

Schedule 1

Schedule of documents

Applicant: Mr J Sandry

Decision date: 16 October 2015

Documents: Correspondence relating to requests successful or otherwise for the hire of the theatre of at the National Library of Australia on the following dates: 18 February 2015; 18 March 2015; 15 April 2015; 20 May 2015; 17 June 2015; 15 July 2015 & 19 August 2015.

Document Reference	File Number	Date of document	Recipient	Document description	Full, partial or nil release
No1	15/2443	August 2015	Friends of the National Library of Australian Inc Committee	Agenda paper and appendix A, B & C	full
No2	15/2443	August 2015	Public Servant	e-mail	partial
No3	15/2443	9 April 2015	Public Servant	e-mail	partial

AGENDA ITEM: 4

Reel McCoy Review

Purpose:

To review the Reel McCoy Film Series as agreed to in the Letter of Agreement between the Reel McCoy and the Friends of the NLA.

Background:

At the July 2014 Committee meeting, the Chair advised the Committee that as per the 2014 Letter of Agreement, she had written to James Sandry (Reel McCoy) and Anne-Marie Schwirtlich (National Library) advising that the Friends would begin the review of the Reel McCoy screenings at the Library and seek their input into the review. A copy of the responses received from the Reel McCoy and the National Library are attached at Appendix A and Appendix B.

Of particular note is the Library's proposal that the Reel McCoy screenings be moved to the Conference Room in 2016. This is due to the extensive program of events planned in the theatre from January to May 2016 for the *Celestial Empire: life in China 1644-1911* exhibition, the closure of the theatre for up to three months for refurbishment from late May 2016 (timing TBC), and the Library's plans to increase commercial venue hire of the theatre following the refurbishment.

In 2015, screenings have been held monthly, rather than fortnightly. Since 1 July, the screenings have commenced at 5.30pm, instead of 6pm, to accommodate changes to Library opening hours.

The attendance numbers at Reel McCoy screenings have declined a little this year, with an average of 46 attendees at each screening. This compares with an average attendance of 66 in 2014. Full details regarding attendance figures are included at Appendix C.

Recommendation:

- That the Committee review the agreement between the Reel McCoy and the Friends of the National Library to consider whether to continue the agreement.
- That the Committee agrees that the Reel McCoy film screenings in 2016 be relocated to the Conference Room.
- If agreed by the Reel McCoy Film Society, a new Letter of Agreement for 2016 be drafted.

SUBMISSION BY REEL MCCOY FILM GROUP TO THE 2015 REVIEW OF FILM SCREENINGS

1. Is the Reel McCoy satisfied with the current monthly film screening arrangements?

Yes, the Reel McCoy Committee believes that the quality program of monthly film screenings is an important part of a Friends program of events. Such programs are very rare in Canberra and the Committee believes it is a valuable point of marketing differentiation for the Friends of the NLA.

The Committee hopes that the collaboration of the NLA, the Friends of the NLA, and the Reel McCoy which has become more successful year by year, will continue to offer Canberra film-lovers an enjoyment which is becoming rarer and therefore more appreciated.

2. How does the Reel McCoy plan to maintain attendance numbers to keep the film screenings viable into the future?

The Reel McCoy Committee will continue to widen the publicity by distribution of programs and our online presence in order to let the Canberra public know that a cinematheque cinema program is available at Reel McCoy/ Friends of the NLA screenings.

Discussions after screenings have always been an integral part of film societies and the Committee will increase publicity to ensure that Friends are aware of this. We will remind our audience of the discussion before the screening and include that information in our program. We have been pleased by the number of people who do stay for coffee and talk, but believe we can grow this number.

3. Are there any other issues or comments the Reel McCoy would like to make with regards to the monthly film screenings?

Yes, the Reel McCoy Committee appreciates that the NLA and the Friends of the NLA are satisfied with our current level of attendance. However, the Reel McCoy Committee feels that experience of film societies generally and the Reel McCoy specifically has shown that frequent and regular screenings are an important factor in building audiences. Last year, when we were showing fortnightly, the Reel McCoy's average attendance was 80. Now that the Reel McCoy is screening once a month the average attendance is 45.5.

