

PROJECTION CONTENT POLICY

Type	Governance
Category	Corporate & Community
Responsible Officer	Director Corporate & Community
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Related Documents	Nil
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1. PURPOSE

To set out the approach and framework for the use of the Projector located in City Park including the conditions that cover type of content to be used in the screen displays.

2. SCOPE

This policy applies to all decisions about the content to be published in the projector screenings.

It is to be used by all those involved in the preparation, content creation and curating of the content of projection screenings to be shown using the City Park projector.

The intention of this policy is not to inhibit creativity or innovation in the use of the projector.

Document No	Version No	Last review	Next review	Page
POL-0096	1.2	June 2024	June 2025	Page 1 of 4

3. DEFINITIONS

- **Apra Amcos** refers to the Australasian Performing Right Association Limited (APRA) and Australasian Mechanical Copyright Owners Society (AMCOS). APRA AMCOS grants licences for the live performance, broadcast, communication, public playing, or reproduction of its members' musical works.
- **Projection screening** and **Screening content** refers to the content shown using the projector.

4. POLICY STATEMENT

4.1. General principles

- All content of projection screenings is to meet the objective of 'outdoor art and photo exhibition space' and not as a broadcast or cinematic system (due to stringent and complex licencing regulations).
- The location of the projector in City Park is a public space and a standard of 'G' rated content that is respectful, will be maintained at all times to ensure that the content will not cause offence.
- The 'projection screen' is the Barrier Chambers Building which is owned by the National Trust of SA. The approach to content policies of both organisations, National Trust and Council will apply to this space.
- The City Park installation is visible from a major road so there is a need to ensure that the content complies with current SA Government regulations, requirements and recommendations.
- Screening content for the City Park installation will be drawn from council collections, National Trust and other local archives, or from community callouts. Copyright ownership factors will be researched to ensure that permission for use has been granted for all material and contributions and all appropriate licenses or creative commons applications obtained.
- The City Park installation may at times have accompanying audio via speakers attached to the projector however it should not be annoying to nearby residents. Music and sound must meet Apra Amcos licensing arrangements.

4.2. Content Principles

The use of images in projection screenings obtained from local community members, artists, photographers, community, and cultural groups, will follow these principles:

Document No	Version No	Last review	Next review	Page
POL-0096	1.0	March 2023	March 2024	Page 2 of 4

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4. POLICY STATEMENT (cont'd)

- All projection screenings are deemed to be 'exhibitions' and will be curated so that artists showing their work will be sure that their professional practice will benefit.
- Cultural projects should be curated by a person of proper cultural awareness. Aboriginal cultural projects should be curated by a person with cultural authority or with written permission.
- Original content (content commissioned for the system) should always be a paid opportunity for artists (refer NAVA guidelines).
- Content provided by the community from call outs for photos etc, as part of a community project is not seen as a way of getting professional artwork for no fee.
- The following Content Use Disclaimer will apply:

*Council reserves the right to decide which images and information will be used.
This means that not all images provided may be used in content screening.*

5. CONTENT PROJECTION

a. Opportunities arising from Projection in a public space:

- As a night-time illuminated wayfinding landmark;
- an iconic attraction that is free and will attract tourists, therefore some content can also help to educate about the area and provide insights.
- screening images which are familiar to the community help to affirm a sense of identity and celebrate uniqueness;
- a platform for the community to share photos, images and artwork; in a digital exhibition.
- educational opportunities for schools to work on and exhibit projects with the community;
- raise awareness in the community about local cultural or historical matters;

b. Projection Shows

- i. The projection screenings will be shown daily, commencing approximately on sunset and run until approximately 10pm.
- ii. The content of projection screenings will be scheduled as per the Projection Calendar which is subject to change.
- iii. Each projection screening may include one or more of the following aspects:
 - Tourism promotion – attractions and experiences of the region
 - Artwork exhibition – visual arts from local artists
 - Cultural theme – acknowledgement of our cultural backgrounds

Document No	Version No	Last review	Next review	Page
POL-0096	1.0	March 2023	March 2024	Page 3 of 4

- Historical theme – celebrating our unique history.

iv. Other information:

- Acknowledgement of the content contributions, grant funding programs and sponsors of the creative content specific to the particular projection screening.
- Community messaging - The Chief Executive Officer or the Public Arts & Cultural Advisory Committee are delegated the authority to action requests in regard to Community messages such as reminders to keep safe, upcoming free community and council events and council supported free events
- To recognise widely accepted celebrated events / holidays including:
 - Christmas
 - New Year
 - Australia Day
 - Anzac Day
 - Remembrance Day
 - Easter
 - NAIDOC week.
 - Selected Health Awareness Days

v. Projection screenings should be treated as an exhibition space and not a community notice board, therefore will not include:

- Paid or unpaid notices such as advertisements, commercial promotion;
- Commercial or Community events
- Private or personal notices for a fee or at no charge.

vi. While every effort will be made to ensure that content is accurate and current, it is recognised that at times, there may be a delay in updating topical information.

6. FURTHER INFORMATION

This policy will be available to be downloaded, free of charge from Council's internet site: www.pirie.sa.gov.au

Copies will be provided to interested parties upon request, and upon payment of a fee in accordance with Council's Schedule of Fees and Charges.

Document No	Version No	Last review	Next review	Page
POL-0096	1.0	March 2023	March 2024	Page 4 of 4