



Saturday, December 13, 2008 THE AGE

mycareer.com.au 3

WORK SIGHT

Life for a real estate agent in the country is a little different from their big city counterparts, as Mark Bullock of Robinson's in Benalla has found in the past 14 years. "We do all the normal things — house sales and rentals — but from there we are selling acreage, small and large farms. And the wash-up of the farm sales is the clearing sales," says Mr Bullock. Last Sunday, he was the auctioneer at a clearing sale at Baddaginnie, south of Benalla.

Have you seen an interesting work sight or site? Contact glenjames07@fastmail.fm



PICTURE: GLEN JAMES

About the same number of respondents (54 per cent) thought 18 weeks off wasn't enough and the leave should "be for a longer period".

The proposed, but now in doubt, scheme will cost about \$500 million a year.

Skilled debate

VACANCIES for skilled staff have collapsed to their lowest levels in 15 years, according to the Department of Education, Employment and Workplace Relations.

The department's skilled

vacancies index nosedived by nearly 12 per cent in November — that's almost 40 per cent down from a year earlier and its lowest level since late 1983.

Not so, say recruiters Clarius Group; skilled shortages are bordering on "the extreme" despite rising unemployment.

Their quarterly skills index, which has been developed with KPMG-Econtech, shows skills shortages in 13 of the 19 categories they analysed were the highest since 2001.

They name chefs, metal-related and automotive tradespeople, hairdressers, health

professionals, food tradespeople, computing professionals, engineering and building professionals, construction tradespeople and printing specialists in their top 10 list of skilled staff shortages.

Clarius argues that while an estimated 2 million professional and associate professional jobs were either taken or available in the September quarter, there were only 1.94 million people to fill them.

With the trades, 1.28 million jobs were taken or available, with only 1.21 million people to fill them.

Combined that makes a total of 3.28 million filled or available jobs for 3.15 million people available to take them.

According to Clarius Group executive chairman Geoff Moles, worsening economic times will not mean an end to the skills crisis.

He says the economic slowdown is far from uniform across all industries and in particular for niche roles such as those in the IT sector, skilled labour shortages were a problem.

"At a macro level, if you are managing IT, a healthcare organisation or need engineers to work on an infrastructure project, the lack of skilled labour could compound the pressure the slowdown is placing on your company's growth prospects," he says.

In further news, Clarius' index partner KPMG Econtech is predicting a modest increase in unemployment growth next year.

Its senior economist, Chris Murphy, is forecasting unemployment will peak at 5 per cent by the end of 2009. It is now 4.3 per cent.

DAVID WILSON
 splendour1@bigpond.com



MyCareer



Keran Wicks sold second-hand videos from her car boot before building a movie rental empire of 350 Network Video stores.

1 Being in a male-dominated business, I once tried to bluff my way through golf. I was something like 300 by the 12th hole before I gave up and went to the bar. Now I only agree if they agree to go shoe shopping next time.

2 I can be fairly blunt; I suppose it can be tough in a meeting to be told, "You're just wrong," or, "Yep, you're an idiot," and have to try to do a deal with me.

3 Once, I was agonising over something that had gone terribly wrong. A movie studio sales director said calmly: "Relax, no one is going to die." I don't marry my mistakes any more.

4 I started Little Monster as an \$80,000 business and grew it almost 900 per cent. Life was certainly hectic. One morning, rushing to school with the children, I stopped to get petrol. As I signed the fuel account, the date looked so familiar... It was my husband's birthday.

5 I wish I'd had the common sense sometimes to not say something. I'm sure I've missed opportunities by not biting my tongue.

6 I rarely suffer from nerves, but managed to throw up before giving my address to the worldwide rental business at a 20th Century Fox conference in Las Vegas.

7 I am not a bad negotiator and people management comes fairly easily, but don't ever ask me to interpret a profit-and-loss statement.

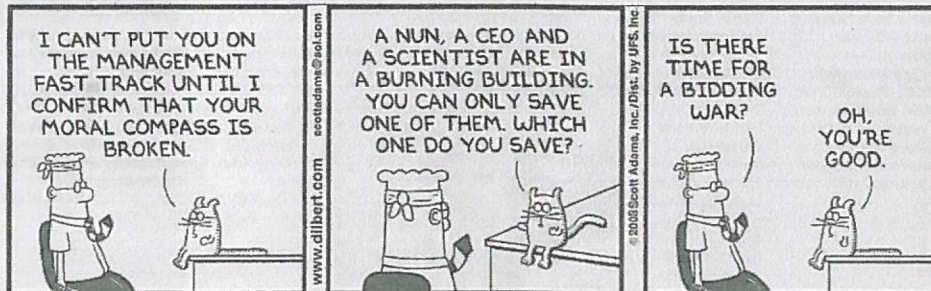
8 I was fairly heavily involved in an industry association lawsuit with Warner Bros, whose arrogant managing director kept ignoring me in the elevator. Two stressful weeks later, standing outside the court with his legal team, he smiled and winked. I poked my tongue out and burst into laughter.

9 The older I get, the worse I travel. The smallest amount of turbulence and I'm making promises to God that will be forgotten when my feet touch the ground.

10 I gave up work for 10 months after having my son. I knew it was time to go back to work when, after a day at the beach, Auntie noticed me rocking a beach umbrella to sleep.

LISA MITCHELL

DILBERT



network video

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Inside

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25 May 2009

It is likely that the employees will be entitled to apply to the General Employee Entitlements and Redundancy Scheme (GEERS) which may pay the outstanding monies due to employees excluding superannuation."

Greig said there will be little or no dividend available to unsecured or secured creditors of the Kleenmaid Group.

He said there is a significant deficiency in the value of stock held to the value of stock that had been ordered and paid for by customers.

"The Administrators have also established that the actual finished goods stock held is relatively old and primarily is not what had been ordered by customers.

"This has been a very time consuming and complex administration involving many thousands of disgruntled customers, suppliers, and creditors based around the world.

"With 4,500 consumers affected, huge interest has been attracted from the public with more than 10,000 individual creditor enquiries in the days following our appointment.

"More than 7,000 copies of the 190 page creditors' report were posted to creditors."

Greig said that through the Deloitte investigation, administrators had been in regular contact with key stakeholders, including ASIC and various Offices of Fair Trading and the Queensland State Government.

Kleenmaid's debts include \$27 million owed to 4500 customers, \$16m to 2600 trade customers and suppliers, \$2m to landlords and warehouse operators, \$3m to employees, \$38 million to banks as secured creditors and \$9m to related parties.

Around \$9 million of the debt to secured creditors is claimed by England & Young Holdings, a company associated with the Kleenmaid directors.

The Kleenmaid Group was founded in 1985 and was one of the few distributors to sell kitchen and laundry appliance products direct to the public.

The group had a turnover of \$90 million in the year to June 2008. Headquartered in Maroochydore, Queensland Kleenmaid has 20 retail outlets located in Queensland, NSW, Victoria, South Australia and Western Australia, of which 15 were franchised and five were wholly owned by the company.

The only good news associated with the Kleenmaid administration is that Deloitte has received several expressions of interest for EDIS Service Logistics, which provides spare and replacement parts for Kleenmaid appliances and continued trading under the control of the administrators.

Sky's not falling on rentals

LYN WHITE

Keran Wicks, founder and MD of Network Video, has returned from a roadshow which has taken her and 10 others from head office to all parts of Australia to talk to store managers about upcoming marketing initiatives.

"We fill them in on industry news and how things are tracking and it's all good news at the moment," Wicks said.

"The rental industry is very healthy despite what you read everywhere about the sky falling.

"Everything you read now is about new digital technology putting the local video store out of business. We have people coming into our stores all the time asking our managers what they intend to do when they go out of business.

"But entertainment nirvana is a long, long way away," said Wicks.

She said Network Video operated 350 stores across the nation.

"The market has rationalised and our share of the market has actually increased," she said.