N A T I O N A L L I B R A R Y O F A U S T R A L I A

FROM THE OFFICE OF THE DIRECTOR-GENERAL

13 August 2015

Ref NLA15/1464

Ms Robyn Oates
Chair
Friends of the National Library of Australia
National Library of Australia
Parkes Place
PARKES ACT 2600

Dear Robyn

Thank you for the opportunity for the Library to comment on the Friends of the National Library and The Reel McCoy Film Society Film Screening Partnership Agreement.

The Library supports the Friends, by providing free venue hire of the Theatre for The Reel McCoy Film Society screenings at 5:30pm every third Wednesday from February to November. From 1 July 2015, the Library has increased all venue hire fees. The standard commercial rate for hiring the Theatre after 5:00pm on a weekday is \$740 (minimum of 4 hours). When films are screened the Library also incurs the cost of electricity for lighting, air conditioning and equipment in a large venue that accommodates 300 people. The Library has, over the past six months had five occasions where it has had to negotiate alternate dates or forfeited income from a potential hirer due to a Reel McCoy film screening.

The cost to the Library in providing this in-kind support for a small audience is significant. As we operate in an increasingly tight fiscal environment, we are required to continuously review many aspects of our business and cannot commit the Library to ongoing support beyond the next 12 months.

The most important determining factor for the Library in continuing to provide this venue hire arrangement to the Friends is that it provides a significant and demonstrable benefit to Friends members. To determine if this is the case, the Library encourages review of The Reel McCoy film screenings through the Member's Benefits Renewal project and that it also be considered by the sub-group of the Quo Vadis Committee looking at the broader strategic role of the Friends and the most effective benefits to Friends members and the Library.

During the period of this Friends of the National Library and The Reel McCoy Film Society Film Screening Partnership Agreement, screening times have been revised in line with revised Library opening hours. This has been implemented effectively with no impact on Library operations. The Library has noted that between February and June in 2015, the number of participants at a film screening range from 25 to 58, with an average audience size of 50. It would be useful to know how many of this audience are Friends members.



Canberra ACT 2600
T +61 2 6262 1390
aschwirtlich@nla.gov.au
nla.gov.au
ABN 28 346 858 075

*Friends of the National Library of Australia Inc.
Committee Meeting – August 2015*

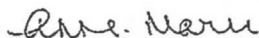
It is difficult for the Library to make an assessment of any benefit derived from the screenings. The screenings bring a number of people to the Library who we hope see the Library as a welcoming public institution. We do not know what proportion of these people would otherwise not have visited the Library. We also do not know how many of them then explore what the Library has to offer onsite, for example by visiting exhibitions, the Bookshop or the Cafes, online, or support the Library more broadly by donating to fundraising appeals or by joining the Friends.

The Library would like to propose that the Conference Room be used for The Reel McCoy film screenings. This would provide a more environmentally economical space, given that numbers appear to be averaging 50. The Friends Lounge could be used for pre or post event activities, providing the opportunity to place the Friends (and its lounge benefits) more firmly in the mind of participants.

It should be noted that from January to May 2016 the Library will be presenting an extensive program of events and activities in line with its international exhibition *Celestial Empire: life in China 1644-1911*. A number of events during this period will be held in the Theatre and some flexibility will be required around The Reel McCoy film screenings. In 2016 the Theatre will undergo a major refurbishment and will be closed for a period of up to three months. It is anticipated that this will be from the end of May. Once the Theatre is refurbished, more vigorous marketing of this venue will be conducted to increase venue hire bookings for this space. Given the growing pressure on the Library's budget all commercial venue hire requests for the Theatre will be given priority over The Reel McCoy film screenings.

To provide some certainty in the meantime, the Library can continue to provide to the Friends free venue hire of the Conference Room (preferred) or Theatre, dependent on availability, until 30 June 2016. This is subject to the outcome of the Member's Benefits Renewal project and the Quo Vadis process.

