema going has positive outcomes for mental health.

Sincerely,

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Michael Hawkins
CEO
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The **Film Industry Associations** is made up of the Motion Picture Distributors Association of Australia (MPDAA), the National Association of Cinema Operators-Australasia (NACO), the Australian Independent Distributors Association (AIDA) and Independent Cinemas Australia (ICA). These associations represent a large cross-section of the cinema or public exhibition industry.

The Motion Picture Distributors Association of Australia

<http://www.mpdaa.org.au/>

The MPDAA is a non-profit industry association representing the interests of theatrical film distributors to Government, media, industry and other stakeholders on issues such as classification, accessible cinema and copyright. The MPDAA members are Paramount Pictures Australia, Sony Pictures Releasing, Universal Pictures International, Walt Disney Studios Australia and Warner Bros. Entertainment Australia.

The National Association of Cinema Operators

<https://naco.asn.au/>

NACO is a national organisation established to act in the interests of all cinema operators. It hosts the Australian International Movie Convention on the Gold Coast, with 2019 being its 74th year. NACO members include all major cinema exhibitors, including Event, Hoyts, Village and Reading, prominent independent exhibitors and other independent city and regional cinema owners which together represent over 1500 cinema screens across Australasia.

Independent Cinema Australia

<http://www.independentcinemas.com.au/>

ICA is a not for profit industry association that develops, supports and represents the interests of independent cinemas and their affiliates across Australia and New Zealand. ICA's members range from single screens in rural areas through to metropolitan multiplex circuits and iconic arthouse cinemas including Palace Cinemas, Dendy Cinemas, Grand Cinemas, Ace Cinemas, Nova Cinemas, Cineplex, Wallis Cinemas, and Majestic Cinemas. ICA's members are located in every state and territory in Australia, representing over 649 screens across 166 cinema locations.

Australian Independent Distributors Association

<http://aida.film/>

AIDA is a not-for-profit association representing independent film distributors in Australia, being film distributors who are not owned or controlled by a major Australian film exhibitor or a major US film studio or a non-Australian person. Collectively, AIDA's members are responsible for releasing to the Australian public approximately 75% of Australian feature films which are produced with direct and/or indirect assistance from the Australian Government (excluding those films that receive the Refundable Film Tax Offset).