While the market in Australia is dominated by Video Ezy and Blockbuster, the independent Network Video is the

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25 May 2009

second biggest player in the local market.

"We've got critical mass and we've got the best operators, and I don't say that to be derogatory to our franchise competitors. Independent operators care more, they're more hands-on and they're more in touch with their local community and with their customers.

"Lots of communities rely on their local video store. The stores sponsor local football teams and it's really important that the community aspect of life is maintained," Wicks said.

When Wicks founded Network in 1993 there were 38 rental groups in Australia.

"It was a very competitive market but we had a different offer. We wanted to provide a licensee marketing group which was totally different to franchise operations.

"I always believed there was a different way, and a better way," Wicks told Inside Retailing.

"You don't need to get people to sign their lives away on a one-inch contract to get them to follow good leadership. We've never believed in that philosophy," she said.

Wicks got into the business through running her own video store - "I've been in the business 25 years.

"I began as a wholesaler, selling movies out of the boot of my car around Melbourne when video stores had just started and you had to pay \$300 membership to join your local video library.

"The beginning of the story was that I was sacked from my job in the rag trade because I was pregnant," said Wicks.

"So, because I was pregnant, I couldn't really go and get another job in the field I'd been in so I started working

in a video library part-time and through that, I thought there had to be a market in selling videos to other stores opening up."

Wicks said she drove around buying and selling movies from store to store and ended up with one of the largest wholesale operations in Australia.

"I had my second child and decided I didn't want to be moving a million videos every day. So I scaled the warehouse right back but after a year of changing nappies I got bored.

"I realised one day when I was rocking a beach umbrella to sleep that I should go back to work."

Wicks bought a run-down store in Kew and named it Little Monster Videos after her son.

"It was taking about \$100,000 a year but in two years I built it up to about \$700,000. Down the road was a Movieland franchise, half my size, doing half the business.

"So I thought I'd start a group. I got 12 stores together and named the group Network. And within a year we had 100 stores. It had a momentum that was out of my control but here we are today, one of only a handful groups left in Australia," she said.

Wicks said the success of Network proved there was a place for Australian business.

"We'd be the most technologically savvy group in Australia because we've embraced IT from the start and our marketing is unique. We produce over 600,000 pieces of marketing material a year and our websites generate over 1 million hits a year.

"You don't have to follow the American franchise model to succeed."

Girl worked to death

German-based retail giant Metro Group has ended its arrangement with a jeans supplier after the death of a teenage factory worker in Bangladesh.

Human rights activists claim the girl was literally worked to death in the Chittagong jeans factory.

A statement issued by Metro Group said the company was "deeply saddened" by the death and had immediately terminated its contract with the Bangladeshi supplier that used the factory.

Rights groups have long questioned the working conditions in Bangladesh's thousands of garment "sweatshops", which provide some the cheapest labour in the world.

Last year Spanish fashion firm Zara forced the closure of

a supplier's factory in the capital, Dhaka, after workers said they were being abused.

The Chittagong worker, Fatema Akter, 18, died during her shift in December last year, according to the US-based National Labor Committee.

"Forced to work 13 to 15 hours a day, seven days a week, Fatema was sick and exhausted, with pains in her chest and arms," the report said, adding that her job was to clean 90 to 100 pairs of finished jeans per hour.

When she asked for time off because she was ill, a supervisor slapped the girl and ordered her back to work.

The committee said an investigation showed that 14-hour shifts with few breaks were common at the factory, and workers were regularly beaten by their superiors.



Empire started from a car boot



Name: Keran Wicks
Age: 48

Official job title and organisation:

Founder and Managing Director, Network Video

How did you become involved in the movie rental industry?

I was out of work and three months pregnant. I wasn't about to sit on the couch all day, so I got a part-time job in what was then known as a video library.

I started selling second-hand videos to shops from the boot of my car and, in 1993, started Network Video.

What motivated you to establish an independent video rental network?

Franchise groups

were getting better buying deals simply because they were franchises — despite the fact my store was bigger and making more money.

I got 12 stores together and started an independent buying, licensee group as an alternative to franchise.

Now, with 380 stores, Network is the third-largest group of the six rental groups that remain today.

What does your job involve?

There are many facets to this business. I spend my time keeping abreast of what's happening with our members, keeping our buying on-track, and developing new

strategies for the business.

How does Network Video differ from larger, movie-rental franchise chains?

The Network Group is in the movie rental business, not the franchise business.

Franchises can be very dictatorial in policy, while we allow stores to run their own business — but they do so with the backing and support of a large team at HQ and the security of being part of the third-largest rental group in the country.

How has the issue of new media and DVD piracy impacted on your business?

I am regularly asked about the threat of

new media but, when you look at the statistics and the reality of these technologies, it will be a very long time before there is any negative impact on the business from any new media.

Piracy is always a concern, but we're winning the fight.

What movie rentals are most popular at Network Video stores?

The Assassination Of Jesse James is doing well, as is Jodie Foster's The Brave One. As for TV on DVD, the last season of The Sopranos is out and it seems that crime pays, after all.

— KATE HUIH



Money in videos: Network Video chief Keran Wicks



To: Nicki Malady
From: Evelyn Ek
Ph: 03 9275 1242 / 0412 887 853

Seen nationally Network Ten's "9am with David & Kim" is a vibrant daily two-hour LIVE program that is entertaining and informative bringing real information to real people.

The following guest has been booked to appear on "9am with David & Kim".

The details are as follows:

GUEST:	Keran Wicks
ON-AIR DATE:	Monday 14 July 2008
LOCATION:	Studio 1 ATV Channel 10 Como Centre 4 th Floor, 620 Chapel Street SOUTH YARRA VIC 3141 Ph: (03) 9275 -1010
CALL TIME:	9:10am
ON-AIR TIME:	approx. 10.10am
TOPIC:	Business Success

OTHER INFORMATION:

1. "9am with David & Kim" is LIVE.
2. Once in the studio, you will be requested to turn all mobile telephones and pagers off.
3. We provide hair and make up for the on air appearance.
4. Neat and casual attire is required and please avoid wearing stripes, spots or major branding.
5. If you would like a copy of your segment, we suggest you set your home video recorder to tape the program. Channel Ten company policy requires that a service charge of \$165.00 (inc GST) be levied for all VHS and DVD copies of segments.
6. Please advise us as soon as possible of the names of people attending the show on your confirmed day. This is so we can include their names on the security list and have a security pass prepared for their arrival.
7. Parking is available in the Como Centre car park (under the Channel Ten Studios – enter from Chapel Street or River Street – See map below.



* * * * *

As we know, Keran's story is an interesting one, and the growth of Network holds a lot of value as a news story.

Thrive is targeting primarily large, mainstream media outlets focused on business-oriented profiles; often the same publications are being approached month-after-month. While this is great for achieving mass coverage, the message can get lost or missed, if the story gets picked up at all (journalists at majors get pitched dozens of stories every day... it's a gamble).

Having looked at the list of publications Thrive has been pitching to, I think the opportunity exists to tap into different markets by targeting differently-oriented magazines.

Publications like *Yen* and *Frankie* fit with Network, as they focus on individuality, creativity and feature stories about local businesses. They also cater primarily to women, so Keran's story is particularly relevant.

We have fantastic IT systems at Network, so I think it's worth also pitching stories to magazines like *APC*, or other IT industry publications. Again, this taps into a very different market and offers exposure via a different angle, reinforcing Network's position as an innovator in the industry.

In addition to Keran's profile as a strong businesswoman, we could also focus on a more personal angle; balancing work with motherhood, health issues, etc. Publications like *Women's Health and Fitness*, *Mother and Baby*, and women's mags (*Marie Claire*, *Harpers*, *Cleo*, *Cosmopolitan*) are all potential targets to pitching these kinds of stories to.

