

Intellectual Property Awareness Foundation

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The Intellectual Property Awareness Foundation Limited (IPAF) is a film and television industry initiative that serves to promote the value of the industry by raising awareness, understanding and appreciation of intellectual property and its role and value in society.

IPAF's education and awareness campaigns rely on messaging aimed to motivate a change in attitudes and behaviour to reduce public demand for illegal copies of film and television programs.

Since 2005 the work of IPAF was run as a special project, named the IP Awareness Trust (IPAT), within AFACT. As at 1st January, 2009 IPAF became a separate legal entity to enable greater clarity and transparency for its members. It will also allow the organization to attract support from the industry, and the education sector, for the specific work it undertakes.

IPAF will build on the initiatives undertaken by IPAT.

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.

IPAF's ultimate aim is to slow down, and ultimately reduce film & TV piracy in Australia. IPAF's activity will complement the enforcement and government work undertaken by AFACT to affect change.

Film & TV copyright awareness, understanding and appreciation can only be achieved through the ongoing commitment to delivering consistent & relevant messaging, underpinned with research to ensure all activity is solidly grounded in fact (and reality) for maximum effectiveness.

For more information contact: info@ipawareness.com.au

