

Appendix 2



CINEMAGIC INTERNATIONAL FILM AND TELEVISION FESTIVAL FOR YOUNG
PEOPLE

“Create”

“Educate”

“Inspire”

“Motivate”

Cinemagic Background

Established in 1989, Cinemagic has developed a worldwide reputation for excellence in children's programming and is currently the largest film event for young people in the UK and Ireland attracting over 30,000 people annually. Designed for and by young people, Cinemagic caters for young people with just about every level of interest in film – whether they want to watch and enjoy, create their own work or take things one stage further and find out more about a possible career in the film or television industry.

Cinemagic strongly believes that film represents much more than entertainment – the medium of film offers the most accessible way to learn about and stimulate discussion among young people about the personal and world issues that are currently important to them.

Cinemagic hosts its annual festival in venues throughout Belfast in October and November. The Festival Programme will include an impressive array of international screenings, special previews, workshops, competitions, Q&A'S and education and outreach programmes in all aspects of the film and television industry.

Whilst the core festival events are in Belfast, Cinemagic is equally committed to providing opportunities for young people in urban and rural areas delivering screenings, discussions and workshops across Northern Ireland.

Cinemagic ensures formal and non-formal education sectors engage in practical work and film screenings, to build community capacity, achieve social inclusion, increase cultural diversity and significantly help in the motivation of disaffected young people.

Cinemagic is constantly striving to deliver and increase opportunities for young people both in Ireland and the UK and has developed festivals and relationships in Glasgow, Nottingham, Castres, New York, Boston, Los Angeles and San Francisco.

Cinemagic is a non-profit making company limited by guarantee.

Cinemagic is a member of Belfast City Council's Festivals Forum.

Below is a link to the Cinemagic promo video

<http://www.youtube.com/watch?v=wFt1xw0djUY&context=C4cbcf22ADvjVQa1PpcFMUgPNYnX4KKzK7ivnj0BkVbzbhBYz4TFc=>

Key Target Audiences

2011 has been hailed as Cinemagic's most successful Festival to date, confirmation indeed that the Cinemagic Festival Team has a clear knowledge and understanding of its key target audiences, and is communicating with them via a highly effective marketing strategy.

Internal and External Target Audiences include:

Internal:

- Key Sponsors and Funders
- Cinemagic Team
- Cinemagic Board

External:

- Young People aged 4 – 25 years old. Male and Female
- Employees
- Education Sector – Parents, Teachers, Schools, Colleges, Universities
- Youth Groups
- Film and Television Industry Professionals
- Media (Broadcast & Print)
- Northern Ireland, Great Britain, Republic of Ireland
- Europe, USA, Rest of the World

Cinemagic Objectives

“Cinemagic aims to entertain, educate, inspire and to broaden understanding and awareness of the film, television and related new media industries among young people. Broadening access to a wide range of moving image material both locally, nationally and internationally. ”

- To exhibit world cinema and assist in the development of young people.
- To provide young people with an opportunity to learn new skills, develop confidence and believe in themselves.
- Provide a credible channel for exhibiting young people’s films
- Inspire and motivate young people keen to pursue a career in the film/television industry or who are just keen to learn new skills.
- Develop the skills of young people in a series of workshops delivered by film/TV industry professionals.
- Enhance young people’s knowledge by surrounding them with industry professionals in both workshops and Q&A’s.
- Offer a multi-disciplined range of workshops as well as industry Q&A’s and film screenings.
- To enhance our own relationships that currently exist with educational institutes
- To entertain, create, educate, motivate and inspire through moving image.

Values	What they mean
Educate / Create	Give young people an opportunity to learn new skills and have new experiences
Inspire / Motivate	Give young people an opportunity to learn new skills and have new experiences and Raise self esteem
Development	Give young people an opportunity to learn new skills and have new experiences Raise self esteem Provide training within the film and television industry
Entertainment	To provide an entertaining and educative experience for all ages
Innovation	To promote new ideas, to inspire and encourage creativity

CINEMAGIC STRATEGIC OBJECTIVES 2012 - 2013

Objective 1

To be recognized as the leading children's festival in the world.

1. Increase Cinemagic's awareness, participation and audience figures.
2. To provide 2 festival programmes of cultural, classic and new film screenings, educational workshops, film discussions, masterclasses and workshops. One festival will focus workshops on the 0-12 age group and will run from 5th-19th October and one will focus workshops on the 12 -25 age group sponsored by Coca-Cola and will run from 19th-29th November 2012.
3. To monitor and evaluate the Festival with target audience and parents, teachers etc
4. To form an international link with other children's film festivals/juries

Objective 2

To give young people an opportunity to learn new skills and gain new experiences.