Before YEN, women's magazines refused to tackle any issues bigger than the size of his tackle, or how to look hot in a bikini. YEN understands that readers want more than just a pretty face. YEN irreverently explores the social, cultural and political issues that face women around the world and at home. YEN promotes and helps develop the work of women across every creative, sporting and business pursuit. YEN looks beneath the surface, to approach health and beauty as one element of a holistic approach to lifestyle. And of course - YEN also has the hottest fashion and beauty trends around.

YEN magazine launched five years ago in Australia as a reaction to women's magazines that lacked both substance and style. YEN was originally unveiled as a 32-page mini magazine, free on the streets of Sydney, Melbourne and Brisbane. Thanks to the support of an amazing collective of contributors and supporters hungry to get involved, YEN quickly evolved to it's current format and can be found in newsagents and specialty stockists all over Australia as well as many countries worldwide.

YEN offers a unique and refreshing alternative for switched-on young women who want more than just celebrity gossip, weight loss tips and relationship advice. It has redefined expectations of what a women's magazine should be, presenting important issues and encouraging positive action, as well as showcasing groundbreaking fashion, entertainment and beauty.



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latest news

Network-ing for charity

updated: Jun 30, 2008
Screen Print

The Network Video-backed Cans4Films Festival is going national.

The Network Video-backed Cans4Films Festival is going national.



Conceived by Andrew Sansome and his brother Glenn of Devoted DVD (pictured), the festival will see Network stores offer free movie rentals to customers who donate cans of food to some of the two million Australians that rely on food relief every year.

Under the rules of the promotion, a donation of one can of food by any Network store customer will receive in exchange one free weekly rental at participating Network Video stores from July 1 to July 31. Donations of two cans of food, moreover, will be rewarded with three free weekly rentals.

The promotional tagline 'Give a can, grab a movie!' will adorn the comprehensive Point of Sale kit offered to stores in order to assist them in promoting the Cans4Films Festival. Foodbank, the largest hunger relief charity in Australia, has provided extra material for this kit, donating posters, flyers and brochures to ensure the campaign is a success.

Network Video Managing Director Keran Wicks anticipates that local media coverage will have a crucial part to play in educating customers.

"Our members focus on local charities and raising funds for schools and do a lot of great work in their community," Wicks explained. "We'll be helping our members to drive local media."

• For the full story and all the latest news, features and previews, see the July issue of *Screen Print*



[see all latest news](#)

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120 x 60px



Size: 299.86 sq. cm.

NORTHERN Guardian

Date: Wednesday, 19 July 2006
Page Number: 11
Edition: First
Supplement: Main Section

Market: Western Australian N
Circulation: 5,200
Published: WEEKLY
Editorial: email the editor
Item No: P11252713

Winds weed out fishers

fishing exmouth

by Bluewater Tackleworld

THE strong winds have been persistent and annoying for those on holidays this last week.

Prior to this, weather had been good for quite some time and we hope it will return to calm conditions soon.

Despite the bad weather, anglers have still been getting out and enjoying the water activities off Exmouth.

Billfish have been prevalent with several reports coming in, including Eugene Bosman, of Perth, who was fishing with Darryl Visser off Tantabiddi using Williamson pushers.

The black marlin landed was the highlight of their trip, although the boys also caught cobia, yellowfin tuna, rankin cod, and a 16kg spanish mackerel on an RMG

lure.

Tuna have also been showing up in numbers, with one customer landing an impressive 11.9kg longtail tuna from the beach at Bundegi using a Halco Roosta popper.

The angler also caught mackerel and trevally along the beaches using the same lures at early morning. Ant Simper had fun with the tuna on poppers at the gulf as well and is pictured this week with one of the brilliant catches at sunset.

Adrian Gribbon and friends from Perth were fishing in 'the good ship gribbo' for a week and also landed a black marlin, hooked some sailfish and had loads of fun with mackerel, wahoo and other

pelagic species.

Coral trout and spangled emperor were the pick of fish for a fresh feed during their stay and the boys plan to return for the Betta Billfish Bonanza in November.

School kids have been having great fun at the marina, especially Rhys Clatworthy who caught 10 different species on soft plastics, despite the windy weather. Rhys is an avid angler and carefully released all the fish caught.

Many thanks go to Network Video and Exmouth Tackle Camping and Outdoor Supplies for their support of the Family fun Fish day organised by the Exmouth Game Fishing Club.

Look out next week for the full results.



Ant Simper shows a tuna caught at the gulf at sunset



Size: 217.57 sq. cm.



Date: Tuesday, 18 July 2006
Page Number: 62
Edition: First
Supplement: Main

Market: Victoria East/Gippsland
Circulation: 6,000
Published: WEEKLY
Editorial: [email the editor](#)
Item No: P11271619

* LEONGATHA FOOTBALL NETBALL CLUB

Leongatha upset Drouin

LEONGATHA A Grade netballers caused the upset of the season when they toppled the undefeated Drouin side 49-43.

A Grade

Leongatha 49 def Drouin 43.

Auction player: Kate McCarthy.

Awards: Kate Govers (Leading Edge), Gabe McCarthy (Network Video), Cindy Winkler (Paradise Pizza).

Our A Grade girls proved their ability on Saturday when they overcame the undefeated top team Drouin. From the first centre pass, Leongatha held the lead and took control of the game. Unfortunately Sally Rayson was missing this week which resulted in a few positional changes which the girls took in their stride. Kate McCarthy was unstoppable in the goal ring, only missing one goal for the entire game, and Kate Govers stepped up into goals and did a great job helping the team out in the goal ring. Kasie Salmon ran tirelessly all game in the centre creating plenty of drive down the court, and Jane Harrison and Cindy Winkler did a great job on

the wings. Gabe McCarthy and Jess Gordon caused many turnovers in the defensive end and put lots of pressure on the Drouin goalers. In the third quarter, Leongatha managed to lead by 14 goals, which was a fantastic effort. A great team game girls, well done!

B Grade

Drouin 44 def Leongatha 28.

Auction player: Jodie Winkler.

Awards: Melissa Rogers (Mobil Petroleum), Nat Anderson (L.C. Excessorise).

Leongatha had a hard challenge last week, but they knew if they persisted and played their game, they would come out with victory. The first quarter was a hard fought game of netball with both teams playing to the wet conditions. Leongatha once again lost momentum in the second quarter and let Drouin outscore them by 10 goals. The Parrots regrouped at half time but unfortunately it was too late, with Drouin holding their lead in the last half. With the B Grade competition so close this year, Leongatha must beat as many top teams as possible to have a chance in the finals.

C Grade

Drouin 29 def Leongatha 23.

Auction player: Amelia McCarthy.

Awards: Gabe Poulton (Stadium 4 Cinema), Jeanni Dekker (LuLu).

Leongatha took it to Drouin to show them how competitive we are. Leongatha shot well all day with Gabe Poulton and Wendy Sperling working well under the goal ring. The centre court of Anna LewTon, Ebony Collins, Renae Littlejohn and Tameka Young worked tirelessly to bring the ball to the attack end. Leongatha was the better side all game, but a few errors were costly. The defensive end of Amelia McCarthy, Lauren Wightman and Jeanni Dekker were under pressure in the dying minutes of play to make a turnover. Top work girls, we all know we are finals contenders!

17 and Under

Drouin 44 def Leongatha 24.

Awards: Morgan Elliott (Clipit), Brooke Davidson (LuLu).

Last week's match is a game that we can take some good points from and build on them as we make our way to finals. Drouin ended up out playing and out running the

Leongatha girls. Morgan Elliott once again played a strong game in GK with Alex Poulton running hard and intercepting in GD. Brooke Davidson, Tahli Foster, Maddi Kindellan and Breeana Gardiner did a good job throughout the centre court. Megan Lester ran hard all game making many turnovers, and Tarryn Anderson and Kate Sperling did well in goals. Tough disciplined training sessions will have our girls back on the winning side in no time!

15 and Under

Drouin 37 def Leongatha 10.

Awards: Dana Irving (L.C. Excessorise), Brianna Curphey (Leading Edge).

