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Download away: IP Awareness Foundation launches comprehensive teaching resource in secondary schools

"I think less movies would be made. I'm not quite sure though. I think the movie industry should make sure everyone knows what happens when piracy is involved – like, if people lose jobs etc."
Student aged 14-15. (Sycamore/Newspoll)

The IP Awareness Foundation has produced a comprehensive classroom resource for secondary schools after independent research in 2013 confirmed that many Australian teenagers lack any understanding about the impact of piracy on the film and television industries.

In collaboration with education consultants and experienced screen industry professionals, with clear curriculum links, **'Making Movies'** is a free online resource to help secondary students:

- Develop an understanding of the stages of a film production – from development, pre-production, production and post-production to distribution and exhibition
- Appreciate the complex and collaborative process of filmmaking
- Explore some of the contemporary issues faced by the film production industry
- Learn some of the skills required to make their own films

'Making Movies' features a multifaceted series of structured lesson plans, classroom activities and a broad range of website links. The resource includes sixteen short video interviews with some of Australia's leading screen professionals in roles ranging from producer to vehicle supervisor to runner to marketing manager.

Interviewees range from young professionals to industry veterans and include visual effects supervisor **Chris Godfrey** (*The Great Gatsby, Tomorrow, When the War Began, Australia, The Lord of the Rings: The Fellowship of the Ring*), stunt performer **Ingrid Kleinig** (*Mad Max: Fury Road, Pacific Rim, The Great Gatsby*) and camera assistant **Jack Mayo** (*Unbroken, The Wolverine, The Great Gatsby*).

In a video introduction, writer, director and actress **Matilda Brown** provides an overview to the process of making a film. In a video on piracy, actress and conservationist **Bindi Irwin** talks about the many talented people who work behind-the-scenes on film and television, with some interviewed on the impact of piracy on their jobs and the industry.

IP Awareness Executive Director Lori Flekser says:

"From our research last year it was clear that many students don't understand just how many people and how much time and expertise it takes to make the movies and TV shows so many of us love to watch. They therefore can't acknowledge the impact that the loss of revenue to pirate sites has on the screen industries. With Making Movies, we believe we have filled that knowledge gap with a resource that is unparalleled in its detail, style and thoughtfully constructed lesson plans. We are confident that teachers will find this a fascinating, insightful and fun education tool in the classroom".

'Making Movies' was launched by IP Awareness to teachers through Australian Teachers of Media (ATOM) on July 23 and has been downloaded more than 1,200 times.



Zareh Nalbandian, Founder and CEO of Sydney-based Animal Logic, one of the world's most accomplished digital studios producing award-winning, ground-breaking and trail-blazing animation, visual effects and design, says:
"This is a fantastic initiative from IP Awareness and a terrific resource for teachers. I hope it will inspire young people to consider making movies and other screen content. It gives a valuable insight into the numerous jobs the industry supports... and why it's critical to support these jobs by paying for content rather than defaulting to piracy!"

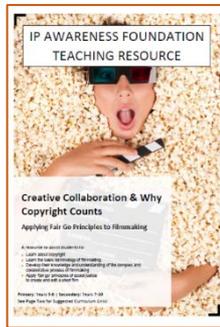
The long list of films in which Animal Logic's ground-breaking visual effects and animation can be seen includes *The Great Gatsby*, *Happy Feet*, *Legend of the Guardians*, *Iron Man 3*, *Hunger Games: Catching Fire* and the blockbuster hit, *The LEGO® Movie*.

In 2013, IP Awareness commissioned an independent study through Sycamore Research in partnership with Newspoll on the behaviour and attitudes of Australians aged 12-17 to online film and television piracy.

The study showed 78% of Australians aged 12-17 are online daily; 25% admit to being active online pirates; 70% hide their online activities from their parents; and the incidence of piracy activity increases with age (17% of 12-13 yrs up to 31% of 16-17 yrs).



IP Awareness has produced other well regarded free online teaching resources for use in Australian schools, including *Creative Collaboration & Why Copyright Counts* and *Persuasive Language* – to download these, or 'Making Movies' go to www.nothingbeatstherealthing.info or <http://www.ipawareness.com.au/>



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About IP Awareness Foundation

IP Awareness Foundation is a not-for-profit industry initiative committed to raising awareness about the value of screen content & the impact of piracy. **IP Awareness** undertakes annual research on film & television piracy; creates consumer campaigns and develops free online education resources to help primary/secondary teachers & students explore film and television copyright issues.

