



10 February 2010

FOR IMMEDIATE RELEASE

**ARTS ACCESS VICTORIA SUPPORTS
ACTION ON CINEMA ACCESS**

Arts Access Victoria strongly supports the campaign Action on Cinema Access.

Whilst the cinema may be one of our most popular entertainment spaces, it remains one of the least accessible.

With 0.3% of screenings across Australia being accessible to people who are deaf, hard of hearing, blind and vision impaired, the cinema industry is out of step with Australia's social inclusion agenda. Only 105 of the estimated 41,000 screenings shown nationally are accessible to these members of our community.

We often hear that access is too costly or too hard. This is far from the case. For the past nine years, Arts Access Victoria has partnered with Melbourne Museum to host The Other Film Festival.

The Other Film Festival is Australia's only disability film festival. The festival is known nationally and internationally for its commitment to outstanding cinema concerned with the experience of disability. It is equally recognised for exemplary and innovative access to the immersive experience of cinema. The Other Film Festival delivers universal, innovative and practical access to the pleasures of cinema for people with a disability.

In partnership with the Melbourne Museum, the Other Film Festival continues to highlight best practice cinema accessibility. At the Melbourne Museum, the Other Film Festival is presented in The Age Theatre.

The vision of this partnership is to deliver best practice for the inclusion of the broadest audience in Victoria. With the proportion of Victorians with a disability reaching 20%, creating a focus on access has become an imperative. Our growing audience of people with a disability, now numbering into the thousands, are flocking to The Age Theatre to enjoy a fully immersive and accessible cinema experience.

This partnership has demonstrated that where there is commitment to the inclusion of people with a disability, universal access to cinema is achievable.

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**PEOPLE WITH A DISABILITY CREATING ART
EXPERIENCING ART AND WORKING IN THE ARTS**



We encourage all Australians to get behind this campaign and send a signal that the inclusion of people with a disability in community life is important to us all.

Attend your local protest in each of the following capital cities – Melbourne, Sydney, Perth, Adelaide, Brisbane and Hobart on Saturday 13 February at 11am. You can find the exact location of the protest by logging in to the Action On Cinema Access Facebook page.

MEDIA ENQUIRIES

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