1. To provide opportunities for children to see and discuss a wider range of moving image material than they are likely to encounter at home.
2. To form an educational advisory panel to help programme the festival.
3. The introduction of the Film Club will provide opportunities for young people to watch films which they would not otherwise have selected (ie subtitled films)
4. To annually have a number of Cinemagic Consultants and jury who input into the festival.
5. To extend the primary and secondary events within the festival
6. Provide masterclasses for young people in film making, editing, story boarding and to encourage young people to participate in Cinemagic film making projects and film crews.

Objective 3

To develop new and innovative opportunities that educate, inspire and motivate young people throughout Northern Ireland.

7. To provide creative opportunities for ALL young people, with special emphasis on those sections of society who struggle to attend events due to financial and geographical limitations.
8. To further increase the Cinemagic Outreach and education programme throughout Northern Ireland.
9. To develop and maintain an annual Young Film Makers Competition as part of the Festival each year that screens young people's work and is judged by a panel of industry professionals.

Objective 4

To be a financially secure and sustainable organisation with a professional, competent and motivated workforce.

1. To secure funding from both public and private sector.
2. To annually increase box office.
3. Identify staff training and development needs.

Cinemagic 2012

The 2012 Cinemagic Festival will focus on the theme of fantasy, myths and legends and will take place from 5th-19th October in Odeon Cinemas Belfast (for 4-11 year olds), and from 19th-29th November in Odyssey Cinemas, Belfast (for 12-25 year olds) The public screening times vary from early evening (6.30pm) to weekend matinees (3pm). By nature film festivals screen a series of films that are unclassified or yet to be classified and they are shown as special previews or premieres. The content of the Cinemagic Film programme explores and showcases stories for children, teenagers and young people.

CINEMAGIC FILM FESTIVAL is funded under the Northern Ireland Screen Film Festivals and Cultural Cinema Objective: *"Northern Ireland Screen seeks to provide all the people of Northern Ireland with the opportunity to see as wide a range of films as possible, including those made by the wealth of home-grown creative talent. We want specialist exhibitors and festivals in Northern Ireland to make a significant contribution to film culture, education and training"*

Cinemagic is funded by Belfast City Council under its Multi Annual Funding initiative.

The Festival has existed for 22 years to create opportunities, educate, motivate and inspire young people by exhibiting films from around the world- several of which are given to Cinemagic by film distributors before their general release and as such are unclassified. The Festival is supported by the British Board of Film Classification (BBFC), who are present during the Festival and work closely with the Cinemagic Festival Programmer. The BBFC also deliver film classification workshops for local schools during the festival.

Every film screened at Cinemagic has an age recommendation provided with it and content information provided in the festival programme and marketing materials.

The city of Belfast will come alive with a feast of cinematic delights and movie enthusiasts will enjoy the wide variety of events on offer. From Bollywood to Belfast, young people will be given a colourful flavour of all aspects of the film and television industry. From watching special previews brought to us by well known film studios and independent production companies to participating in workshops with industry professionals there is something for every young person and their family to enjoy.

Government legislation and priorities are changing to put the creative industries at the top of the agenda. The importance of the creative industries is evident if we are to build a skilled workforce with excellent communication and practical skills. With this in mind Cinemagic focuses on entertainment and education offering events that will develop personal skills, offer access to world cinema, and develop participant's knowledge in the film and television industry.

Cinemagic is not only a model of excellence but also a vehicle which can bring young people together through film screenings and workshops irrespective of their race, religion or economic background to engage in important dialogue and break down barriers in a positive and educational creative environment. Cinemagic can facilitate cultural exchange between young people on an international platform and provide unique opportunities.

2012 is a key year for Cinemagic. Whilst the world focuses on the economic downturn, Cinemagic believes this is now the time to focus on creativity, engage in cultural exchange and empower our young people.

Cinemagic film screenings, workshops and masterclasses teach young people about new channels that they can use to express their emotions and feelings in a constructive way, whilst learning in a creative environment. Expanding their knowledge in areas related to television, film and music will have a positive impact on their own personal development as confidence levels increase and they recognize the merit of their own ideas and suggestions.