Good strong play and good shooting saw Leongatha close to one of the top teams. Drouin upped the tempo and, with accurate shooting, ran away to a 17-2 lead at half time. Drouin's goalers were tall and accurate which increased their lead to 26-5 going into the final quarter. Our girls tried hard and had plenty of possessions but unfortunately were beaten by one of the top teams.

continued on Page 55



Size: 37.41 sq. cm.



Date: Tuesday, 18 July 2006
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Market: Victoria East/Gippsland
Circulation: 6,000
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Editorial: [email the editor](mailto:email.the.editor)
Item No: P11271619

Leongatha football netball

continued from Page 62
13 and Under

Leongatha 34 def Dr-
ouin 11.

Awards: Mollie Bourke
(Network Video), Renae
Moore (Nagels Pharmacy).

A great game last week
with a display of teamwork
and intelligent passing of
the ball throughout the
game. Leongatha came out
blazing in the first quarter
and continued the momen-
tum into the second. Sophie
Bolge and Emily McCahon
turned around every ball
that came their way. Great
passing and goaling in at-
tack by Renae Moore,
Melinda Cook and Mollie
Bourke which increased
our score, and Caitlin Mc-
Farlane and Aimee Brews-
ter contributed well to keep
the ball moving throughout
the centre court. Well done
girls.



Size: 189.65 sq. cm.

Surf Coast Times

Date: Monday, 17 July 2006
 Page Number: 16
 Edition: First
 Supplement: Main

Market: Victoria Geelong
 Circulation: 10,200
 Published: WEEKLY
 Editorial: [email the editor](mailto:email_the_editor)
 Item No: P11254108

NETWORK
Video

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Ph 5621 4601

PICK OF THE WEEK

MEMOIRS OF A GEISHA
 Rated M

BASED on the internationally acclaimed novel by Arthur Golden, 'Memoirs of a Geisha' is a sweeping romantic epic set in a mysterious and exotic world that still casts a potent spell today. The story begins in the years before WWII when a penniless Japanese child is torn from her family to work as a maid in a geisha house. Despite a treacherous rival who nearly breaks her spirit, the girl blossoms into the legendary geisha Sayuri (Zi Zhang). Beautiful and accomplished, Sayuri captivates the most powerful men of her day but is haunted by her secret love for the one man who is out of her reach (Ken Watanabe). Nine-year-old Chiyo, a poor fisherman's daughter, is taken from her family and sold to a geisha house. From her start as a common household maid, she blossoms into one of Kyoto's most renowned geishas, surviving the envy and treachery of the competition. A great movie loved by all our staff.

BROKEBACK MOUNTAIN
 Rated M

From Academy Award-winning filmmaker Ang Lee comes an epic American love story based on the short story by Pulitzer Prize-winning author Annie Proulx and adapted for the screen by the team of Pulitzer Prize-winning author Larry McMurtry and Diana Ossana. Set against the sweeping vistas of Wyoming and Texas, the film tells the story of two young men, a ranchhand and a rodeo cowboy, who meet in the summer of 1963, and unexpectedly forge a lifelong connection, one whose complications, joys and tragedies provide a testament to the endurance and power of love. The Director and all the cast involved are in top form which elevates this film to a work of universal substance, making us breathe every step of the way. A beautiful love story.



Size: 108.06 sq. cm.

Collie Mail

Date: Thursday, 20 July 2006
Page Number: 25
Edition: First
Supplement: Main

Market: Western Australia So
Circulation: 2,758
Published: WEEKLY
Editorial: [email the editor](mailto:email_the_editor)
Item No: P11302996

MEN'S BOWLS

Mumme king of scroungers

RON Mumme came in from the cold to be the proud winner of the king scroungers event on Sunday morning.

Mumme had to fend off fierce opposition from the other finalists to hold on to the victory.

The consistent Ray Colgan was runner up and pressed hard but couldn't make enough ground on Mumme's maximum lead of six during the last end.

Mike Miller was third and Kevan McKenzie finished fourth.

The scroungers choir gave a superb rendition of the scroungers hymn before the presentation of the trophies, to which the recipients were noticeably moved.

The joker jackpot was a carryover.

Mick Mellor made it three straight meat pack wins in a row when he and partner Ray Colgan were the only team to win both games.

The victorious pair finished on two wins plus six.

Phil Warburton and Brian Chaney finished second on one win plus six.

Third place and one shot away was the triples team of Kelly Flynn, Ike Bridges and Wayne Stocks.

The target jackpot was not won.

Player of the week was awarded to Mumme.

Fixtures for July. Sunday 23: Network Video early spring mixed scroungers starts at 9.15am. Wednesday, July 26: mixed Collie River Valley meat pack event at 12.45pm.



Collie Mail

Market: Western Australia So
Circulation: 2,758
Published: WEEKLY
Editorial: [email the editor](#)
Item No: P11303068

GOLF ASSOCIATES

Stellar season for Barker-May

SHELLEY Barker-May has continued her stellar form this season to record yet another win.

Barker-May said she played solid golf with few errors to shoot a great score of 41 and win the Golf Box challenge.

The win reduced her handicap by two to 26.

Kaye Farquhar and Kath Alcorn both played well to end on top in the A grade competition with 37 points.

Farquhar, the "standard setter", was successful on a countback.

Alcorn lost one stroke of her handicap which now sits on 22.

Robyn Simpson played well for 36, Betty White and Eileen Riley ended on 35 and Jan Munday scored 34.

Judy Dowling finished second in the B grade with 33.

Annette Atherton scored 32. Betty Sheppard scored 31 and Dot Lawrence ended on 29.

Novelties: Boulevard Cafe (No 3): Jill Burgess, Network Video (No 7): Robyn Simpson, Julian Hair (No 9): May Hollins, Sanctuary Golf (No 14): Dot Sullivan, Shavooz Hair (No 17): Bev Moses.

Earl and Quinn Trophies, July 26. No 1 tee: 10am: V Graham, D Sullivan, L Annandale. 10.06am C Swan, J Hadfield, J Dowling. 10.12am B Moyses, R Simpson, H Annandale. No 5 tee: 10 am: J Burgess, S Barker-May, G Tanian. 10.06am: E Riley, N Lynn, B Sheppard. No 10 tee: 10am: K Farquhar, V Riley, M Hollins, 10.06am K Alcorn, B White, D Lawrence. 10.12am L Motion, D Mummie, A Atherton. 10.18am M Earl



Size: 162.31 sq. cm.

Pine Rivers Press

Date: Wednesday, 26 July 2006
Page Number: 54
Edition: First
Supplement: Main Section

Market: Brisbane - outer nor
Circulation: 32,234
Published: WEEKLY
Editorial: [email the editor](mailto:email.the.editor)
Item No: P11356291

Anxious wait on

A TOTAL of 125 businesses will be vying for top awards in next month's *Pine Rivers Press* 2006 Business Achiever Awards final.

These businesses have gone through to the final phase of their respective judging and now await the judges' final decision.

This year's finalists are:

Category: Westfield Strathpine - Best Retailer

Gloria Jean's Coffees, Strathpine; Jamaica Blue; Kleins; Price Attack Strathpine; Prouds Jewellers Strathpine; Zelows.

Category: Specialty Retailer and Services

Christian Bookworld; Flowers by Louise; JK's Scrapbooking; Roxy Records; Shear Designz; Sweet Distractions

Category: Casual Dining

Atlantis Seafoods; Cafe Pisces; Cherry's Fast Foods; Pizza Capers; The Coffee Club Strathpine; The Emporium Rock'n Roll Milk Bar

Category: Hospitality and Tourism Services

Aaktrans; Escape Travel

Strathpine; Mosquito Creek Winery; Original Tours Queensland; Quality Hotel Clear Mountain

Category: Tuition, Training and Children's Services

Conroy Dance Centre; Kip McGrath Education Centre - Strathpine; Living Faith Early Learning Centre; South Pine Community Kindergarten and Preschool Assoc. Inc; Strathpine Community Kindergarten & Pre-school Assoc. Inc; Uniprep Professional Tuition

Category: Hairdressers

Creations By Karen; Envision Hair and Beauty Day Spa; Leonie's Hair Care Lawnton; Now + Zen; Sister 2 Sister Hairdressing; Styles of Brendale

Category: Formal Dining

Albany Links Restaurant; Lai Lai's Chinese Restaurant; Restaurant Laila; Thai Kasinee; Ziggabalis Italian Restaurant

Category: Motor Vehicle Sales and Services

Compressor Care Pty Ltd; G & R Auto Electrics Pty Ltd; J & S Autocare; Lawnton Mechanical Repairs; Northside EFI Centre; Petrie Mechanical

Repairs.

