



MEDIA RELEASE

August 15th 2011

Australian Media Museum

What:

Australia is in danger of losing a significant part of its cinema and television heritage. Iconic pioneering television programme videotapes in storage are reaching the point where they can no longer be retrieved. Obsolete equipment which is needed to replay this material has either been taken to the tip or is deteriorating beyond feasible resurrection. A national industry based project has now been initiated to salvage what remains of our moving image and related media heritage and to preserve and exhibit it throughout the community for the information and enjoyment of future generations.

The **Australian Museum of Motion Picture & Television (Inc)** is a national association with volunteer members from the cinema, television, radio and print media, private collectors, historians and enthusiasts from all over Australia. It is seeking corporate and government support for its concept of an **Australian Media Museum** to create an awareness and pride in what has been achieved by all sectors of our national media.

Where and When:

Meetings have been scheduled in **Melbourne** and **Sydney** later this month to discuss a proposal to establish an **Australian Media Museum**. They will be held at

Lemac, 2 Griffiths St., Richmond, Victoria on Tuesday August 23rd at 7 pm,
and at the

ACS Clubrooms, 26 Ridge St., North Sydney on Friday August 26th at 2 pm.

The meetings will be addressed by the President of the **Australian Museum of Motion Picture & Television (Inc)** who will provide details of the AMM project.

Background.

Australia's cinema, television and related media industries have been responsible for moulding this country's unique contemporary social culture. In many instances they have led the world with their innovation. Unfortunately this same culture plays down local initiatives and gives little recognition to, or encourages pride in what has been achieved. As a nation we need to reverse this attitude.

The **Australian Museum of Motion Picture & Television (Inc)** has been concerned in recent years over the accelerating disappearance of items of significance to the heritage of these media industries. Not only the technology used in the pioneering days being destroyed or coveted by astute overseas collectors, but the stories of those who contributed to their growth and success of these industries are also being lost. Apathy at the highest levels has contributed to this accelerating loss of part of our nation's heritage.

A national campaign has been launched to generate community awareness and sense of pride in what these industries have achieved in their relatively short history. To accomplish this, the project must attract corporate and government support to immediately locate, identify and document those objects and people for the purpose of eventually establishing community exhibitions and displays honouring those pioneers.

With the lightning advance of digital systems in all these industries, previous technology and processes are being superseded and discarded at an alarming rate. One of the casualties of this frantic evolution is the vast repositories of pioneering television programmes and film materials languishing in the vaults and other storages of the television networks, production companies and collectors which may never be seen again. This is particularly critical with videotapes and other media containing our early television programmes recorded on the wide range of formats which existed over the past 50 years.

Cinema projectors which used the standard 35mm film for over 100 years are now being discarded in favour of digital equipment, the standards of which are already in a state of flux in its relatively short existence. Just as with steam trains which were superseded by diesel and then electric, the public fascination with early technology continues to grow with the passing of time. So it will be with our moving image and media industries.

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Preserving the rich heritage of Australia's Moving Image Industries for future generations