Board Biogs

Mike Smith

A graduate of Trinity College, Dublin and Queen's University Belfast, Mike's 30 year career to date spans many of the key areas of urban regeneration. He is a chartered surveyor and chartered town planner.

He was appointed Director of Development for Laganside Corporation in June 1989 and led the Corporation as Chief Executive from 1997. In September 2002 Mike moved to Titanic Quarter Ltd as CEO and Managing Director and retired in July 2012.

In 2002 he was elected Chairman of the RICS and in 2004 was appointed Visiting Professor at the University of Ulster. He is an advisor to the East Belfast Partnership Regeneration Group and Chair of the Templemore Avenue School Trust. He is currently Chair of Cinemagic (an award winning International and Television Festival for Young People).

STEPHEN BECKETT

Stephen joined BBC NI in May 1980 after graduating as an engineer from the University of Ulster. Having held numerous Senior Management he was appointed to the BBC NI's Senior Management Board as Head of Resources in 1996. In this role he oversaw Production and Operational changes within BBC NI and left the Organisation as Head of Production in 2009. Stephen is now a Media Consultant and is currently working with the Olympic Park Legacy Company on the future use of the Olympic Park assets with respect to Media and Broadcast development.

STEPHEN MAGOWAN - Observer

Stephen McGowan is Head of Creative Industries and Innovation at the Department of Culture, Arts and Leisure. Previously he has held economic development, public affairs and corporate communications roles in the higher education and voluntary sectors. He joined Queen's University Belfast as Public Affairs Manager and later assumed roles promoting innovation and knowledge transfer between industry and higher education. He led the public affairs and policy development activities of Diabetes UK in Northern Ireland. At the Prince's Trust he was involved in community relations and enhancing the organisation's relationships with statutory, community and voluntary organisations. An MBA graduate, he has held a public appointment and a number of voluntary positions in relation to youth programmes and community development.

BRENDAN McGORAN

Brendan is the lead officer for the development and implementation of Belfast City Council's Creative Industries strategy within the context of the Local Economic Development Plan. He is responsible for an extensive portfolio of projects that form the Council's support structure for Belfast's Creative Sector under the themes of Creative Economy, Creative Talent and Creative Space. Projects under these themes include Investment and Intellectual property, Export Marketing, Dare to be Digital and Business Incubation.

Following an Honours degree at the University of Ulster and 18 months at the University Of Wisconsin, Brendan worked in the corporate video field, developing productions for clients such as Coca-Cola and BASS Ireland. Brendan went on to join the Nerve Centre's DREAM project to develop a support structure for Northern Ireland's Digital Media sector and later the Creative sector as a whole. After four years, Brendan was employed as a producer once again, responsible for developing a wide portfolio of television and feature films aimed at the international children television market. Brendan joined Belfast City Council in January 2004.

The actual schedule of films is not finalised as yet .

What exactly the BBFC do in their supporting role. Do they actually view the unclassified films?

The BBFC will have viewed a number of the films but not all. The BBFC supports the festival (each year) by sending two of their education co-ordinators to Belfast to host a number of classification workshops (for primary & secondary schools - both in schools & in cinemas), they introduce young people to classification & demonstrate the processes of classification (what they look out for, & how content is placed & determined in various age categories).

The films have a recommended classification, can you confirm how this is determined?

There are a number of processes for recommended classification:

- 1) Each of the programmed films - director/producer - provide their own age recommendation.
- 2) Cinemagic's programming team (led by Cinemagic Programming Manager, Chris Shaw, MA Film Exhibition and Distribution) views every title and uses BBFC guidelines for age recommendations. We also directly approach BBFC consultants with any queries.
- 3) Cinemagic's programming team may also consult various education boards, CCEA, & Cinemagic's education advisory board.
- 4) Cinemagic is a full member of the European Children's Film Association (ECFA) & the ECFA have the vast majority of youth films logged on their own website & they provide age recommendations that we consult.
- 5) Films will have been screened/or will be screened at other youth film festivals in the UK/Ireland & we share information with peer festivals/programmers.

How the viewers will be protected.

Full detailed synopsis of each film is provided in our festival programme/website along with age recommendations & content advisory information. We also have links to the BBFC guidelines in the programme/website for parents & teachers. All festival cinema venues will have the age recommendations/content advisory in their cinema literature/website. Cinemagic staff members & cinema staff will be at each venue before screenings taking tickets and making sure no under aged patrons enter the screens. All films screened are made/produced for children & young people.