Category: Made In Pine Rivers

Ben Sorensen Enterprises; Crest Electronics; Lawnton Pottery; Noble Engineering Pty Ltd; Ocean View Estate Winery & Vineyard; Roof World Products Pty Ltd

Category: New Business of the Year

Jiggling Jack's Jungle Gym; Me*N*Dad Pty Ltd; Meat Wurz; Nolabelle Gift Baskets; The Beauty Mobile; The Wombat Group

Category: Professional Services

Affordable Vet Care; Blooms The Chemist Strathpine; Brendale Community Bank; Northside Therapies Pty Ltd; Patricia Cunningham Naturopath; Soul Pattinson Chemist Strathpine

Category: Real Estate

David Deane Real Estate; Harcourts Northlakes - Mango Hill; Petrie Real Estate; PRD Realty Kallangur; Realway Property Consultants Pine Rivers; Richardson & Wrench Strathpine

■To page 54



Size: 197.14 sq. cm.

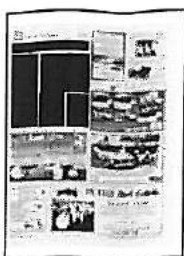
Pine Rivers Press

Date: Wednesday, 26 July 2006
Page Number: 54
Edition: First
Supplement: Main Section

Market: Brisbane - outer nor
Circulation: 32,234
Published: WEEKLY
Editorial: [email the editor](#)
Item No: P11356291



■ In the final cut . . . the team from Envision Hair and Beauty Day Spa took out the hairdressers' category last year and are finalists again in 2006.



Size: 170.85 sq. cm.

Pine Rivers Press

Date: Wednesday, 26 July 2006
Page Number: 55
Edition: First
Supplement: Main Section

Market: Brisbane - outer nor
Circulation: 32,234
Published: WEEKLY
Editorial: [email the editor](mailto:email.the.editor)
Item No: P11356291

judges' decision

■ From page 54

Category: Hotels/Clubs/ Entertainment Venues

Bonnyview Tavern; Club Pine Rivers; Finnigan's Chin Irish Pub; Kallangur Tavern; Norths Leagues & Services Club; Warner Tavern.

Category: Community/ Services Non-Profit Organisations

Kallangur Kowboys; Lifeline Supa Store Brendale; Meals on Wheels Pine Rivers & District Inc.; North Pine Baptist Soccer Club; Pinewoods Aged Care Centre; The Salvation Army - Lawnton (Welfare)

Category: Beauty Services

Affordable Elegance In Nails & Beauty; Allure Skin & Beauty; Katrina's Beauty Works @ Strathpine; Simply Elegant; The Treatment Rooms; Within Health and Beauty

Category: Fashion

Babies in Bedrock; Footworks; Maternity Revolution; Pre-Loved Maternity Wear; Zelows

Category: Fitness/Sport

Curves Strathpine; Fernwood Women's Health Club Petrie; Green Apple Wellness Centre; Spectrum Recreation & Fitness; UXL Fitness



■ David Deane Real Estate is a finalist again this year after taking out their category in 2005. But who will win this year?

Category: Food & Convenience Stores

Breads on Pine; IGA Petrie; Lawnton Country Markets; meat tiny@northlakes; Terry Orreal's Quality Meats

Category: House & Home Retail

Home Hardware - Brendale; Pine Rivers 7 Day Hardware & Pool Shop; Roy McClean The Good Guys; Salvatore Ceramics Pty Ltd; Strathpine House & Garden; Theo's Nursery & Garden Centre.

Category: House & Home Trades

A1 Metro Plumbing; G. Bergman Painter & Decorator's; Python Electrical; Queensland Roofing Materials Pty Ltd; Safe Smart Electrical Pty Ltd; Taps'N Toilets

Category: Readers' Choice

Acid Gear Body Piercing; Barker Transport Services; Brendale Custom Framing; Bullseye Body Piercing; Tattooing; Network Video - Petrie; Petrie's Cottage of Natural Therapies.



Size: 226.50 sq. cm.



Date: Tuesday, 25 July 2006
Page Number: 47
Edition: First
Supplement: Main

Market: Victoria East/Gippsland
Circulation: 6,000
Published: WEEKLY
Editorial: [email the editor](mailto:email.the.editor)
Item No: P11359535

Leongatha football netball

A Grade

Leongatha 55 def Sale

24.

Auction Player: Gabe McCarthy.

Awards: Kate McCarthy (Evans Petroleum), Cindy Winkler (L.C Excessorise), Jane Harrison (Paradise Pizza).

A great team effort last week by our A Grade girls, who applied lots of pressure when defending. Some very accurate shooting by our goalers, and a fine display of netball skills and movement all over the court. The girls are now building towards the finals. Fantastic game girls.

B Grade

Sale 41 def Leongatha

36.

Auction Player: Karen Ginnane.

Awards: Karen Ginnane (Stadium 4 Cinema), Nat Anderson (Stadium 4 Cinema).

Leongatha once again got off to a flying start, matching it with Sale's last paced game.

But, once again, Leongatha dropped their bundle and let Sale get in front by five goals at the main break. A few positional changes were made, and some brilliant defence work from Karen Ginnane and Tameka Bullen brought Leongatha back to be even with Sale at three quarter time.

Unfortunately, Leongatha could not pull to-

gether when it counted and Sale come out on top. Leongatha now have to re-group and win all the remaining games to be a finals chance. Good luck against Garfield.

C Grade

Leongatha 35 def Sale

29.

Auction Player: Amelia McCarthy.

Awards: Ella Hickey (Stadium 4 Cinema), Gabe Poulton (Nagels Pharmacy).

C Grade came out with all guns firing knowing that they needed to cement third position on the ladder.

Leongatha's shooters Ella Hickey and Gabe Poulton goaled well and kept the Sale defenders on their back foot. The defenders of Amelia McCarthy and Lauren Wightman had a jewel on their hands with some very feisty Sale attackers.

Sale took it to the Leongatha girls but in the end Leongatha were victors. Well done girls.

17 and Under

Sale 40 def Leongatha

23.

Awards: Kate Sperling (L.C Excessorise), Maddi Kindellan (Stadium 4 Cinema).

The match was always going to be a tough game, with Sale having only lost one game for the year. The girls started off really well, outtina pressure all over

the court.

A very talented Sale side took over from the second quarter but the Leongatha girls never gave up.

Maddi Kindellan played a great game in goal defence, having been put into it with short notice after Alex Poulton was unable to play. Kate Sperling also played a great game, having moved from goal attack to centre to goal defence. All the girls did what was asked of them, a great team effort. Lets get a wir under our belt this week against Garfield.

15 and Under

Sale 30 def Leongatha

20.

Awards: Sonia Fleming (Stadium 4 Cinema), Dana Irving (Stadium 4 Cinema), Kate Pellicano (Clipit).

The Leongatha girls had their best game of the year. The top team Sale, was in fine form but our girls really took it to them.

Dana, Brianna, Sonia and Anna at centre court put pressure on all game and fed it well into Kate and Becky, who goaled beautifully.

Steph and Sophie stuck well the girls in defence.

The score did not reflect the actual game and the girls should be pleased with their efforts. A special

thanks to Sophie Bolge who stepped up from U13s and did a fine job.

