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Effective Immediately

Film and Television Industry launch Intellectual Property Awareness Foundation Industry leader Maureen Barron named Chairperson

Members of the film and television industry have launched the Intellectual Property Awareness Foundation (IPAF) to promote creativity and IP rights and raise awareness and understanding of the importance of copyright.

Maureen Barron, an experienced industry executive with over 25 years in the film and production industry, was appointed inaugural Chair of the Foundation.

Ms Barron was previously Chair of the Australian Film Commission (now part of Screen Australia), a long-term Senior Executive at Southern Star and Vice President of the Screen Producers Association of Australia. She is also currently a director of Belvoir Street Theatre Limited and Screenrights (see attached biography). Ms Barron said it was crucial that the industry played a leading role in educating consumers about intellectual property and the importance of protecting creative works.



"My experience in the film and production industries has shown me first hand the work that goes into making a film or television show. It is no mean feat and those who dedicate their talents to the field are entitled to see a return on their investment," she said.

"If we don't protect our creative communities, ensure their long-term ability to create and grow and allow them to realise their work to its full value, we will have less and less people willing to turn their talents to this already difficult business – and then we all lose out.

"I believe most Australians want to do the right thing. We know that once they become aware that copyright theft is wrong and the detrimental impact it has on the industry, most stop pirating.

"It will be our job to educate, and to create understanding and appreciation of the value of intellectual property to that end," she said,

The Foundation's education and awareness campaigns will be aimed at promoting creative communities, providing insight into the workings of the film and TV industry, highlighting the impact of piracy and motivating a change in attitudes and behaviour to reduce public demand for illegal copies of film and television programs.

Activities will include marketing and advertising campaigns, educational resources for schools, corporate campaigns, online education and research.

At launch, IPAF members include AFACT, MPA, theatrical distributors (MPDAA), home entertainment (AVSDA), exhibitors (Greater Union, Hoyts, Village and independent cinema owners), and Australia's largest rental chain of local franchised businesses FE Group (Video Ezy & Blockbuster) as well as many in-kind industry contributors.
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For further information visit www.ipaf.com.au
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