



MEDIA RELEASE

WHEN: Wednesday August 6, 11am – 12 midday

WHERE: Dulwich High School of Visual Arts and Design, Seaview Street, Dulwich Hill

MEDIA CONTACT: Dave Harding 02 9997 8011; Stephen Jenner 0409 776 196

FOR IMMEDIATE RELEASE: 6 AUGUST 2008

“NEIGHBOURS” STARS GO BACK TO SCHOOL *Natalie Blair and Sam Clark to help launch film & TV copyright program for one million Australian school students*

The urgent need to protect film and TV copyright will see two of the industry’s brightest young stars return to the classroom today.

“Neighbours” stars Natalie Blair and Sam Clark have joined forces with the Intellectual Property Awareness Trust to launch a copyright education campaign designed for all Australian high school students.

The comprehensive secondary schools education resource, called “Nothing Beats the Real Thing!” aims to help students understand and respect film and television copyright.

The resource is an educational module that includes quizzes, interactive games and activities designed for students across all curriculum areas. It is an initiative of the Trust, and is produced by the Australian Teachers of Media (ATOM) and Ryebuck Media (experienced educational resource creators).

Natalie Blair and Sam Clark agreed to be involved in the educational campaign because they are passionate about protecting the future of their industry.

“This initiative with Australian school children has the potential to turn the tide in favour of respect for film and television copyright,” said Natalie.

“More widely, it aims to increase the value attached to the creative contribution necessary to produce the television shows and screen stories we all love so much.”

Sam Clark said he realized he was luckier than most in the industry: “Most people want to do the right thing so if this resource helps teenagers understand what can happen if they do the wrong thing I believe it will change behaviour,” he added.

The IP Awareness Trust supports the 50,000 Australians employed in the film and television industry and acts on behalf of film distributors, cinemas and local retail and rental DVD stores.

“Our research showed 13 -17 year olds are most likely to change their attitudes if they are made aware of the need to protect individual copyright and respect individual creativity.



“We want school students to understand the creative process of making a film or television show is one that is shared by hundreds of people, each of whom brings a unique skill and passion to the project. Subsequently, it is these people who are most at risk when piracy rips into our industry,” spokesperson for the IP Awareness Trust, Communications Director Narelle Riley, said today.

The resource is being sent to more than 3,000 secondary schools across Australia and its impact and effectiveness will be closely followed. Initial testing of the resource had been positive.

Dulwich High School of Visual Arts and Design teacher Chris Woods said: “I found that my students responded passionately to this copyright program, and it served as a catalyst for some important discussions on the value of an individual’s creative output. In today’s digital environment, the program is relevant and timely.”

“We intend to work with teachers to keep this a relevant, living, breathing resource that has both educational and social value,” added Ms Riley.

INTERVIEW TALENT:

- Neighbours Stars Natalie Blair (Winner of a 2005 Logie for Most Popular New Female Talent and nominee for a Gold Logie 2008) and Sam Clark (nominee for Most Popular New Male Talent 2008)
- Narelle Riley Communications Director, IP Awareness Trust
- Renee Brack, Producer/Presenter, The Movie Network Channels
- Year 7 students and teachers from Dulwich High school of Visual Arts and Design,

For copies of “Nothing Beats the Real Thing!” resource, photographs or additional information please contact Dave Harding on 02 9997 8011.

Established in 2005, the **Intellectual Property Awareness Trust** raises awareness and understanding of the value of film and television copyright to Australians. Members include the Australian Federation Against Copyright Theft (AFACT), theatrical and home entertainment film distributors (MPDAA and AVSDA), exhibitors (Greater Union, Hoyts, Village and independent cinema owners), replicators (manufacturers of DVDs in Australia), retailers (Sanity, HMV, Virgin), and Australia’s largest rental chain of local franchised businesses (Video Ezy & Blockbuster) as well as many in-kind industry contributions.

(ENDS)