13 and Under

Sale 27 def Leongatha

23.

Awards: Emily McCahon (Network Video), Melinda Cook (Stadium 4 Cinema).

The parrots side put up a strong fight against the top side, who beat us by 18 goals in the first round. It was a very even contest in the first quarter.

Aimee Brewster made great position to help move the ball into the goal third, with Molly Bourke doing a great job in the centre.

Emily McCahon was great in defence, blocking out Sale's tall shooter and was well supported by Sophie Bolge who worked hard all game.

Kaitlin McFarlane kept the pressure on her player and made some good intercepts.

Melinda Cook's accurate shooting was a pleasure to watch.

Renae Moore also goaled well and made some clear passes to Melinda, showing they are a great combination in goals.

A loss by only 4 goals showed how much the team has improved over the season.



Size: 48.46 sq. cm.

Collie Mail

Date: Thursday, 27 July 2006
Page Number: 26
Edition: First
Supplement: Main

Market: Western Australia So
Circulation: 2,758
Published: WEEKLY
Editorial: [email the editor](mailto:email.the.editor)
Item No: P11389543

GOLF ASSOCIATES

Moyeses, Bell win Jubilee foursomes

BEV Moyeses and Norma Bell combined well to record 39 stableford points off a 16 handicap and become the winners of the Jubilee foursome trophy, donated by Collie Freightlines.

The winning pair will represent Collie in September in Perth.

The format played for the jubilee contest was the difficult and unpopular "unalternating hits".

Runners up were Vicki

Graham and Lesley Motion on 36, next were Robyn Simpson and Jean Hadfield on 35, then came Kaye Farquhar and Kath Alcorn on 34 and the pairs of Betty White and Jill Burgess and Cara Swan and Dot Sullivan on 32.

Novetly winners: Network Video (No 4): Bev Moyeses, Boulevard Cafe (No 7): Betty White, Julian Hair (No 12): Leslie Motion, Sanctuary Golf (No 14): Norma Bell.



Size: 48.46 sq. cm.

Collie Mail

Date: Thursday, 27 July 2006
Page Number: 26
Edition: First
Supplement: Main

Market: Western Australia So
Circulation: 2,758
Published: WEEKLY
Editorial: [email the editor](mailto:email.the.editor)
Item No: P11389543

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Novetly winners: Network Video (No 4): Bev Moses, Boulevard Cafe (No 7): Betty White, Julian Hair (No 12): Leslie Motion, Sanctuary Golf (No 14): Norma Bell.



Size: 92.62 sq. cm.

Collie Mail

Date: Thursday, 27 July 2006
Page Number: 25
Edition: First
Supplement: Main

Market: Western Australia So
Circulation: 2,758
Published: WEEKLY
Editorial: [email the editor](mailto:email.the.editor)
Item No: P11389517

MEN'S BOWLS

Top week for Jamie Parker

JAMIE Parker won every event he participated in during a great week in bowls.

He partnered with the son of Wally Martin, one of the local bowlers, to victory in Wednesday's Collie River Valley meat pack event.

Parker and Martin finished with a commanding score of two wins plus eight to defeat runners up Arthur White and Kelly Flynn on one win, one draw plus three.

In third place was Mick Mellor and Brian Chaney on one win plus nine.

The target jackpot 49 was a carryover.

Parker also held off a determined challenge from Jim Atris to go on and win the first qualifying game of the early spring scrourgers championship on Saturday morning.

Wayne Stocks was a close finishing third and Ray Colgan faded over the last couple of ends to finish in fourth place.

The joker jackpot eight was a carryover.

Preparation work for the installation of the new synthetic greens has resumed after a short delay to make sure of the positioning of draining.

Contractor Frank Bernardi and Jim Morton's team of volunteers have started the foundations and brickwork on C green.

Helpers are required to expedite the work, anyone interested can call the club for further details.

Fixtures for July, 30: Network Video early mixed spring scrourgers starts at 9.15am. Wednesday, August 2: mixed Collie River Valley meat pack event starts at 12.45pm.



Size: 44.38 sq. cm.

B&T WEEKLY

Date: Friday, 28 July 2006
Page Number: 2
Edition: First
Supplement: Main

Market: National
Circulation: 8,826
Published: WEEKLY
Editorial: [email the editor](mailto:email.the.editor)
Item No: P11399041

Google launches video ads

Google has expanded its advertising offering to allow companies to utilise videos to target online consumers.

Companies that advertise on Google's content network are now being offered the new 'click-to-play' video ads, enabling them to communicate with consumers via video. Google spokesperson, Scott Rowe, said click-to-play will benefit both big and small

advertisers because there are no hosting fees and it is user-friendly. An advertiser simply uploads a video file, which will then automatically appear on sites within the Google content network that allow video ads. Google claim because the video ads are user-initiated, consumers are more engaged and therefore advertisers get qualified leads. bandt.com.au July 21

Video killed?

Intro - That they approached us - LA angle

Business Sunday, June 25, 2006

"They've been saying that we were going to be put out of business for 25 years."

Video and DVD rental stores say reports of their death are greatly exaggerated. It is, after all, a market nudging \$1 billion dollars per annum, up from just \$630 million only a few years ago. With pay TV now gaining real traction and movies on demand via broadband becoming a reality, how long have the Video Ezys of the world really got? Katrina Nicholas reports.

FULL TRANSCRIPT

KATRINA NICHOLAS: Ads like these getting really annoy the video rental stores, they say they are false and misleading, and they're considering legal action. But times are changing. Now, movies are delivered over the internet, and right into your living room.

JOHN KARANTZIS, CEO, Reeltime Media: As you can see we just scroll through, come through and chose a title...

NICHOLAS: And you get the price there and away you go. It's simple to use, and best of all, there are no late fees

KARANTZIS: I would say that ultimately the convenience of this will eventually replace video stores whether it'll be 10-15 years or longer I don't know but it is yet another electronic delivery mechanism to get that real world product more conveniently.

NICHOLAS: Reeltime Media hasn't actually launched yet, but it's got some big name backers.

KARANTZIS: We would see that the uptake in year one should be about 60 to 70,000 customers initially and really a lot of that will depend upon the marketing and logistics of getting the box out and then ultimately we see this business growing to around 3 to 400,000 subscribers in the next three to four years.

NICHOLAS: But Reeltime's set top box, required to access their movie library, doesn't come cheap. A good one will set you back more than \$800 dollars.

CHRIS CHARD, managing director, Roadshow Entertainment: Reeltime essentially would be a Foxtel without the additional channels. It's really just a movie delivery service via a set top box.

NICHOLAS: Roadshow Entertainment's Chris Chard sees other problems too.

CHARD: At the moment they're dealing with just a defined number of studios, they don't have if you like the selection that the video stores would have.

NICHOLAS: But video stores do have one big plus.

CHARD: They have a tremendous advantage over the internet offering at this point in that they'll get the movies first, straight after theatrical the next place that you can view movies is from your video store. The revenue that the studios make from the video window is certainly on a lot of films the biggest part of the revenue that they get back on a film, in some cases it's as high as 50 percent of the revenue.

NICHOLAS: Now this is something that you won't be able to get on broadband?

KERAN WICKS, managing director, Network Video: That's exactly right, films traditionally go through release windows — what we call them, it will be released theatrical first then three to four months later it'll come to DVD both for rental and for retail in most cases, and then it's normally up to 90 days before it's available on any other service, either pay per view video on demand which is broadband.

NICHOLAS: Keran Wicks is the founder of Network Video, a group that now has more than 400 stores Australia wide. She's sceptical of reports the \$900 million dollar rental and DVD sale market in Australia is in decline.

WICKS: They've been saying that for 25 years. I've been in this business for that long now and if I had a dollar for every time I heard we won't be here in five years I wouldn't have to work, that we were going to be put out of business by the reworking of cinemas, by pay TV, by DVD and every one of those has given us more of a boost. On your average weekend in Australia there's 2.5 million rental transactions, that means 40 percent of Australian households are renting movies, clearly the consumer wants to rent. You like to be able to walk in and shop, look around the shelves and touch and feel things and read the synopsis and ask Tom at the counter 'what's a good movie'.