Yours sincerely



Anne-Marie Schwirtlich AM

Attendance Statistics for Reel McCoy Film Screenings

Average attendance statistics from 2009 - 2015 are as follows:

- 2009 – average attendance per screening: 53
- 2010 – average attendance per screening: 40
- 2011 – average attendance per screening: 41
- 2012 – average attendance per screening: 48
- 2013 – average attendance per screening: 41
- 2014 – average attendance per screening: 66
- 2015 – average attendance per screening: 46 (to July 2015)

Attendance statistics from 2014 are as follows:

Wed 5 Feb	107 attendees
Wed 19 Feb	59 attendees
Wed 5 March	61 attendees
Wed 19 March	91 attendees
Wed 2 April	86 attendees
Tues 15 April	59 attendees
Wed 30 April	47 attendees
Wed 15 May	37 attendees
Wed 28 May	55 attendees
Wed 11 June	43 attendees
Wed 25 June	38 attendees
Wed 9 July	68 attendees
Wed 22 July	99 attendees
Wed 6 August	81 attendees
Wed 20 August	89 attendees
Wed 3 September	69 attendees
Wed 16 September	61 attendees
Wed 1 October	63 attendees
Wed 14 October	74 attendees
Wed 29 October	62 attendees
Wed 12 November	42 attendees
Wed 26 November	50 attendees

Attendance statistics from 2015 are as follows:

Wed 18 Feb	55 attendees
Wed 18 March	39 attendees
Tues 15 April	51 attendees
Wed 20 May	45 attendees
Wed 17 June	25 attendees
Wed 15 July	58 attendees

Rohan Goyne

From: [REDACTED]
Sent: Wednesday, 26 August 2015 2:47 PM
To: [REDACTED]
Subject: FW: Reel McCoy bookings

From: [REDACTED]
Sent: Friday, 7 August 2015 8:42 AM
To: [REDACTED]
Subject: Reel McCoy bookings

Dear [REDACTED]

Apologies for the delay, I was in training yesterday and again will be for the majority of today.

I am still tracking through emails for direct confirmation of losses due to the Reel McCoy booking dates.

I started tracking enquiries that did not reach confirmed booking status in May this year. Prior to this, hard data was not kept on all date requests, particularly if the request was made by phone. This means that if the enquiry was made by phone for example and they wanted a particular date, they would have been told there was no availability.

Anecdotally, I have declined event requests to the Reel McCoy bookings. After this I always try to appease the client with an alternative available date.

The following are the most likely events to have been rescheduled due to the Reel McCoy bookings:

- 18th Feb Reel McCoy
 - Wed 11/2 Regional Development Film Screening
- 18th March Reel McCoy
 - 19/3 Government Law Group
- 15th April Reel McCoy
 - Mon 13/4 Command and Support Systems – Defence
- 20th May Reel McCoy
 - Tues 19/5 Government Law Group
- 16th June Reel McCoy
 - Tuesday 15/6 Commonwealth Superannuation

I will continue to search for precise data.

Kind regards,

[REDACTED]

[REDACTED] | Community Outreach Branch
National Library of Australia, Parkes Place ACT | ph: [REDACTED] | email: venuehire@nla.gov.au

Rohan Goyne

Subject: Excerpt from email re 17th June

From: [redacted] [mailto:[redacted]]
Sent: Thursday, 9 April 2015 5:19 PM
To: Venue Hire
Subject: RE: Venue Hire at National Library

Hi [redacted],

We are getting back on track after the slight distraction after the flood in our office. And I am again looking at the dates to run our seminars, I know you have a couple of dates already held for me but we have not signed a contract for them yet.

We should still have Aug 6 & Oct 20 held for the theatre and grey area. Is this correct?

Also, do you have availability for June 17 or 18? (we gave up June 16 recently)

I will then have to confirm with our presenters that they are available for these dates

Thanks

[redacted]

[redacted]

[redacted]

Commonwealth Superannuation Corporation
Lvl 8, 121 Marcus Clarke Street
Canberra ACT 2601
P: [redacted]
E: [redacted]