NICHOLAS: Wicks also says that until broadband speeds in Australia really pick up, renting videos will win hands down.

WICKS: The time it takes to download a movie, the current time is four to six hours, the size of the file is huge, a movie file is a very big file, so the cost you have to have a subscription to an ISP, you then have to pay to download the movie and then you probably have to pay excess data charges depending on the plan you're on because of the size of the file.

CHARD: The big challenge for internet delivery is the speed at which movies can be delivered, there is a lot of talk about Telstra improving the quality of its network. We see that as taking sometime. I guess best case scenario is probably three years.

NICHOLAS: Right now, there are two ways to get movies from Telstra. You can download them using broadband from \$1.95 per title, or have them delivered the more traditional way, via post to your front door. But it's Telstra's online service Bigpond head Justin Milne expects will really take off.

JUSTIN MILNE, group managing director, Telstra Bigpond: I think it'll run pretty much the same way that the music business did which started with a bang being illegal and then companies like us and the music record labels got together and found a legal way of doing it and that's exactly what's going on all over the world with the movie business as well. The speed of downloading a movie depends of course entirely on the speed of your connection. At home I downloaded a movie last night called *Girl Interrupted*, which is a pretty good movie, I watched it on my TV in my lounge room and it took me six minutes to download it.

NICHOLAS: If you had just a 256 garden variety connection how long would it take?

MILNE: That'd take about six hours.

NICHOLAS: Then there's Telstra's other bugbear, Foxtel. The pay TV company also offering movies on demand it owns half of. the two do have some non-compete agreements, but the now very real threat of cannibalisation isn't a topic Milne's keen to discuss.

MILNE: Essentially Foxtel is a broadcast TV with a pay piece to it so it's a different kind of experience so I don't see us as being competitive with Foxtel at all. I use Foxtel for certain things and I also have Bigpond movies which I use for other things, I also get DVDs and believe it or not I occasionally go to the video shop.



Size: 65.96 sq. cm.

Collie Mail

Date: Thursday, 13 July 2006
Page Number: 26
Edition: First
Supplement: Main

Market: Western Australia So
Circulation: 2,758
Published: WEEKLY
Editorial: [email the editor](mailto:email.the.editor)
Item No: P11215566

MEN'S BOWLS

Pair breezes home

JAMIE Parker and Mick Mellor were the winners of the Collie River Valley meat pack event on Wednesday afternoon.

The pair finished on two wins plus 36 to romp in victory by 22 shots.

The strong combination of Tom Edwards and Ray Colgan were runners up on two wins plus 14.

Brian Bass and Wayne Stocks filled third position with a score of one win plus 14.

The target jackpot was a carryover.

The winter king scrounger championship final will be played this Sunday thanks to recent fine weather pushing the competition ahead of schedule.

The final will be played Sunday morning at 9.15am.

The following Sunday the early spring competition will start.

The Sunday morning Network Video scroungers winner was Kevan McKenzie.

Jim Aris just got over the line to finish second and the ever consistent Ron Mumme finished third.

The joker jackpot was a carryover.

Player of the week went to Kevan McKenzie.

Fixtures for July, Sunday 16: Network Video mixed winter scroungers championship final at 9.15am. Wednesday, July 19: mixed Collie River Valley meat pack event at 12.45pm (note earlier starting time).



FREMANTLE

WEDNESDAY

Size: 33.41 sq. cm.

Date: Tuesday, 11 July 2006
Page Number: 21
Edition: First
Supplement: Main Section

Market: WA, Perth, Southern
Circulation: 44,674
Published: WEEKLY
Editorial: [email the editor](mailto:email.the.editor)
Item No: P11171725

NETWORK VIDEO COOGEE

FOR more than movies, come to Network Video Coogee, says owner John Roope.

"We aim to set ourselves apart from the rest by offering extra services and added benefits," he said.

"As well as being home entertainment experts, we buy second-hand DVDs and provide customers with a home video recording service.

"We can also help you transfer your precious

memories on VHS home video to DVD." Mr Roope said home videos could be transferred to DVD for \$12 for a two-hour disc. Network Video is at Coogee Plaza, 237 Hamilton Road, Coogee. Call 9434 6656.



Size: 33.54 sq. cm.

COCKBURN GAZETTE
Community

Date: Tuesday, 11 July 2006
Page Number: 21
Edition: First
Supplement: Main Section

Market: WA, Perth, Southern
Circulation: 45,799
Published: WEEKLY
Editorial: [email the editor](mailto:email.the.editor)
Item No: P11172366

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THE 7.30 REPORT

Battle to replace DVDs heats up

Australian Broadcasting Corporation

Broadcast: 03/05/2007

Reporter: Ben Knight

Some of the biggest business names in the world are battling over which new technology will replace the DVD, itself just 10 years old. One is called Blu-ray, the other HD-DVD. Those in the industry say it is a rerun of the 1980s battle between VHS and Beta, when those who backed the wrong format were left out in the cold.

Transcript

KERRY O'BRIEN: There's a battle going on for some of the most valuable real estate in Australia - the corner of the nation's lounge rooms. Lined up on either side are some of the biggest business names in the world. Microsoft is up against Sony. Paramount pictures is up against Warner Brothers. And they're battling over which new technology will replace the DVD, itself just ten years old. One is called Blu-ray, the other is called HD-DVD. Those in the industry say it's a re-run of the battle in the 1980s between VHS and Beta, when those who backed the wrong format were left out in the cold. Ben Knight reports.

MALE VOICE: Sony has developed a video cassette as a prime product of the future.

BEN KNIGHT: Not since the 80s, when the first video recorders fought for dominance in the market, has there been a battle like this.

JEREMY ROCHE, TECHNOLOGY REVIEWER, CNET.COM.AU: It really is a battle because they're two incompatible formats. You can't play a Blu-ray disc on an HD-DVD player and vice versa.

ALEX ENCEL, AUDIO-VISUAL RETAILER: The HD-DVD people say they'll win. The Blu-ray people say they'll win. Pay your money and make your bet.

BEN KNIGHT: Ten years ago it was DVD that began sweeping the old VHS tapes aside as the dazzling new video format and it seems like we've only just finished making the switch over. But already the two pretenders to DVDs throne have launched their first players onto the Australian market. One is called Blu-ray, the other high definition, or HD, DVD. But which of them is the better product?

JEREMY ROCHE: It's a tricky question. I mean, Blu-ray, it touts itself as being the

in the early days. Once VHS became the dominant player, we had a 60/40 then a 70/30 split, it became easier to manage, and then ultimately the studios made the decision to stop producing Beta.

BEN KNIGHT: Betamax was made by Sony, so it was on the losing side in that battle. But this time it's backing Blu-ray and it has a powerful advantage in the market already. Last month, Sony launched its much-hyped PlayStation 3 and sold almost 30,000 machines in the first week. And each one can also play Blu-ray movies. On the other side, Microsoft is making its new Xbox 360 compatible with HD-DVD, but you have to buy a separate piece of equipment.

Whatever happens it'll be consumers in the US and Europe, not Australia, who decide. But the ones who'll really be handing on that decision are the video rental chains because once again they'll have to restock their stores with a completely new format, just as they did when DVD took over from VHS. And once again, it's going to cost them millions.

KERAN WICKS: Impossible to measure at this stage. At this point in time, they're currently putting out most of the high definition with a 25 per cent premium. So the stock at cost will be much more for us to buy than DVD was, transition to DVD.

BEN KNIGHT: For consumers, Alex Encel's advice is simply to wait.

ALEX ENCEL: You haven't got the software in any realistic quantity and you haven't, you can't watch it in its full advantage on TV because it's not up to the standard of the Blu-ray, so what are you going to do with it?

KERRY O'BRIEN: So many decisions, so much consuming. Ben Knight with that report.

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ABC Online

AM - Scratched DVDs present new problem for retailers

[This is the print version of story <http://www.abc.net.au/am/content/2005/s1321991.htm>]

AM - Saturday, 12 March , 2005 08:30:00

Reporter: Ben Knight

ELIZABETH JACKSON: Australia has embraced DVD technology quickly and enthusiastically. In the past few years, VHS cassettes have all but disappeared from video shops, making way for the new format.

But unlike compact discs, DVDs are remarkably fragile. Slight scratches can make them unplayable and that's a serious problem for retailers who say damaged discs are taking up to 12 per cent off their income.

Ben Knight reports.

BEN KNIGHT: Two weeks ago on a Sunday afternoon we sat down to watch a DVD. Chances are thousands of Australians were doing the same thing. Everything was going well until halfway through the third episode of *The Office*, when David Brent suddenly stopped talking and proceeded to disintegrate before our eyes.

Well, before you could say cornchips, I was back down to the video shop to get a replacement. But the weary look on the owner's face surprised me.

"Does this happen a lot?" I asked.

"Too bloody right," was the answer.

I was genuinely surprised to learn that DVDs are not like CDs. If they get scratched, they won't play properly and video shops are dealing with dozens of customers like me each week, ranging from mildly annoyed to, well, you can probably imagine.

And yes, it does cost the video retailers money, money they never had to spend when all they were dealing with was VHS.

Kerryn Wicks is the Managing Director of a major Australian chain of video retailers, and is also a board member of the industry body, AVRRA.

KERRY WICKS: To a video store it's extreme. I mean, we've got all of our stores have spent a lot of money on putting in disc cleaning machines, disc repair machines, and normally have one or two staff members allocated to that during the course of the week.

BEN KNIGHT: So how much is it taking off the bottom line?

KERRY WICKS: I would estimate anywhere from 8 to 12 per cent.

BEN KNIGHT: In an industry estimated to be worth nearly a billion dollars a year, that's a serious amount. And that's on top of the money that's already been spent by retailers changing over.

KERRY WICKS: We spent the first three years of DVD transitioning all of our catalogue product as they became available, into DVD.

BEN KNIGHT: The problem can be solved. Lyn Shannon runs Queensland based independent distributor, Imagine Films and had so many complaints from retailers, she began hard coating the disks. And she says it works.

LYN SHANNON: I've actually scrubbed a hard coated DVD with steel wool. We've scratched it with pins. We've put it on the floor and skated it across the floor, and you can put them straight back in the machine and they play. Dirty finger marks, nothing will harm the DVD.

BEN KNIGHT: So far only two independent distributors are hard coating the DVDs at a cost of between 15 and 20 cents per disc. But there's been no interest from the Hollywood studios in doing the same.

However, that may change down the track as people who've bought copies of DVDs find parts of their own home library are no longer playable. Ideally, retailers would like all disks to be hard coated, but until then they'd be happy for the majors to at least replace some of the damaged ones.

KERRY WICKS: ...Which is something that we had with VHS. If the VHS tape became damaged in the first 30 days of its life, the distributors would take it back and give us a brand new copy. They've removed that policy since DVD's came in, so we're pushing to have that reinstated.

BEN KNIGHT: The three largest distributors in Australia did not return calls from the ABC yesterday.

Kerry Wicks says the industry will keep pushing, because despite its problems, she believes DVD is here to stay.

KERRY WICKS: Definitely here to stay. I mean, we've got about 60 per cent penetration of Australian households now with a DVD player and the technology is only going to improve.

ELIZABETH JACKSON: Kerry Wicks from the Network Video group, and the Australian Video Rental Retailers Association, with our reporter, Ben Knight.

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Networking Cans

Network Video launches an initiative to raise awareness and food for the poor.

The Cans4Films Festival, in partnership with Network Video stores across Australia, will offer free movie rentals to customers who donate cans of food to some of the two million Australians that rely on food relief every year. Half of these, unfortunately, are children.

Under the rules of the promotion, a donation of one can of food by any Network store customer will receive in exchange one free weekly rental at participating Network Video stores from July 1 to July 31. Donations of two cans of food, moreover, will be rewarded with three free weekly rentals.

The promotional tagline 'Give a can, grab a movie!' will adorn the comprehensive Point of Sale kit offered to stores in order to assist them in promoting the Cans4Films Festival. Foodbank, the largest hunger relief charity in Australia, has provided extra material for this kit, donating posters, flyers and brochures to ensure the campaign is a success. Network Video Managing Director Keran Wicks anticipates that local media coverage will have a crucial part to play in educating customers.

"Our members focus on local charities and raising funds for schools and do a lot of great work in their community," Wicks explained. "We'll be helping our members to drive local media."

Furthermore, Wicks said the Cans4Films Festival further reflects the Network Video philosophy of 'Think Global, Act Local'.

"For our stores, contributing to the local community that they're part of is one of the most important aspects of their business," she said.

The Cans4Films Festival falls in line with many of the charity initiatives Network Video has been involved with in the past, such as their work with the Mental

Illness Fellowship and Beyond Blue. In addition to this, Network Video has worked closely with the Sydney Cancer Centre and the St. John of God Hospital's oncology centre. More recently Network Video threw its support behind the White Ribbon campaign and the International Day for the Elimination of Violence Against Women.

Additionally, a national radio, television and print media campaign has been undertaken to promote the initiative in conjunction with the Network Video consumer website. According to Wicks, the vast majority of Network's 350 members will participate. Despite an increase in traffic through participating stores, Wicks is confident that there will be enough DVDs to supply the demand.

"Our stores already have a large percentage of their floor space dedicated to weekly rentals, so additional stock is not required," Wicks said. "Customers can be assured that there will be plenty of great movies to choose from."

At the end of July Network Video will supply Foodbank with the final tally cans it has received. Foodbank has 1,700 welfare agency members and feeds 38,000 people a day. Network hopes the Cans4Films Festival will raise 350,000 cans of food, the equivalent of 100 tons of food for Australia's hungry.

"We've been proud to be involved with quite a few charities and fundraising ventures in the past and our member stores usually get right behind us and offer plenty of support and financial assistance," said David Hynes, General Manager. "But the Cans4Films Festival has seen store participation go to an entirely new level."

The offer applies to all weekly movie rentals. Network customers who bring in ten cans throughout the period will go into the draw to win a ten DVD prize pack.

AVRRA Top 20 debuts

AVRRA has unveiled its first ever rental chart. The chart, which compiles the Top 20 titles over the previous week, premieres in conjunction with the DVDindustry.com.au weekly newsletter.

The AVRRA Top 20 is arrived at by counting every time a movie title is hired to reveal the most popular rental titles from a selected sample of more than 100 stores that are both members of AVRRA and Network Home Entertainment, Civic Video or Leading Edge Video rental store networks.

The AVRRA Top 20 will also be published here in Screen Print, where it will be accompanied by an analysis; the first installment appears in this issue on page 10.

It is the first time the Australian Video Rental Retailers Association, which represents more than 50 per cent of video libraries in Australia, has produced a weekly rating of the most popular movies people rent.

Providing an up-to-date overview of the new release rental market, the AVRRA Top 20 will also help identify consumer response to product.

The rating includes both urban and rural locations as well as a wide consumer demographic range.

"New weekly rating traps a broad cross-section of stores into the data right across the country," AVRRA president David Hynes said.

"It is an accurate reflection of what the public are demanding in any given week and is also indicative of buying and promotion trends in the trade," he added.

DVDindustry.com.au will feature an updated rental chart at the beginning of each week. Screen Print will endeavour to bring its readers broader coverage of the weekly charts as it goes to print.

"Our focus is to supply as much buying information to our subscribers as we can," Scribal Publishing director Nic Short said. "With the addition of the AVRRA Top 20, Scribal Publishing consolidates its position as the premier resource for the home entertainment industry."

